

|   | Page | Table | Title                                                                                                                                                                                                                                 | Base Description                                                                        | Base |
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| ● | 1    | 1     | Q.1a What food issues, if any, are you concerned about? (Spontaneous)                                                                                                                                                                 | Base: All adults England/Wales/NI                                                       | 1919 |
| ● | 42   | 2     | Q.1b And which of these food issues are you concerned about, if any? -Total concerns                                                                                                                                                  | Base: All adults England/Wales/NI                                                       | 1919 |
| ● | 68   | 3     | Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns                                                                                                                                                  | Base: All adults England/Wales/NI                                                       | 1919 |
| ● | 81   | 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 |
| ● | 107  | 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 |
| ● | 141  | 6     | Q.1b-Q.1d Food issues concerned about- Summary                                                                                                                                                                                        | Base: All adults England/Wales/NI                                                       | 1919 |
| ● | 180  | 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 |
| ● | 193  | 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 |
| ● | 206  | 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 |
| ● | 219  | 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 |
| ● | 245  | 11    | Q.4 Which of the following, if any, have you heard of? - UK                                                                                                                                                                           | Base: All adults England/Wales/NI                                                       | 1919 |
| ● | 284  | 12    | Q.4 Which of the following, if any, have you heard of? - England                                                                                                                                                                      | Base: All adults England                                                                | 1752 |
| ● | 306  | 14    | Q.4 Which of the following, if any, have you heard of? - Wales                                                                                                                                                                        | Base: All adults Wales                                                                  | 103  |
| ● | 328  | 15    | Q.4 Which of the following, if any, have you heard of? - NI                                                                                                                                                                           | Base: All adults NI                                                                     | 64   |
| ● | 350  | 16    | 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 |
| ● | 411  | 18    | 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 |
| ● | 474  | 20    | 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  |

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

|                                                                             | WAVE                      |                           |                           |                           |                                 |                           |                           |                           |                                |                                 |                            |                                   |                                   |                                   |
|-----------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|---------------------------------|----------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
|                                                                             | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)       | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)      | Wave 10<br>(May 15)<br>(j)      | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)        | Wave 13<br>(Nov 16)<br>(m)        | Wave 14<br>(May 17)<br>(n)        |
| Unweighted Base                                                             | 1919                      | 1883                      | 1896                      | 1961                      | 1884                            | 2036                      | 1974                      | 1944                      | 1984                           | 2091                            | 1980                       | 2044                              | 1967                              | 1991                              |
| Weighted Base                                                               | 1828                      | 1818                      | 1835                      | 1834                      | 1824                            | 1841                      | 1824                      | 1824                      | 1824                           | 1840                            | 1826                       | 1826                              | 1841                              | 1837                              |
| Food prices                                                                 | 255<br>14%                | 267<br>15%hjk             | 266<br>15%jk              | 290<br>16%hijkl           | 401<br>22%abcdefgh<br>ijklmn    | 292<br>16%hijkl           | 320<br>18%abchijk<br>l    | 226<br>12%                | 261<br>14%k                    | 223<br>12%                      | 219<br>12%                 | 245<br>13%                        | 283<br>15%hjk                     | 294<br>16%hijkl                   |
| The amount of salt in food                                                  | 147<br>8%                 | 136<br>7%                 | 140<br>8%                 | 143<br>8%                 | 187<br>10%abcdk                 | 189<br>10%abcdk           | 163<br>9%                 | 178<br>10%abcdk           | 182<br>10%abcdk                | 176<br>10%bck                   | 134<br>7%                  | 205<br>11%abcdjk                  | 196<br>11%abcdk                   | 184<br>10%abcdk                   |
| The amount of fat in food                                                   | 144<br>8%                 | 136<br>7%                 | 148<br>8%                 | 131<br>7%                 | 187<br>10%abcdk                 | 198<br>11%abcdk           | 170<br>9%bd               | 171<br>9%bd               | 186<br>10%abcdk                | 165<br>9%bd                     | 138<br>8%                  | 201<br>11%abcdjk                  | 204<br>11%abcdk                   | 177<br>10%bdk                     |
| The use of additives (such as preservatives and colouring) in food products | 140<br>8%                 | 116<br>6%                 | 113<br>6%                 | 116<br>6%                 | 127<br>7%                       | 143<br>8%                 | 126<br>7%                 | 118<br>6%                 | 135<br>7%                      | 142<br>8%                       | 117<br>6%                  | 166<br>9%bcdeghk                  | 182<br>10%abcdefg<br>hijk         | 186<br>10%abcdefg<br>hijk         |
| Food hygiene when eating out                                                | 124<br>7% <i>c</i>        | 118<br>7% <i>c</i>        | 88<br>5%                  | 111<br>6%                 | 169<br>9%abcdghk                | 180<br>10%abcdghk         | 115<br>6%                 | 112<br>6%                 | 160<br>9%abcdghk               | 145<br>8% <i>cdh</i>            | 123<br>7% <i>c</i>         | 178<br>10%abcdghj<br>k            | 192<br>10%abcdghj<br>k            | 175<br>10%abcdghk                 |
| Animal welfare                                                              | 112<br>6% <i>bcdg</i>     | 81<br>4%                  | 77<br>4%                  | 93<br>5%                  | 129<br>7% <i>bcdfg</i>          | 96<br>5%                  | 78<br>4%                  | 125<br>7% <i>bcdfg</i>    | 130<br>7% <i>bcdfg</i>         | 144<br>8% <i>abcdfg</i>         | 143<br>8% <i>abcdfg</i>    | 212<br>12% <i>abcdefg</i><br>hijk | 194<br>11% <i>abcdefg</i><br>hijk | 196<br>11% <i>abcdefg</i><br>hijk |
| The amount of sugar in food                                                 | 106<br>6%                 | 125<br>7% <i>c</i>        | 95<br>5%                  | 117<br>6%                 | 156<br>9% <i>acd</i>            | 168<br>9% <i>abcd</i>     | 159<br>9% <i>abcd</i>     | 189<br>10% <i>abcd</i>    | 216<br>12% <i>abcdefg</i>      | 262<br>14% <i>abcdefg</i><br>hi | 222<br>12% <i>abcdefg</i>  | 332<br>18% <i>abcdefg</i><br>hikm | 288<br>16% <i>abcdefg</i><br>hik  | 296<br>16% <i>abcdefg</i><br>hik  |
| The amount of saturated fat in food                                         | 99<br>5%                  | 83<br>5%                  | 75<br>4%                  | 74<br>4%                  | 132<br>7% <i>abcd</i>           | 133<br>7% <i>abcd</i>     | 118<br>6% <i>bcd</i>      | 112<br>6% <i>bcd</i>      | 137<br>8% <i>abcd</i>          | 154<br>8% <i>abcdgh</i>         | 126<br>7% <i>bcd</i>       | 181<br>10% <i>abcdefgh</i><br>ik  | 170<br>9% <i>abcdefgh</i><br>k    | 171<br>9% <i>abcdefgh</i><br>k    |
| Genetically Modified (GM) foods                                             | 97<br>5%                  | 96<br>5%                  | 72<br>4%                  | 84<br>5%                  | 90<br>5%                        | 89<br>5%                  | 87<br>5%                  | 94<br>5%                  | 148<br>8% <i>abcdefgh</i><br>k | 126<br>7% <i>cdefghk</i>        | 88<br>5%                   | 122<br>7% <i>cdefghk</i>          | 147<br>8% <i>abcdefgh</i><br>k    | 126<br>7% <i>bcdefghk</i>         |
| Food hygiene at home                                                        | 94<br>5% <i>cdgh</i><br>k | 78<br>4% <i>cdgk</i>      | 63<br>3%                  | 52<br>3%                  | 122<br>7% <i>abcdghijk</i><br>l | 111<br>6% <i>abcdghk</i>  | 55<br>3%                  | 57<br>3%                  | 83<br>5% <i>cdghk</i>          | 91<br>5% <i>cdghk</i>           | 55<br>3%                   | 90<br>5% <i>cdghk</i>             | 121<br>7% <i>abcdghijk</i><br>l   | 103<br>6% <i>cdghk</i>            |
| Food poisoning such as Salmonella and E.Coli                                | 89<br>5% <i>gh</i>        | 72<br>4%                  | 81<br>4% <i>gh</i>        | 90<br>5% <i>gh</i>        | 101<br>6% <i>bgh</i>            | 89<br>5% <i>gh</i>        | 53<br>3%                  | 57<br>3%                  | 91<br>5% <i>gh</i>             | 83<br>5% <i>gh</i>              | 82<br>4% <i>gh</i>         | 107<br>6% <i>bgh</i>              | 121<br>7% <i>abcdfghi</i><br>jk   | 120<br>7% <i>abcdfghijk</i>       |



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

|                                                        | WAVE                         |                              |                              |                           |                           |                            |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)  | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                        | 1919                         | 1883                         | 1896                         | 1961                      | 1884                      | 2036                       | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                          | 1828                         | 1818                         | 1835                         | 1834                      | 1824                      | 1841                       | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Date labels, such as "best before" and "use by" labels | 86<br>5%                     | 82<br>5%                     | 63<br>3%                     | 73<br>4%                  | 101<br>6%cdjk             | 114<br>6%bcdjk             | 96<br>5%cj                | 90<br>5%cj                | 109<br>6%cdjk             | 65<br>4%                   | 72<br>4%                   | 90<br>5%cj                 | 108<br>6%cdjk              | 94<br>5%cj                 |
| The use of pesticides to grow food                     | 79<br>4%c                    | 75<br>4%c                    | 53<br>3%                     | 60<br>3%                  | 85<br>5%cd                | 91<br>5%cd                 | 81<br>4%c                 | 67<br>4%                  | 102<br>6%bcdh             | 103<br>6%bcdh              | 77<br>4%c                  | 139<br>8%abcdefg           | 131<br>7%abcdefg           | 134<br>7%abcdefghijk       |
| Food miles (e.g. the distance food travels)            | 79<br>4%c                    | 56<br>3%                     | 41<br>2%                     | 63<br>3%c                 | 74<br>4%c                 | 58<br>3%                   | 67<br>4%c                 | 73<br>4%c                 | 75<br>4%c                 | 96<br>5%bcdfgk             | 64<br>3%c                  | 75<br>4%c                  | 89<br>5%bcdk               | 99<br>5%bcdfgk             |
| Food waste                                             | 77<br>4%b                    | 49<br>3%                     | 58<br>3%                     | 58<br>3%                  | 120<br>7%abodh            | 111<br>6%abod              | 145<br>8%abcdfh           | 89<br>5%bcd               | 136<br>7%abcdh            | 128<br>7%abcdh             | 162<br>9%abcdefh           | 196<br>11%abcdefg          | 202<br>11%abcdefg          | 217<br>12%abcdefghijk      |
| The feed given to livestock                            | 46<br>3%                     | 66<br>4%cdgh                 | 40<br>2%                     | 44<br>2%                  | 55<br>3%                  | 71<br>4%acdghk             | 36<br>2%                  | 45<br>2%                  | 66<br>4%cdg               | 63<br>3%cg                 | 48<br>3%                   | 96<br>5%abcdefg            | 109<br>6%abcdefg           | 70<br>4%cdghk              |
| Foods aimed at children including school meals         | 46<br>3%c                    | 44<br>2%c                    | 27<br>1%                     | 43<br>2%                  | 60<br>3%c                 | 65<br>4%bcdk               | 46<br>2%c                 | 48<br>3%c                 | 52<br>3%c                 | 59<br>3%c                  | 41<br>2%                   | 88<br>5%abcdeghi           | 89<br>5%abcdeghi           | 82<br>4%abcdghk            |
| Hormones/steroids /antibiotics in food                 | 45<br>2%                     | 59<br>3%cd                   | 38<br>2%                     | 39<br>2%                  | 57<br>3%c                 | 77<br>4%acdkg              | 44<br>2%                  | 66<br>4%cdgk              | 91<br>5%abcdeghk          | 74<br>4%acdkg              | 44<br>2%                   | 102<br>6%abcdefg           | 112<br>6%abcdefg           | 120<br>7%abcdefghijk       |
| BSE ('mad cow disease')                                | 35<br>2%                     | 47<br>3%ceagh<br>k           | 25<br>1%                     | 33<br>2%                  | 29<br>2%                  | 57<br>3%acdeghij<br>kim    | 24<br>1%                  | 27<br>1%                  | 35<br>2%                  | 34<br>2%                   | 25<br>1%                   | 37<br>2%                   | 36<br>2%                   | 39<br>2%                   |
| Chemicals from the environment, such as lead, in food  | -                            | -                            | -                            | -                         | -                         | -                          | -                         | -                         | -                         | 101<br>5%abcdefgh          | 77<br>4%abcdefgh           | 142<br>8%abcdefgh          | 136<br>7%abcdefgh          | 147<br>8%abcdefghijk       |
| Food not being what the label says it is               | -                            | -                            | -                            | -                         | -                         | -                          | -                         | -                         | -                         | 99<br>5%abcdefgh           | 73<br>4%abcdefgh           | 111<br>6%abcdefgh          | 102<br>6%abcdefgh          | 108<br>6%abcdefghik        |
| Other                                                  | 98<br>5%lmn                  | 80<br>4%n                    | 110<br>6%blmn                | 89<br>5%mn                | 109<br>6%blmn             | 183<br>10%abcdeghi<br>jkmn | 108<br>6%blmn             | 127<br>7%bdklmn           | 123<br>7%bdklmn           | 106<br>6%lmn               | 93<br>5%lmn                | 65<br>4%                   | 65<br>4%                   | 55<br>3%                   |



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

|                            | WAVE                         |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1919                         | 1883                         | 1896                         | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base              | 1828                         | 1818                         | 1835                         | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Net: Any                   | 732<br>40%                   | 728<br>40%                   | 723<br>39%                   | 777<br>42%                | 852<br>47%abcdhk          | 813<br>44%abc             | 800<br>44%abc             | 759<br>42%                | 794<br>44%abc             | 819<br>45%abck             | 750<br>41%                 | 848<br>46%abcdhk           | 878<br>48%abcdfgh<br>ik    | 871<br>47%abcdghk          |
| None                       | 957<br>52%elmn               | 939<br>52%lmn                | 974<br>53%ejlmm              | 916<br>50%ln              | 883<br>48%ln              | 935<br>51%ln              | 942<br>52%lmn             | 963<br>53%ejlmm           | 937<br>51%mn              | 904<br>49%ln               | 932<br>51%ln               | 882<br>48%ln               | 882<br>48%ln               | 816<br>44%                 |
| Don't know                 | 139<br>8%efgh<br>ilm         | 151<br>8%efgh<br>ilm         | 138<br>7%efghilm             | 142<br>8%efghilm          | 89<br>5%                  | 93<br>5%                  | 83<br>5%                  | 103<br>6%                 | 94<br>5%                  | 117<br>6%gm                | 144<br>8%efghilm           | 97<br>5%                   | 81<br>4%                   | 150<br>8%efghilm           |
| Average number of mentions | 2.86cd                       | 2.67                         | 2.46                         | 2.45                      | 3.04bcdg                  | 3.24abcdgh                | 2.74d                     | 2.86cd                    | 3.28abcdgh                | 3.32abcdgh                 | 3.04bcdg                   | 3.82abcdef<br>ghijk        | 3.78abcdef<br>ghijk        | 3.73abcdefghijk            |
| 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                       |
| 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                       |

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

|                                                                             | MALE                         |                              |                              |                              |                                  |                              |                              |                              |                              |                               |                               |                                |                               |                                  | FEMALE                       |                              |                              |                              |                                 |                              |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|--------------------------------|-------------------------------|----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|---------------------------------|------------------------------|
|                                                                             | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e)     | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)  | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)    | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s)    | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 879                          | 858                          | 919                          | 948                          | 876                              | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                            | 933                           | 983                              | 1040                         | 1025                         | 977                          | 1013                         | 1008                            | 1044                         |
| Weighted Base                                                               | 883                          | 881                          | 894                          | 882                          | 889                              | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                            | 894                           | 894                              | 945                          | 937                          | 941                          | 951                          | 935                             | 947                          |
| Food prices                                                                 | 127<br>14%k                  | 129<br>15%hk                 | 113<br>13%                   | 131<br>15%hk                 | 189<br>21%abcd<br>fg hijkl<br>mn | 128<br>14%hk                 | 147<br>17%chij<br>k          | 99<br>11%                    | 111<br>12%                   | 108<br>12%                    | 87<br>10%                     | 118<br>13%k                    | 139<br>16%hjk                 | 134<br>15%hk                     | 128<br>14%                   | 139<br>15%                   | 154<br>16%x                  | 159<br>17%x                  | 212<br>23%nopq<br>r u w x y z A | 163<br>17%ovz                |
| The amount of fat in food                                                   | 65<br>7%                     | 54<br>6%                     | 63<br>7%                     | 51<br>6%                     | 84<br>9%bdk                      | 77<br>9%cd                   | 70<br>8%                     | 80<br>9%bd                   | 77<br>9%cd                   | 74<br>8%cd                    | 59<br>7%                      | 95<br>11%abcd<br>gkn           | 95<br>11%abcdk                | 71<br>8%                         | 79<br>8%                     | 82<br>9%                     | 85<br>9%                     | 80<br>8%                     | 103<br>11%no                    | 121<br>13%nopqrv<br>y        |
| The amount of salt in food                                                  | 64<br>7%                     | 62<br>7%                     | 65<br>7%                     | 61<br>7%                     | 80<br>9%                         | 80<br>9%                     | 69<br>8%                     | 73<br>8%                     | 86<br>10%dk                  | 80<br>9%                      | 60<br>7%                      | 102<br>11%abcd<br>ghk          | 94<br>10%abcdk                | 83<br>9%                         | 83<br>9%                     | 74<br>8%                     | 76<br>8%                     | 82<br>9%                     | 107<br>11%pqry                  | 109<br>12%opqy               |
| Food hygiene when eating out                                                | 61<br>7%c                    | 53<br>6%c                    | 35<br>4%                     | 58<br>7%c                    | 86<br>10%abcdg<br>hk             | 78<br>9%bcgh                 | 48<br>5%                     | 47<br>5%                     | 80<br>9%bcgh                 | 74<br>8%cgh                   | 59<br>7%c                     | 85<br>10%abcd<br>ghk           | 94<br>11%abcdg<br>hk          | 81<br>9%bcgh<br>qr               | 63<br>7%                     | 65<br>7%                     | 54<br>6%                     | 52<br>5%                     | 84<br>9%qr                      | 102<br>11%opqrv<br>y         |
| The use of additives (such as preservatives and colouring) in food products | 52<br>6%                     | 49<br>6%                     | 43<br>5%                     | 46<br>5%                     | 50<br>6%                         | 51<br>6%                     | 47<br>5%                     | 50<br>6%                     | 50<br>6%                     | 63<br>7%ck                    | 41<br>5%                      | 79<br>9%abcde<br>fghik         | 79<br>9%abcde<br>fghik        | 70<br>8%cdgk                     | 88<br>9%                     | 67<br>7%                     | 70<br>7%                     | 70<br>7%                     | 76<br>8%                        | 92<br>10%p                   |
| The amount of sugar in food                                                 | 51<br>6%                     | 54<br>6%                     | 43<br>5%                     | 46<br>5%                     | 61<br>7%                         | 64<br>7%c                    | 72<br>8%cd                   | 76<br>9%acd                  | 102<br>11%abcd<br>efgh       | 120<br>13%abcd<br>efgh        | 98<br>11%abcd<br>efg          | 152<br>17%abcd<br>efghijk<br>n | 134<br>15%abcd<br>efghik      | 123<br>14%abcd<br>efghopq<br>rsu | 55<br>6%                     | 72<br>8%                     | 52<br>5%                     | 70<br>7%                     | 95<br>10%oqr                    | 104<br>11%opqr               |
| Food poisoning such as Salmonella and E.Coli                                | 48<br>5%gh                   | 31<br>4%                     | 36<br>4%                     | 45<br>5%gh                   | 44<br>5%gh                       | 36<br>4%h                    | 22<br>2%                     | 21<br>2%                     | 47<br>5%gh                   | 44<br>5%gh                    | 35<br>4%                      | 56<br>6%bcfgh<br>k             | 54<br>6%bgh                   | 58<br>6%bcfg<br>hkopuv<br>x      | 42<br>4%                     | 41<br>4%                     | 45<br>5%                     | 45<br>5%                     | 57<br>6%uv                      | 53<br>6%u                    |
| Food hygiene at home                                                        | 46<br>5%cdgh<br>k            | 36<br>4%dh                   | 23<br>3%                     | 17<br>2%                     | 53<br>6%cdghk                    | 49<br>6%cdghk                | 22<br>3%                     | 21<br>2%                     | 39<br>4%cdgh                 | 42<br>5%cdgh                  | 27<br>3%                      | 43<br>5%cdgh                   | 57<br>6%bcdgh<br>k            | 48<br>5%cdgh<br>ky               | 48<br>5%y                    | 42<br>4%                     | 40<br>4%                     | 35<br>4%                     | 69<br>7%opqru<br>vwyz           | 62<br>7%qruvw<br>y           |
| Animal welfare                                                              | 44<br>5%                     | 34<br>4%                     | 30<br>3%                     | 33<br>4%                     | 50<br>6%c                        | 34<br>4%                     | 34<br>4%                     | 53<br>6%cdfg                 | 49<br>6%c                    | 57<br>6%bcdfg                 | 54<br>6%bcdf<br>g             | 91<br>10%abcde<br>fghjk        | 83<br>9%abcde<br>fghjk        | 79<br>9%abcd<br>efghijk<br>kqru  | 68<br>7%pqu                  | 47<br>5%                     | 47<br>5%                     | 60<br>6%                     | 78<br>8%ppqu                    | 62<br>7%                     |



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

|                                                                             | FEMALE                       |                              |                              |                               |                               |                                   |                               |                               |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-----------------------------------|-------------------------------|-------------------------------|
|                                                                             | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)     | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                              | 1034                          | 1008                          |
| Weighted Base                                                               | 940                          | 937                          | 933                          | 953                           | 936                           | 939                               | 947                           | 943                           |
| Food prices                                                                 | 172<br>18%<br>opvx<br>yz     | 127<br>14%                   | 150<br>16%<br>x              | 115<br>12%                    | 132<br>14%                    | 127<br>14%                        | 144<br>15%<br>x               | 160<br>17%                    |
| The amount of fat in food                                                   | 101<br>11%<br>n              | 91<br>10%                    | 110<br>12%<br>nopr<br>y      | 91<br>10%                     | 79<br>8%                      | 106<br>11%<br>nory                | 109<br>12%<br>nopr<br>y       | 106<br>11%                    |
| The amount of salt in food                                                  | 94<br>10%                    | 105<br>11%<br>pay            | 96<br>10%                    | 97<br>10%                     | 74<br>8%                      | 103<br>11%<br>pay                 | 102<br>11%<br>pay             | 101<br>11%                    |
| Food hygiene when eating out                                                | 67<br>7%                     | 65<br>7%                     | 80<br>9%<br>qr               | 71<br>7%                      | 65<br>7%                      | 93<br>10%<br>opqr<br>uvy          | 98<br>10%<br>opqr<br>uvxy     | 94<br>10%                     |
| The use of additives (such as preservatives and colouring) in food products | 78<br>8%                     | 68<br>7%                     | 85<br>9%                     | 79<br>8%                      | 76<br>8%                      | 87<br>9%                          | 103<br>11%<br>nopqr<br>svy    | 116<br>12%                    |
| The amount of sugar in food                                                 | 87<br>9%<br>oq               | 114<br>12%<br>opqr<br>u      | 114<br>12%<br>opqr<br>u      | 143<br>15%<br>opqr<br>stu     | 124<br>13%<br>opqr<br>su      | 190<br>19%<br>nopq<br>rstuvw<br>y | 154<br>16%<br>opqr<br>stuvw   | 173<br>18%                    |
| Food poisoning such as Salmonella and E.Coli                                | 31<br>3%                     | 36<br>4%                     | 44<br>5%                     | 39<br>4%                      | 46<br>5%                      | 51<br>5%<br>u                     | 67<br>7%<br>opqr<br>uvwxy     | 62<br>7%                      |
| Food hygiene at home                                                        | 33<br>3%                     | 37<br>4%                     | 44<br>5%                     | 50<br>5%<br>y                 | 28<br>3%                      | 48<br>5%<br>y                     | 64<br>7%<br>opqr<br>uv<br>y   | 55<br>6%                      |
| Animal welfare                                                              | 45<br>5%                     | 72<br>8%<br>pqu              | 81<br>9%<br>pqu              | 88<br>9%<br>pqrt<br>u         | 89<br>10%<br>pqrt<br>u        | 120<br>13%<br>nopq<br>rstuvw<br>y | 110<br>12%<br>opqr<br>stuvw   | 116<br>12%                    |



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

|                                                        | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                        | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                          | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| The amount of saturated fat in food                    | 42<br>5% <sub>c</sub>        | 33<br>4%                     | 25<br>3%                     | 38<br>4%                     | 63<br>7% <sub>abcd</sub>     | 55<br>6% <sub>bc</sub>       | 57<br>6% <sub>bc</sub>       | 53<br>6% <sub>bc</sub>       | 73<br>8% <sub>abcd</sub>     | 71<br>8% <sub>abcd</sub>      | 61<br>7% <sub>abcd</sub>      | 88<br>10% <sub>abcd</sub>     | 85<br>10% <sub>abcd</sub>     | 80<br>9% <sub>abcd</sub>      | 57<br>6% <sub>r</sub>        | 50<br>5%                     | 49<br>5%                     | 36<br>4%                     | 70<br>7% <sub>r</sub>        | 78<br>8% <sub>pqr</sub>      |
| Genetically Modified (GM) foods                        | 41<br>5%                     | 47<br>5% <sub>c</sub>        | 28<br>3%                     | 36<br>4%                     | 34<br>4%                     | 37<br>4%                     | 44<br>5%                     | 38<br>4%                     | 57<br>6% <sub>cdef</sub>     | 61<br>7% <sub>cdefh</sub>     | 51<br>6% <sub>c</sub>         | 48<br>5% <sub>c</sub>         | 72<br>8% <sub>abcde</sub>     | 67<br>7% <sub>acde</sub>      | 56<br>6% <sub>ey</sub>       | 49<br>5%                     | 44<br>5%                     | 48<br>5%                     | 56<br>6% <sub>ey</sub>       | 52<br>5%                     |
| Date labels, such as "best before" and "use by" labels | 38<br>4%                     | 38<br>4%                     | 25<br>3%                     | 26<br>3%                     | 41<br>5% <sub>c</sub>        | 42<br>5% <sub>c</sub>        | 49<br>6% <sub>cd</sub>       | 47<br>5% <sub>cd</sub>       | 48<br>5% <sub>cd</sub>       | 32<br>4%                      | 33<br>4%                      | 48<br>5% <sub>cd</sub>        | 42<br>5% <sub>c</sub>         | 50<br>6% <sub>cdjx</sub>      | 48<br>5%                     | 44<br>5%                     | 39<br>4%                     | 47<br>5%                     | 60<br>6% <sub>opqy</sub>     | 72<br>8% <sub>opqrux</sub>   |
| Food miles (e.g. the distance food travels)            | 36<br>4% <sub>cd</sub>       | 23<br>3% <sub>c</sub>        | 8<br>1%                      | 19<br>2% <sub>c</sub>        | 35<br>4% <sub>cd</sub>       | 22<br>2% <sub>c</sub>        | 22<br>2% <sub>c</sub>        | 28<br>3% <sub>c</sub>        | 29<br>3% <sub>c</sub>        | 40<br>5% <sub>bcdfg</sub>     | 25<br>3% <sub>c</sub>         | 34<br>4% <sub>cd</sub>        | 46<br>5% <sub>bcdfg</sub>     | 36<br>4% <sub>cd</sub>        | 43<br>5%                     | 33<br>4%                     | 33<br>4%                     | 44<br>5%                     | 40<br>4%                     | 36<br>4%                     |
| Food waste                                             | 35<br>4%                     | 20<br>2%                     | 21<br>2%                     | 32<br>4%                     | 49<br>6% <sub>bc</sub>       | 46<br>5% <sub>bc</sub>       | 61<br>7% <sub>abcdh</sub>    | 40<br>4% <sub>bc</sub>       | 62<br>7% <sub>abcdh</sub>    | 62<br>7% <sub>abcdh</sub>     | 67<br>8% <sub>abcd</sub>      | 101<br>11% <sub>abcd</sub>    | 95<br>11% <sub>abcd</sub>     | 90<br>10% <sub>abcd</sub>     | 41<br>4%                     | 29<br>3%                     | 37<br>4%                     | 27<br>3%                     | 71<br>8% <sub>opqrv</sub>    | 65<br>7% <sub>opqr</sub>     |
| The use of pesticides to grow food                     | 33<br>4% <sub>c</sub>        | 32<br>4% <sub>c</sub>        | 15<br>2%                     | 21<br>2%                     | 41<br>5% <sub>cd</sub>       | 36<br>4% <sub>c</sub>        | 34<br>4% <sub>c</sub>        | 27<br>3%                     | 41<br>5% <sub>cd</sub>       | 46<br>5% <sub>cdh</sub>       | 32<br>4% <sub>c</sub>         | 72<br>8% <sub>abcde</sub>     | 66<br>7% <sub>abcde</sub>     | 59<br>7% <sub>abcd</sub>      | 46<br>5%                     | 44<br>5%                     | 38<br>4%                     | 38<br>4%                     | 44<br>5%                     | 55<br>6%                     |
| Foods aimed at children including school meals         | 23<br>3% <sub>c</sub>        | 22<br>3% <sub>c</sub>        | 5<br>1%                      | 19<br>2% <sub>c</sub>        | 22<br>2% <sub>c</sub>        | 22<br>2% <sub>c</sub>        | 23<br>3% <sub>c</sub>        | 18<br>2% <sub>c</sub>        | 22<br>2% <sub>c</sub>        | 20<br>2% <sub>c</sub>         | 16<br>2% <sub>c</sub>         | 41<br>5% <sub>abcde</sub>     | 45<br>5% <sub>abcde</sub>     | 35<br>4% <sub>cdhk</sub>      | 23<br>2%                     | 22<br>2%                     | 23<br>2%                     | 24<br>2%                     | 39<br>4% <sub>opqru</sub>    | 43<br>5% <sub>opqr</sub>     |
| Hormones/steroids /antibiotics in food                 | 22<br>2%                     | 29<br>3% <sub>cdg</sub>      | 13<br>1%                     | 15<br>2%                     | 22<br>3%                     | 33<br>4% <sub>cdg</sub>      | 15<br>2%                     | 32<br>4% <sub>cdg</sub>      | 28<br>3% <sub>c</sub>        | 30<br>3% <sub>cdg</sub>       | 19<br>2%                      | 47<br>5% <sub>abcde</sub>     | 49<br>5% <sub>abcde</sub>     | 54<br>6% <sub>abcd</sub>      | 24<br>3%                     | 29<br>3%                     | 25<br>3%                     | 24<br>3%                     | 35<br>4%                     | 44<br>5% <sub>opqy</sub>     |



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

|                                                        | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                        | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                        | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                          | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| The amount of saturated fat in food                    | 61<br>7%r                    | 59<br>6%r                    | 64<br>7%r                    | 83<br>9%opqr                  | 65<br>7%r                     | 93<br>10%opqru<br>wy          | 85<br>9%opqr<br>uv            | 90<br>10%                     |
| Genetically Modified (GM) foods                        | 44<br>5%                     | 55<br>6%y                    | 91<br>10%opqrs<br>tuvxy      | 65<br>7%uy                    | 37<br>4%                      | 73<br>8%partu<br>y            | 75<br>8%partu<br>y            | 60<br>6%                      |
| Date labels, such as "best before" and "use by" labels | 48<br>5%                     | 43<br>5%                     | 60<br>6%qey                  | 33<br>3%                      | 39<br>4%                      | 42<br>4%                      | 65<br>7%pqvxy<br>z            | 44<br>5%                      |
| Food miles (e.g. the distance food travels)            | 45<br>5%                     | 45<br>5%                     | 46<br>5%                     | 55<br>6%pqt                   | 39<br>4%                      | 41<br>4%                      | 43<br>4%                      | 63<br>7%                      |
| Food waste                                             | 84<br>9%opqrv                | 49<br>5%pr                   | 74<br>8%opqrv                | 67<br>7%opqr                  | 95<br>10%opqr<br>stwx         | 95<br>10%opqr<br>stwx         | 107<br>11%opqr<br>stwx        | 127<br>13%                    |
| The use of pesticides to grow food                     | 48<br>5%                     | 39<br>4%                     | 61<br>6%qrv                  | 57<br>6%                      | 45<br>5%                      | 67<br>7%opqrs<br>vy           | 65<br>7%pqrsv                 | 76<br>8%                      |
| Foods aimed at children including school meals         | 23<br>2%                     | 30<br>3%                     | 30<br>3%                     | 39<br>4%opq                   | 25<br>3%                      | 47<br>5%opqru<br>y            | 45<br>5%opqru<br>y            | 47<br>5%                      |
| Hormones/steroids /antibiotics in food                 | 28<br>3%                     | 34<br>4%                     | 63<br>7%opqrs<br>uvxy        | 44<br>5%oqry                  | 25<br>3%                      | 55<br>6%opqrs<br>uvy          | 64<br>7%opqrs<br>uvxy         | 65<br>7%                      |





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

|                                                       | MALE                      |                           |                           |                           |                           |                            |                           |                           |                           |                            |                            |                            |                            |                                          | FEMALE                    |                           |                           |                           |                           |                             |
|-------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|
|                                                       | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)  | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)               | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t)   |
| Unweighted Base                                       | 879                       | 858                       | 919                       | 948                       | 876                       | 992                        | 974                       | 884                       | 974                       | 1018                       | 937                        | 984                        | 933                        | 983                                      | 1040                      | 1025                      | 977                       | 1013                      | 1008                      | 1044                        |
| Weighted Base                                         | 883                       | 881                       | 894                       | 882                       | 889                       | 894                        | 884                       | 887                       | 891                       | 887                        | 890                        | 887                        | 894                        | 894                                      | 945                       | 937                       | 941                       | 951                       | 935                       | 947                         |
| The feed given to livestock                           | 21<br>2%                  | 30<br>3%ck                | 14<br>2%                  | 20<br>2%                  | 21<br>2%                  | 28<br>3%c                  | 21<br>2%                  | 20<br>2%                  | 21<br>2%                  | 23<br>3%                   | 16<br>2%                   | 45<br>5%acdef<br>ghijkn    | 49<br>6%abcede<br>fghijkn  | 27<br>3%cu                               | 26<br>3%                  | 36<br>4%u                 | 26<br>3%                  | 25<br>3%                  | 34<br>4%u                 | 43<br>5%oqruv               |
| BSE ('mad cow disease')                               | 19<br>2%                  | 21<br>2%g                 | 12<br>1%                  | 12<br>1%                  | 16<br>2%                  | 23<br>3%gh                 | 9<br>1%                   | 11<br>1%                  | 16<br>2%                  | 17<br>2%                   | 12<br>1%                   | 18<br>2%                   | 21<br>2%g                  | 20<br>2%                                 | 17<br>2%                  | 26<br>3%qsy               | 13<br>1%                  | 21<br>2%                  | 13<br>1%                  | 35<br>4%oqsuvwx<br>yzA      |
| Chemicals from the environment, such as lead, in food | -                         | -                         | -                         | -                         | -                         | -                          | -                         | -                         | -                         | 42<br>5%abcede<br>fghi     | 38<br>4%abcede<br>fghi     | 68<br>8%abcede<br>fghijk   | 71<br>8%abcede<br>fghijk   | 65<br>7%abcd<br>efghj<br>kopars<br>tuwvy | -                         | -                         | -                         | -                         | -                         | -                           |
| Food not being what the label says it is              | -                         | -                         | -                         | -                         | -                         | -                          | -                         | -                         | -                         | 46<br>5%abcede<br>fghi     | 34<br>4%abcede<br>fghi     | 51<br>6%abcede<br>fghi     | 40<br>5%abcede<br>fghi     | 48<br>5%abcd<br>efghio<br>pqrstu<br>vw   | -                         | -                         | -                         | -                         | -                         | -                           |
| Other                                                 | 42<br>5%ln                | 33<br>4%                  | 41<br>5%l                 | 33<br>4%                  | 45<br>5%ln                | 78<br>9%abcede<br>ghijklmn | 46<br>5%lmn               | 51<br>6%klmn              | 57<br>6%bdklm<br>n        | 48<br>5%lmn                | 33<br>4%                   | 25<br>3%                   | 29<br>3%                   | 26<br>3%                                 | 56<br>6%nA                | 47<br>5%n                 | 68<br>7%npzA              | 56<br>6%nA                | 64<br>7%nzA               | 105<br>11%nopqrsu<br>vwxyzA |
| Net: Any                                              | 319<br>36%                | 324<br>37%                | 317<br>35%                | 336<br>38%                | 386<br>43%abcd<br>hk      | 360<br>40%c                | 356<br>40%c               | 330<br>37%                | 367<br>41%ac              | 381<br>43%abcd<br>hk       | 328<br>37%                 | 397<br>45%abcd<br>hk       | 417<br>47%abcd<br>fghik    | 406<br>45%abcd<br>dfghk                  | 413<br>44%                | 404<br>43%                | 406<br>43%                | 441<br>46%                | 466<br>50%opqy            | 453<br>48%pq                |
| None                                                  | 506<br>57%ejl<br>mn       | 481<br>55%mn              | 505<br>57%ejlm<br>n       | 476<br>54%n               | 456<br>51%                | 484<br>54%mn               | 490<br>55%lmn             | 504<br>57%ejlm<br>n       | 487<br>55%mn              | 452<br>51%                 | 494<br>56%lmn              | 447<br>50%                 | 440<br>49%                 | 418<br>47%                               | 451<br>48%                | 458<br>49%                | 469<br>50%                | 441<br>46%                | 427<br>46%                | 451<br>48%                  |
| Don't know                                            | 59<br>7%gim               | 76<br>9%efgij<br>lm       | 72<br>8%efgil<br>m        | 71<br>8%efgil<br>m        | 47<br>5%                  | 50<br>6%                   | 38<br>4%                  | 54<br>6%                  | 38<br>4%                  | 55<br>6%                   | 68<br>8%gilm               | 43<br>5%                   | 37<br>4%                   | 70<br>8%agil<br>mstuvA                   | 80<br>8%stuv<br>wzA       | 75<br>8%stuv<br>zA        | 66<br>7%stuvA             | 71<br>7%stuvA             | 42<br>4%                  | 43<br>5%                    |
| Average number of mentions                            | 2.96cd                    | 2.66                      | 2.21                      | 2.37                      | 2.95cd                    | 2.97cd                     | 2.67c                     | 2.81cd                    | 3.10cdg                   | 3.26bcd                    | 3.01cd                     | 3.87abc<br>defghj<br>k     | 3.74abc<br>defghik         | 3.52ab<br>cdefgh<br>opqr                 | 2.78                      | 2.68                      | 2.66                      | 2.51                      | 3.11pqr                   | 3.45opqr                    |



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

|                                                       | FEMALE                       |                              |                               |                                      |                                      |                                      |                                       |                               |
|-------------------------------------------------------|------------------------------|------------------------------|-------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|---------------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w)  | Wave 10<br>(May<br>15)<br>(x)        | Wave 11<br>(Nov<br>15)<br>(y)        | Wave 12<br>(May<br>16)<br>(z)        | Wave 13<br>(Nov<br>16)<br>(A)         | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 1000                         | 1060                         | 1010                          | 1073                                 | 1043                                 | 1060                                 | 1034                                  | 1008                          |
| Weighted Base                                         | 940                          | 937                          | 933                           | 953                                  | 936                                  | 939                                  | 947                                   | 943                           |
| The feed given to livestock                           | 16<br>2%                     | 25<br>3%                     | 44<br>5% <i>oqruv</i>         | 40<br>4% <i>u</i>                    | 31<br>3% <i>u</i>                    | 51<br>5% <i>noqruv</i>               | 59<br>6% <i>noqpr</i><br><i>suvxy</i> | 42<br>4%                      |
| BSE ('mad cow disease')                               | 14<br>2%                     | 16<br>2%                     | 19<br>2%                      | 17<br>2%                             | 13<br>1%                             | 19<br>2%                             | 16<br>2%                              | 19<br>2%                      |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                             | 59<br>6% <i>opqrs</i><br><i>tuvw</i> | 39<br>4% <i>opqrs</i><br><i>tuvw</i> | 73<br>8% <i>opqrs</i><br><i>tuvw</i> | 66<br>7% <i>opqrs</i><br><i>tuvw</i>  | 83<br>9%                      |
| Food not being what the label says it is              | -                            | -                            | -                             | 53<br>6% <i>opqrs</i><br><i>tuvw</i> | 39<br>4% <i>opqrs</i><br><i>tuvw</i> | 60<br>6% <i>opqrs</i><br><i>tuvw</i> | 61<br>6% <i>opqrs</i><br><i>tuvw</i>  | 60<br>6%                      |
| Other                                                 | 62<br>7% <i>nzA</i>          | 75<br>8% <i>npzA</i>         | 65<br>7% <i>nzA</i>           | 58<br>6% <i>nA</i>                   | 60<br>6% <i>nzA</i>                  | 41<br>4%                             | 36<br>4%                              | 30<br>3%                      |
| Net: Any                                              | 444<br>47%                   | 429<br>46%                   | 427<br>46%                    | 438<br>46%                           | 423<br>45%                           | 452<br>48% <i>pq</i>                 | 461<br>49% <i>opq</i>                 | 465<br>49%                    |
| None                                                  | 452<br>48%                   | 459<br>49%                   | 450<br>48%                    | 452<br>47%                           | 438<br>47%                           | 435<br>46%                           | 441<br>47%                            | 398<br>42%                    |
| Don't know                                            | 44<br>5%                     | 48<br>5%                     | 56<br>6%                      | 63<br>7% <i>s</i>                    | 75<br>8% <i>stuvz</i><br><i>A</i>    | 54<br>6%                             | 44<br>5%                              | 79<br>8%                      |
| Average number of mentions                            | 2.79                         | 2.89                         | 3.43 <i>opq</i><br><i>ruv</i> | 3.38 <i>opq</i><br><i>ruv</i>        | 3.06 <i>r</i>                        | 3.78 <i>opq</i><br><i>rsuvy</i>      | 3.82 <i>opq</i><br><i>rsuvy</i>       | 3.91                          |



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

|                    | MALE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | FEMALE                    |                           |                           |                           |                           |                           |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                    | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base    | 879                       | 858                       | 919                       | 948                       | 876                       | 992                       | 974                       | 884                       | 974                       | 1018                       | 937                        | 984                        | 933                        | 983                        | 1040                      | 1025                      | 977                       | 1013                      | 1008                      | 1044                      |
| Weighted Base      | 883                       | 881                       | 894                       | 882                       | 889                       | 894                       | 884                       | 887                       | 891                       | 887                        | 890                        | 887                        | 894                        | 894                        | 945                       | 937                       | 941                       | 951                       | 935                       | 947                       |
| 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                       | 3.00                      | 3.18                      | 2.84                      | 2.69                      | 3.23                      | 3.81                      |
| 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                       | 0.14                      | 0.15                      | 0.14                      | 0.12                      | 0.14                      | 0.17                      |



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

|                    | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|--------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base    | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base      | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Standard deviation | 2.92                         | 3.15                         | 3.61                         | 3.85                          | 3.17                          | 3.94                          | 4.24                          | 3.97                          |
| Standard error     | 0.13                         | 0.14                         | 0.17                         | 0.18                          | 0.15                          | 0.18                          | 0.19                          | 0.18                          |

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

|                                                        | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                        | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                          | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Food prices                                            | 31<br>11%                    | 39<br>14% <sup>dh</sup>      | 28<br>9%                     | 22<br>8%                     | 36<br>12% <sup>h</sup>       | 37<br>13% <sup>h</sup>       | 40<br>14% <sup>dh</sup>      | 19<br>6%                     | 26<br>9%                     | 29<br>10%                     | 26<br>9%                      | 39<br>15% <sup>cdhik</sup>    | 41<br>14% <sup>dhi</sup>      | 47<br>16% <sup>cdhik</sup>    | 51<br>16%                    | 57<br>19%                    | 52<br>17%                    | 66<br>20%                    | 67<br>21%                    | 55<br>16%                    |
| Food hygiene when eating out                           | 20<br>7%                     | 16<br>6%                     | 10<br>3%                     | 12<br>4%                     | 31<br>10% <sup>cd</sup>      | 32<br>11% <sup>bdj</sup>     | 20<br>7%                     | 22<br>8% <sup>c</sup>        | 22<br>7% <sup>c</sup>        | 18<br>6%                      | 23<br>8% <sup>c</sup>         | 30<br>11% <sup>bdj</sup>      | 29<br>10% <sup>cd</sup>       | 26<br>9% <sup>cd</sup>        | 19<br>6%                     | 26<br>9% <sup>v</sup>        | 15<br>5%                     | 27<br>8%                     | 31<br>10% <sup>qv</sup>      | 37<br>11% <sup>oqv</sup>     |
| The amount of fat in food                              | 16<br>6%                     | 28<br>10% <sup>cdek</sup>    | 12<br>4%                     | 11<br>4%                     | 14<br>5%                     | 18<br>6%                     | 21<br>7%                     | 19<br>6%                     | 23<br>8% <sup>k</sup>        | 17<br>6%                      | 11<br>4%                      | 24<br>9% <sup>cdek</sup>      | 19<br>6%                      | 19<br>6%                      | 24<br>8%                     | 29<br>10%                    | 23<br>8%                     | 20<br>6%                     | 34<br>11% <sup>r</sup>       | 34<br>10%                    |
| Food hygiene at home                                   | 11<br>4%                     | 14<br>5% <sup>i</sup>        | 8<br>3%                      | 7<br>3%                      | 20<br>7% <sup>cdhij</sup>    | 16<br>5% <sup>i</sup>        | 10<br>3%                     | 9<br>3%                      | 6<br>2%                      | 7<br>2%                       | 12<br>4%                      | 20<br>8% <sup>acdgh</sup>     | 14<br>5%                      | 15<br>5%                      | 15<br>5%                     | 21<br>7% <sup>quvy</sup>     | 7<br>2%                      | 13<br>4%                     | 23<br>7% <sup>quvy</sup>     | 27<br>8% <sup>quvy</sup>     |
| Animal welfare                                         | 11<br>4%                     | 13<br>5%                     | 5<br>2%                      | 7<br>2%                      | 15<br>5% <sup>c</sup>        | 10<br>3%                     | 11<br>4%                     | 19<br>6% <sup>cd</sup>       | 14<br>5%                     | 17<br>6% <sup>c</sup>         | 25<br>8% <sup>acdf</sup>      | 31<br>12% <sup>abcd</sup>     | 29<br>10% <sup>abcd</sup>     | 31<br>10% <sup>abcd</sup>     | 13<br>4%                     | 16<br>5% <sup>t</sup>        | 8<br>3%                      | 14<br>4%                     | 13<br>4%                     | 6<br>2%                      |
| Food poisoning such as Salmonella and E.Coli           | 10<br>4%                     | 12<br>5%                     | 10<br>3%                     | 12<br>4%                     | 21<br>7% <sup>thi</sup>      | 8<br>3%                      | 10<br>3%                     | 9<br>3%                      | 7<br>2%                      | 10<br>3%                      | 11<br>4%                      | 16<br>6% <sup>i</sup>         | 19<br>7% <sup>i</sup>         | 25<br>8% <sup>acfg</sup>      | 9<br>3%                      | 19<br>6% <sup>o</sup>        | 10<br>3%                     | 21<br>6%                     | 21<br>6% <sup>o</sup>        | 21<br>6%                     |
| Date labels, such as "best before" and "use by" labels | 10<br>3% <sup>c</sup>        | 12<br>4% <sup>c</sup>        | 1<br>-                       | 6<br>2% <sup>c</sup>         | 9<br>3% <sup>c</sup>         | 14<br>5% <sup>c</sup>        | 17<br>6% <sup>cd</sup>       | 7<br>2% <sup>c</sup>         | 10<br>3% <sup>c</sup>        | 8<br>3% <sup>c</sup>          | 10<br>3% <sup>c</sup>         | 11<br>4% <sup>c</sup>         | 12<br>4% <sup>c</sup>         | 12<br>4% <sup>c</sup>         | 18<br>6% <sup>qx</sup>       | 25<br>8% <sup>qvx</sup>      | 7<br>2%                      | 11<br>3%                     | 15<br>5%                     | 23<br>7% <sup>qrx</sup>      |
| Food waste                                             | 8<br>3%                      | 11<br>4% <sup>cd</sup>       | 3<br>1%                      | 3<br>1%                      | 17<br>6% <sup>cd</sup>       | 8<br>3%                      | 27<br>9% <sup>abcd</sup>     | 11<br>4% <sup>c</sup>        | 12<br>4% <sup>cd</sup>       | 13<br>4% <sup>cd</sup>        | 14<br>5% <sup>cd</sup>        | 29<br>11% <sup>abcd</sup>     | 29<br>10% <sup>abcd</sup>     | 36<br>12% <sup>abcd</sup>     | 12<br>4%                     | 9<br>3%                      | 9<br>3%                      | 10<br>3%                     | 17<br>5%                     | 20<br>6%                     |
| The amount of sugar in food                            | 8<br>3%                      | 20<br>7% <sup>acde</sup>     | 8<br>3%                      | 7<br>2%                      | 8<br>3%                      | 13<br>5%                     | 18<br>6% <sup>de</sup>       | 16<br>5%                     | 18<br>6% <sup>d</sup>        | 22<br>7% <sup>acde</sup>      | 17<br>6%                      | 32<br>12% <sup>acde</sup>     | 30<br>10% <sup>acde</sup>     | 30<br>10% <sup>acde</sup>     | 14<br>4%                     | 25<br>8% <sup>q</sup>        | 12<br>4%                     | 18<br>5%                     | 34<br>10% <sup>oqr</sup>     | 32<br>9% <sup>oq</sup>       |
| The amount of salt in food                             | 8<br>3%                      | 20<br>7% <sup>a</sup>        | 15<br>5%                     | 11<br>4%                     | 13<br>4%                     | 15<br>5%                     | 18<br>6%                     | 16<br>5%                     | 20<br>7% <sup>a</sup>        | 16<br>6%                      | 16<br>5%                      | 15<br>6%                      | 18<br>6%                      | 15<br>5%                      | 23<br>7%                     | 33<br>11% <sup>q</sup>       | 18<br>6%                     | 25<br>7%                     | 35<br>11% <sup>q</sup>       | 31<br>9%                     |

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



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

|                                                        | 26-35                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                        | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                        | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                          | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food prices                                            | 57<br>18%                    | 50<br>15%                    | 66<br>20%                    | 49<br>15%                     | 57<br>16%                     | 53<br>16%                     | 60<br>17%                     | 59<br>17%                     |
| Food hygiene when eating out                           | 26<br>8%                     | 14<br>4%                     | 37<br>11%oqv                 | 33<br>10%qv                   | 30<br>9%v                     | 39<br>12%oqv                  | 38<br>11%oqv                  | 47<br>14%oqruby               |
| The amount of fat in food                              | 26<br>8%                     | 23<br>7%                     | 37<br>11%r                   | 27<br>8%                      | 33<br>10%                     | 28<br>8%                      | 31<br>9%                      | 38<br>11%r                    |
| Food hygiene at home                                   | 9<br>3%                      | 8<br>3%                      | 26<br>8%quvy                 | 25<br>7%quvy                  | 11<br>3%                      | 22<br>6%qv                    | 30<br>8%quvy                  | 29<br>8%quvy                  |
| Animal welfare                                         | 14<br>4%                     | 17<br>5%t                    | 21<br>6%qt                   | 16<br>5%t                     | 24<br>7%qt                    | 40<br>12%opqr<br>stuvwxy      | 36<br>10%opqr<br>stuvx        | 38<br>11%opqrstuwxx           |
| Food poisoning such as Salmonella and E.Coli           | 12<br>4%                     | 11<br>3%                     | 27<br>8%oquvy                | 16<br>5%                      | 14<br>4%                      | 23<br>7%o                     | 26<br>7%oqv                   | 26<br>8%oquv                  |
| Date labels, such as "best before" and "use by" labels | 17<br>5%x                    | 13<br>4%                     | 29<br>9%qrvxz<br>A           | 7<br>2%                       | 16<br>5%                      | 10<br>3%                      | 16<br>5%                      | 23<br>7%qz                    |
| Food waste                                             | 22<br>7%pqr                  | 13<br>4%                     | 20<br>6%                     | 25<br>8%pqr                   | 32<br>9%opqr<br>v             | 33<br>10%opqr<br>sv           | 37<br>10%opqr<br>stvw         | 42<br>12%opqrstuw             |
| The amount of sugar in food                            | 26<br>8%q                    | 25<br>8%                     | 39<br>12%oqr                 | 47<br>14%opqr<br>uv           | 41<br>12%oqr                  | 61<br>18%opqr<br>stuvwxy      | 49<br>14%opqr<br>uv           | 66<br>19%opqrstuwxy           |
| The amount of salt in food                             | 30<br>10%                    | 26<br>8%                     | 24<br>7%                     | 25<br>7%                      | 29<br>8%                      | 33<br>10%                     | 30<br>9%                      | 37<br>10%                     |



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

|                                                                             | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                             | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                                               | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Food miles (e.g. the distance food travels)                                 | 6<br>2%                      | 6<br>2%                      | 5<br>2%                      | 3<br>1%                      | 7<br>2%                      | 4<br>1%                      | 6<br>2%                      | 4<br>1%                      | 6<br>2%                      | 6<br>2%                       | 10<br>3%                      | 14<br>5%acdfg<br>hij          | 7<br>3%                       | 6<br>2%                       | 11<br>3%                     | 7<br>2%                      | 8<br>3%                      | 11<br>3%                     | 7<br>2%                      | 4<br>1%                      |
| The use of pesticides to grow food                                          | 6<br>2%                      | 9<br>3%h                     | 5<br>2%                      | 3<br>1%                      | 10<br>3%h                    | 8<br>3%h                     | 16<br>5%acdhj                | 1<br>*                       | 8<br>3%h                     | 5<br>2%                       | 8<br>3%h                      | 15<br>6%acdhj                 | 15<br>5%cdhj                  | 17<br>6%acdh<br>j             | 13<br>4%q                    | 12<br>4%q                    | 3<br>1%                      | 6<br>2%                      | 16<br>5%qqr                  | 10<br>3%                     |
| The amount of saturated fat in food                                         | 6<br>2%                      | 20<br>7%acd                  | 4<br>1%                      | 7<br>2%                      | 11<br>4%                     | 15<br>5%ac                   | 21<br>7%acd                  | 17<br>6%ac                   | 16<br>6%ac                   | 21<br>7%acd                   | 11<br>4%                      | 21<br>8%acdek                 | 13<br>4%e                     | 25<br>8%acde<br>k             | 9<br>3%                      | 17<br>6%q                    | 6<br>2%                      | 14<br>4%                     | 29<br>9%oqrv                 | 23<br>7%oq                   |
| Genetically Modified (GM) foods                                             | 5<br>2%                      | 6<br>2%                      | 8<br>3%                      | 11<br>4%                     | 8<br>3%                      | 4<br>1%                      | 7<br>3%                      | 7<br>2%                      | 8<br>3%                      | 10<br>3%                      | 10<br>3%                      | 12<br>5%f                     | 14<br>5%f                     | 20<br>7%abce<br>fghi          | 12<br>4%                     | 22<br>7%qs                   | 8<br>3%                      | 13<br>4%                     | 10<br>3%                     | 18<br>5%                     |
| Foods aimed at children including school meals                              | 4<br>2%                      | 4<br>2%                      | 6<br>2%                      | 2<br>1%                      | 6<br>2%                      | 5<br>2%                      | 2<br>1%                      | 3<br>1%                      | 2<br>1%                      | 2<br>1%                       | 2<br>1%                       | 7<br>3%dj                     | 4<br>1%                       | 10<br>3%dgi<br>k              | 13<br>4%                     | 13<br>4%                     | 6<br>2%                      | 13<br>4%                     | 16<br>5%q                    | 21<br>6%q                    |
| Hormones/steroids /antibiotics in food                                      | 2<br>1%                      | 5<br>2% <i>d</i>             | 4<br>1%                      | -                            | 5<br>2% <i>d</i>             | 6<br>2% <i>d</i>             | 3<br>1%                      | 3<br>1%                      | 7<br>2% <i>d</i>             | 5<br>2% <i>d</i>              | 6<br>2% <i>d</i>              | 12<br>5%acdgh<br>j            | 8<br>3% <i>d</i>              | 15<br>5%acde<br>ghj           | 6<br>2%                      | 16<br>5%oqrs<br>y            | 3<br>1%                      | 2<br>1%                      | 5<br>1%                      | 10<br>3% <i>r</i>            |
| The use of additives (such as preservatives and colouring) in food products | 2<br>1%                      | 11<br>4% <i>a</i>            | 7<br>2%                      | 7<br>2%                      | 4<br>1%                      | 14<br>5% <i>aeh</i>          | 15<br>5% <i>aeh</i>          | 3<br>1%                      | 8<br>3%                      | 9<br>3%                       | 11<br>4% <i>ah</i>            | 15<br>5% <i>aceh</i>          | 23<br>8% <i>acdeh</i><br>ijk  | 20<br>7% <i>acde</i><br>hi    | 25<br>8% <i>u</i>            | 16<br>5%                     | 14<br>5%                     | 26<br>8% <i>u</i>            | 26<br>8% <i>u</i>            | 23<br>7% <i>u</i>            |
| The feed given to livestock                                                 | -                            | 9<br>3% <i>ade</i>           | 5<br>2% <i>a</i>             | 1<br>*                       | 2<br>1%                      | 5<br>2% <i>a</i>             | 2<br>1%                      | 4<br>1%                      | 8<br>3% <i>ad</i>            | 3<br>1%                       | 9<br>3% <i>ade</i>            | 13<br>5% <i>acdeg</i><br>hjn  | 9<br>3% <i>ade</i>            | 4<br>1%                       | 6<br>2%                      | 19<br>6% <i>oqrs</i><br>tuwv | 3<br>1%                      | 6<br>2%                      | 9<br>3%                      | 5<br>1%                      |
| Chemicals from the environment, such as lead, in food                       | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 9<br>3% <i>abcde</i><br>fghi  | 12<br>4% <i>abcde</i><br>fghi | 11<br>4% <i>abcde</i><br>fghi | 10<br>3% <i>abcde</i><br>fghi | 18<br>6% <i>abcd</i><br>efghi | -                            | -                            | -                            | -                            | -                            | -                            |

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



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

|                                                                             | 26-35                        |                              |                              |                               |                               |                               |                               |                               |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                             | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                               | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food miles (e.g. the distance food travels)                                 | 7<br>2%                      | 10<br>3%                     | 12<br>4%t                    | 14<br>4%t                     | 6<br>2%                       | 16<br>5%y                     | 14<br>4%t                     | 12<br>3%                      |
| The use of pesticides to grow food                                          | 11<br>3%q                    | 12<br>4%q                    | 17<br>5%qr                   | 22<br>6%qrt                   | 14<br>4%q                     | 28<br>8%opqrt<br>uvy          | 21<br>6%qr                    | 27<br>8%ppqrtuv               |
| The amount of saturated fat in food                                         | 18<br>6%q                    | 13<br>4%                     | 25<br>8%oq                   | 25<br>7%oq                    | 24<br>7%oq                    | 30<br>9%oqrv                  | 30<br>9%oqrv                  | 30<br>9%oqrv                  |
| Genetically Modified (GM) foods                                             | 13<br>4%                     | 22<br>7%qs                   | 23<br>7%qs                   | 19<br>6%                      | 15<br>4%                      | 21<br>6%q                     | 24<br>7%qs                    | 22<br>6%q                     |
| Foods aimed at children including school meals                              | 14<br>4%                     | 14<br>4%                     | 12<br>3%                     | 12<br>3%                      | 15<br>4%                      | 19<br>6%q                     | 17<br>5%                      | 23<br>7%q                     |
| Hormones/steroids /antibiotics in food                                      | 7<br>2%                      | 13<br>4%qr                   | 11<br>3%r                    | 13<br>4%qr                    | 7<br>2%                       | 20<br>6%oqrsu<br>y            | 21<br>6%oqrsu<br>y            | 27<br>8%oqrstuwxy             |
| The use of additives (such as preservatives and colouring) in food products | 9<br>3%                      | 25<br>8%u                    | 19<br>6%                     | 21<br>6%                      | 21<br>6%                      | 27<br>8%u                     | 32<br>9%qu                    | 30<br>9%u                     |
| The feed given to livestock                                                 | 5<br>2%                      | 6<br>2%                      | 8<br>2%                      | 12<br>4%q                     | 5<br>1%                       | 18<br>5%oqrtu<br>v            | 16<br>4%qrtuy                 | 20<br>6%oqrtuwxy              |
| Chemicals from the environment, such as lead, in food                       | -                            | -                            | -                            | 16<br>5%opqrs<br>tuwv         | 16<br>5%opqrs<br>tuwv         | 26<br>8%opqrs<br>tuwv         | 30<br>8%opqrs<br>tuwv         | 29<br>8%opqrstuwv             |





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

|                                          | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                                |                                |                               | 26-35                        |                              |                              |                              |                              |                              |
|------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|--------------------------------|--------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                          | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)  | Wave 13<br>(Nov<br>16)<br>(m)  | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                          | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 283                          | 298                          | 310                          | 292                           | 333                           | 308                            | 296                            | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                            | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                            | 290                            | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Food not being what the label says it is | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 14                            | 11                            | 11                             | 16                             | 17                            | -                            | -                            | -                            | -                            | -                            | -                            |
| BSE ('mad cow disease')                  | -                            | 9<br>3%aceg<br>hkm           | 1                            | 4<br>1%                      | 1                            | 7<br>2%acek                  | 2<br>1%                      | 2<br>1%                      | 4<br>1%                      | 2<br>1%                       | -                             | 4<br>2%ak                      | 1                              | 7<br>2%acek                   | 5                            | 10<br>3%stuw<br>x            | 3                            | 4                            | 3                            | 3                            |
| Other                                    | 8<br>3%                      | 6<br>2%                      | 13<br>4%                     | 6<br>2%                      | 9<br>3%                      | 14<br>5%                     | 14<br>5%                     | 13<br>4%                     | 12<br>4%                     | 7<br>2%                       | 10<br>3%                      | 7<br>3%                        | 5<br>2%                        | 7<br>2%                       | 14<br>5%B                    | 15<br>5%B                    | 16<br>5%B                    | 17<br>5%B                    | 14<br>4%                     | 30<br>9%osuyzA<br>B          |
| Net: Any                                 | 75<br>26%                    | 80<br>29%                    | 85<br>28%                    | 65<br>22%                    | 97<br>33% <i>d</i>           | 88<br>30%                    | 89<br>31% <i>d</i>           | 85<br>29%                    | 91<br>31% <i>d</i>           | 96<br>32% <i>d</i>            | 91<br>31% <i>d</i>            | 106<br>40% <i>abcd</i><br>fghk | 116<br>40% <i>abcd</i><br>fghk | 111<br>36% <i>ad</i>          | 126<br>40%                   | 127<br>42%                   | 111<br>37%                   | 153<br>45% <i>qv</i>         | 140<br>44%                   | 146<br>42%                   |
| None                                     | 188<br>65% <i>elmn</i>       | 168<br>61% <i>n</i>          | 183<br>61% <i>mn</i>         | 188<br>65% <i>elmn</i>       | 166<br>56%                   | 186<br>64% <i>lmn</i>        | 179<br>62% <i>mn</i>         | 194<br>65% <i>elmn</i>       | 187<br>63% <i>lmn</i>        | 176<br>59%                    | 175<br>59%                    | 146<br>55%                     | 152<br>52%                     | 154<br>51%                    | 164<br>52%B                  | 148<br>49%                   | 167<br>55%B                  | 164<br>49%                   | 171<br>53%B                  | 186<br>53%B                  |
| Don't know                               | 27<br>9%                     | 26<br>10% <i>l</i>           | 31<br>10% <i>l</i>           | 36<br>12% <i>fghi</i><br>l   | 35<br>12% <i>whil</i>        | 19<br>6%                     | 19<br>7%                     | 18<br>6%                     | 18<br>6%                     | 25<br>8%                      | 31<br>10% <i>l</i>            | 13<br>5%                       | 22<br>8%                       | 39<br>13% <i>fghi</i><br>l    | 25<br>8% <i>sA</i>           | 29<br>9% <i>stuA</i>         | 25<br>8% <i>sA</i>           | 21<br>6%                     | 10<br>3%                     | 18<br>5%                     |
| Average number of mentions               | 2.46                         | 3.45 <i>cd</i>               | 1.98                         | 2.23                         | 2.61                         | 2.95 <i>c</i>                | 3.24 <i>cd</i>               | 2.52                         | 2.72 <i>c</i>                | 2.68                          | 2.99 <i>e</i>                 | 3.71 <i>acd</i><br>ehi         | 3.15 <i>cd</i>                 | 3.88 <i>ac</i><br>dehij       | 2.54                         | 3.23 <i>qr</i>               | 2.17                         | 2.33                         | 3.06 <i>qr</i>               | 3.05 <i>qr</i>               |
| 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                          | 2.77                         | 3.85                         | 1.69                         | 2.44                         | 2.84                         | 3.12                         |
| 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                          | 0.25                         | 0.34                         | 0.16                         | 0.20                         | 0.25                         | 0.26                         |



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

Base: All adults England/Wales/NI

|                                          | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                          | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                          | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                            | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food not being what the label says it is | -                            | -                            | -                            | 15                            | 13                            | 22                            | 17                            | 26                            |
|                                          | -                            | -                            | -                            | 4%opqrs<br>tuww               | 4%opqrs<br>tuww               | 7%opqrs<br>tuww               | 5%opqrs<br>tuww               | 7%opqrstuwy                   |
| BSE ('mad cow disease')                  | 1                            | 3                            | 3                            | 1                             | 5                             | 5                             | 10                            | 3                             |
|                                          | *                            | 1%                           | 1%                           | *                             | 1%                            | 2%                            | 3%ux                          | 1%                            |
| Other                                    | 13                           | 18                           | 23                           | 15                            | 14                            | 15                            | 15                            | 6                             |
|                                          | 4%                           | 5%B                          | 7%B                          | 5%B                           | 4%                            | 4%                            | 4%B                           | 2%                            |
| Net: Any                                 | 129                          | 120                          | 141                          | 147                           | 141                           | 152                           | 164                           | 165                           |
|                                          | 41%                          | 37%                          | 42%                          | 44%                           | 40%                           | 45%qv                         | 46%qv                         | 47%qv                         |
| None                                     | 172                          | 179                          | 166                          | 167                           | 182                           | 167                           | 176                           | 153                           |
|                                          | 55%B                         | 55%B                         | 49%                          | 50%                           | 52%B                          | 49%                           | 50%                           | 44%                           |
| Don't know                               | 13                           | 26                           | 28                           | 22                            | 26                            | 20                            | 14                            | 32                            |
|                                          | 4%                           | 8%SA                         | 8%suA                        | 7%                            | 7%SA                          | 6%                            | 4%                            | 9%suA                         |
| Average number of mentions               | 2.68                         | 2.88q                        | 3.47oqr                      | 3.12qr                        | 3.19qr                        | 3.90oqr                       | 3.69oqr                       | 4.05oqrstuvxy                 |
|                                          |                              |                              | u                            |                               |                               | uv                            | u                             |                               |
| Standard deviation                       | 2.78                         | 3.19                         | 3.19                         | 3.28                          | 2.97                          | 4.29                          | 4.06                          | 3.83                          |
| Standard error                           | 0.25                         | 0.29                         | 0.28                         | 0.28                          | 0.26                          | 0.36                          | 0.32                          | 0.31                          |

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

|                                                                                      | 36-49                        |                              |                              |                              |                                         |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-----------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e)            | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                      | 427                          | 467                          | 430                          | 409                          | 404                                     | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                                                        | 443                          | 463                          | 448                          | 427                          | 431                                     | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Food prices                                                                          | 67<br>15%                    | 76<br>16%                    | 77<br>17%                    | 77<br>18%                    | 128<br>30%abcd<br>18%k<br>fghijkl<br>mn | 81<br>18%                    | 92<br>20%ajk                 | 68<br>16%                    | 75<br>18%                    | 62<br>15%                     | 49<br>13%                     | 75<br>17%                     | 84<br>20%jk                   | 66<br>17%                     | 60<br>13%                    | 57<br>13%                    | 68<br>15%                    | 84<br>18%pqwy<br>z           | 103<br>23%opqt<br>wxyzAB     | 66<br>16%z                   |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 45<br>10%                    | 38<br>8%                     | 35<br>8%                     | 29<br>7%                     | 33<br>8%                                | 41<br>9%                     | 29<br>7%                     | 30<br>7%                     | 46<br>11%cdgk                | 33<br>8%                      | 26<br>7%                      | 59<br>14%bcde<br>ghjk         | 55<br>13%bcde<br>ghjk         | 47<br>12%cde<br>ghjk          | 49<br>11%r                   | 44<br>10%r                   | 36<br>8%                     | 27<br>6%                     | 39<br>9%                     | 38<br>9%                     |
| The amount of salt in<br>food                                                        | 44<br>10%                    | 37<br>8%                     | 38<br>8%                     | 41<br>10%                    | 57<br>13%bc                             | 47<br>11%                    | 41<br>9%                     | 47<br>11%                    | 55<br>13%bc                  | 54<br>13%b                    | 34<br>9%                      | 60<br>14%bcgk                 | 62<br>15%abcd<br>gk           | 44<br>11%                     | 41<br>9%                     | 31<br>7%                     | 42<br>9%                     | 39<br>8%                     | 52<br>11%py                  | 54<br>13%py                  |
| The amount of fat in<br>food                                                         | 42<br>9%                     | 33<br>7%                     | 42<br>9%                     | 43<br>10%                    | 61<br>14%abck                           | 42<br>10%                    | 45<br>10%                    | 47<br>11%b                   | 48<br>12%b                   | 48<br>11%b                    | 33<br>9%                      | 59<br>14%bk                   | 65<br>16%abcd<br>fgk          | 49<br>13%b                    | 37<br>8%                     | 26<br>6%                     | 48<br>10%pr                  | 30<br>6%                     | 50<br>11%pr                  | 59<br>14%oprwy               |
| Animal welfare                                                                       | 31<br>7%                     | 30<br>7%                     | 21<br>5%                     | 25<br>6%                     | 34<br>8%                                | 30<br>7%                     | 22<br>5%                     | 28<br>7%                     | 44<br>11%bcdg                | 38<br>9%cg                    | 33<br>9%cg                    | 60<br>14%abcd<br>efghjkn      | 51<br>12%abcde<br>fgh         | 34<br>9%cg                    | 42<br>9%pu                   | 12<br>3%                     | 28<br>6%p                    | 32<br>7%p                    | 39<br>9%pu                   | 32<br>7%p                    |
| Food hygiene when eating<br>out                                                      | 30<br>7%c                    | 38<br>8%c                    | 12<br>3%                     | 32<br>7%c                    | 46<br>11%cgh                            | 42<br>9%c                    | 28<br>6%c                    | 24<br>6%c                    | 44<br>11%cgh                 | 35<br>8%c                     | 26<br>7%c                     | 47<br>11%acgh                 | 62<br>15%abcdf<br>ghjkn       | 34<br>9%c                     | 35<br>8%                     | 25<br>6%                     | 33<br>7%                     | 27<br>6%                     | 38<br>8%                     | 37<br>9%                     |
| The amount of saturated<br>fat in food                                               | 30<br>7%                     | 20<br>4%                     | 23<br>5%                     | 20<br>5%                     | 39<br>9%bcd                             | 30<br>7%                     | 33<br>7%                     | 23<br>5%                     | 36<br>9%bcd                  | 37<br>9%bd                    | 27<br>7%                      | 57<br>13%abcd<br>fghk         | 58<br>14%abcd<br>h            | 41<br>11%abcd                 | 36<br>8%pr                   | 19<br>4%                     | 27<br>6%                     | 19<br>4%                     | 38<br>8%pr                   | 36<br>8%pr                   |
| The amount of sugar in<br>food                                                       | 27<br>6%                     | 30<br>6%                     | 22<br>5%                     | 33<br>6%                     | 47<br>11%abc                            | 41<br>9%c                    | 36<br>8%                     | 52<br>12%abcd<br>g           | 61<br>15%abcd<br>fg          | 82<br>19%abcd<br>efgh         | 55<br>14%abcd<br>fg           | 103<br>24%abcd<br>efghik      | 90<br>22%abcd<br>efghik       | 72<br>19%abcd<br>efgh         | 37<br>8%                     | 35<br>8%                     | 36<br>8%                     | 37<br>8%                     | 40<br>9%                     | 42<br>10%                    |
| Genetically Modified<br>(GM) foods                                                   | 23<br>5%                     | 29<br>6%                     | 23<br>5%                     | 22<br>5%                     | 28<br>6%                                | 32<br>7%                     | 26<br>6%                     | 24<br>6%                     | 43<br>10%abcdg<br>h          | 33<br>8%                      | 25<br>7%                      | 39<br>9%acd                   | 52<br>13%abcde<br>fghjk       | 34<br>9%                      | 45<br>10%pqrt<br>vy          | 27<br>6%                     | 24<br>5%                     | 27<br>6%                     | 31<br>7%                     | 23<br>6%                     |



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

|                                                                                      | 50-65                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                      | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                      | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                                        | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Food prices                                                                          | 88<br>20%opvw<br>xyzA        | 62<br>14%                    | 54<br>12%                    | 58<br>13%                     | 54<br>11%                     | 48<br>11%                     | 65<br>14%                     | 75<br>16%yz                   |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 51<br>11%r                   | 43<br>9%r                    | 41<br>9%                     | 56<br>13%qry                  | 38<br>8%                      | 43<br>9%r                     | 43<br>10%r                    | 68<br>14%pprstvwyzA           |
| The amount of salt in<br>food                                                        | 42<br>9%                     | 53<br>11%py                  | 46<br>10%                    | 46<br>10%                     | 32<br>7%                      | 63<br>14%opqr<br>uy           | 57<br>12%py                   | 63<br>13%opry                 |
| The amount of fat in<br>food                                                         | 43<br>10%p                   | 48<br>11%pr                  | 43<br>10%p                   | 45<br>10%p                    | 38<br>8%                      | 60<br>13%opry                 | 57<br>13%opry                 | 48<br>10%pr                   |
| Animal welfare                                                                       | 22<br>5%                     | 45<br>10%puw                 | 27<br>6%p                    | 48<br>11%ppquw                | 40<br>9%pu                    | 52<br>11%ppqt<br>uw           | 47<br>10%ppquw                | 65<br>14%opqrstuvw            |
| Food hygiene when eating<br>out                                                      | 28<br>6%                     | 37<br>8%                     | 29<br>6%                     | 39<br>9%                      | 27<br>6%                      | 42<br>9%pry                   | 39<br>9%                      | 49<br>10%pruw                 |
| The amount of saturated<br>fat in food                                               | 29<br>7%                     | 37<br>8%pr                   | 32<br>7%                     | 47<br>11%ppqu                 | 39<br>8%pr                    | 48<br>11%ppqu                 | 39<br>9%pr                    | 51<br>11%ppquw                |
| The amount of sugar in<br>food                                                       | 47<br>11%                    | 61<br>13%opqr<br>s           | 59<br>13%opqr<br>s           | 62<br>14%opqr<br>s            | 71<br>15%opqr<br>st           | 86<br>19%opqr<br>stuvw        | 81<br>18%opqr<br>stu          | 81<br>17%opqrstu              |
| Genetically Modified<br>(GM) foods                                                   | 32<br>7%                     | 28<br>6%                     | 50<br>11%ppqrs<br>tuvy       | 51<br>11%ppqrst<br>uvy        | 28<br>6%                      | 37<br>8%                      | 37<br>8%                      | 38<br>8%                      |



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

|                                                        | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                        | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                          | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| The use of pesticides to grow food                     | 23<br>5%                     | 24<br>5%                     | 14<br>3%                     | 18<br>4%                     | 26<br>6%ch                   | 28<br>6%ch                   | 18<br>4%                     | 11<br>3%                     | 34<br>8%cdghk                | 26<br>6%ch                    | 15<br>4%                      | 41<br>9%abcdg<br>hk           | 36<br>9%abcdg<br>hk           | 27<br>7%ch                    | 23<br>5%                     | 22<br>5%                     | 19<br>4%                     | 18<br>4%                     | 19<br>4%                     | 27<br>6%                     |
| Food waste                                             | 22<br>5%                     | 13<br>3%                     | 14<br>3%                     | 19<br>5%                     | 36<br>8%bodh                 | 33<br>7%bc                   | 27<br>6%b                    | 19<br>5%                     | 39<br>9%abcd<br>h            | 46<br>11%abcdg<br>h           | 31<br>8%bc                    | 62<br>14%abcd<br>efghk        | 61<br>15%abcd<br>efghk        | 41<br>11%abcd<br>gh           | 21<br>5%                     | 10<br>2%                     | 23<br>5%p                    | 19<br>4%                     | 31<br>7%p                    | 26<br>6%p                    |
| Date labels, such as "best before" and "use by" labels | 20<br>4%                     | 19<br>4%                     | 14<br>3%                     | 22<br>5%                     | 32<br>8%bcjn                 | 24<br>6%j                    | 20<br>4%                     | 20<br>5%                     | 30<br>7%cjin                 | 11<br>3%                      | 17<br>4%                      | 31<br>7%cjin                  | 30<br>7%bcjn                  | 13<br>3%                      | 19<br>4%                     | 17<br>4%                     | 25<br>6%                     | 21<br>5%                     | 27<br>6%y                    | 27<br>6%y                    |
| Food poisoning such as Salmonella and E.Coli           | 20<br>4%h                    | 16<br>3%                     | 17<br>4%                     | 25<br>6%gh                   | 25<br>6%h                    | 23<br>5%h                    | 13<br>3%                     | 7<br>2%                      | 25<br>6%gh                   | 19<br>5%h                     | 25<br>6%bgh                   | 28<br>6%bgh                   | 35<br>9%abcgh<br>j            | 24<br>6%gh                    | 28<br>6%puw                  | 13<br>3%                     | 25<br>6%                     | 20<br>4%                     | 22<br>5%                     | 17<br>4%                     |
| Food miles (e.g. the distance food travels)            | 20<br>4%c                    | 22<br>5%c                    | 7<br>1%                      | 13<br>3%                     | 22<br>5%c                    | 18<br>4%c                    | 15<br>3%                     | 20<br>5%c                    | 21<br>5%c                    | 28<br>7%cdgkl                 | 12<br>3%                      | 14<br>3%                      | 29<br>7%cdgkl                 | 26<br>7%cdgk<br>l             | 31<br>7%pqtw                 | 14<br>3%                     | 15<br>3%                     | 23<br>5%                     | 29<br>6%pq                   | 16<br>4%                     |
| Food hygiene at home                                   | 19<br>4%                     | 18<br>4%                     | 14<br>3%                     | 16<br>4%                     | 43<br>10%abcdf<br>ghijkln    | 24<br>5%gh                   | 12<br>3%                     | 10<br>2%                     | 21<br>5%                     | 21<br>5%                      | 11<br>3%                      | 15<br>3%                      | 34<br>8%abcdg<br>hkl          | 23<br>6%ghk                   | 26<br>6%ry                   | 16<br>4%                     | 21<br>5%r                    | 8<br>2%                      | 19<br>4%r                    | 23<br>5%ry                   |
| Hormones/steroids /antibiotics in food                 | 17<br>4%                     | 18<br>4%                     | 7<br>2%                      | 15<br>3%                     | 18<br>4%c                    | 23<br>5%c                    | 14<br>3%                     | 16<br>4%                     | 35<br>8%abcde<br>ghjk        | 19<br>5%                      | 11<br>3%                      | 32<br>7%abcde<br>ghk          | 36<br>9%abcde<br>ghjk         | 29<br>7%abcd<br>ghk           | 15<br>3%                     | 15<br>3%                     | 17<br>4%                     | 15<br>3%                     | 17<br>4%                     | 20<br>5%                     |
| The feed given to livestock                            | 17<br>4%gh                   | 18<br>4%cgh                  | 7<br>2%                      | 13<br>3%                     | 20<br>5%cgh                  | 21<br>5%cgh                  | 6<br>1%                      | 5<br>1%                      | 26<br>6%cdghk                | 15<br>4%gh                    | 9<br>2%                       | 31<br>7%abcdg<br>hjk          | 34<br>8%abcde<br>fghjkn       | 16<br>4%cgh                   | 17<br>4%w                    | 17<br>4%w                    | 17<br>4%w                    | 14<br>3%                     | 14<br>3%                     | 20<br>5%w                    |
| Foods aimed at children including school meals         | 13<br>3%                     | 17<br>4%c                    | 6<br>1%                      | 11<br>3%                     | 27<br>6%acd                  | 19<br>4%c                    | 16<br>4%c                    | 16<br>4%                     | 17<br>4%                     | 20<br>5%                      | 16<br>4%                      | 40<br>9%abcd<br>fghijk        | 44<br>11%abcde<br>fghjkn      | 22<br>6%acd                   | 10<br>2%                     | 7<br>2%                      | 7<br>2%                      | 11<br>2%y                    | 5<br>1%                      | 12<br>3%y                    |



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

|                                                        | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                        | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                        | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                          | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| The use of pesticides to grow food                     | 27<br>6%                     | 26<br>6%                     | 24<br>5%                     | 36<br>8%qrs                   | 27<br>6%                      | 35<br>8%qrs                   | 36<br>8%qrs                   | 43<br>9%opqrsww               |
| Food waste                                             | 47<br>11%opqrs<br>tvx        | 27<br>6%p                    | 33<br>7%pr                   | 28<br>6%p                     | 50<br>11%opqr<br>stvx         | 45<br>10%opqr<br>tvx          | 51<br>11%opqr<br>stvx         | 64<br>14%opqrstwx             |
| Date labels, such as "best before" and "use by" labels | 35<br>8%oprwy                | 31<br>7%y                    | 17<br>4%                     | 26<br>6%                      | 14<br>3%                      | 24<br>5%                      | 30<br>7%y                     | 32<br>7%pwy                   |
| Food poisoning such as Salmonella and E.Coli           | 14<br>3%                     | 20<br>4%                     | 14<br>3%                     | 24<br>5%                      | 21<br>4%                      | 29<br>7%puw                   | 23<br>5%                      | 29<br>6%puw                   |
| Food miles (e.g. the distance food travels)            | 26<br>6%p                    | 28<br>6%p                    | 17<br>4%                     | 37<br>8%pqrtw<br>z            | 25<br>5%                      | 22<br>5%                      | 28<br>6%p                     | 36<br>8%pptw                  |
| Food hygiene at home                                   | 15<br>3%                     | 22<br>5%r                    | 15<br>3%                     | 24<br>5%ry                    | 13<br>3%                      | 26<br>6%ry                    | 24<br>5%r                     | 24<br>5%r                     |
| Hormones/steroids/antibiotics in food                  | 16<br>4%                     | 25<br>5%                     | 20<br>4%                     | 26<br>6%                      | 15<br>3%                      | 23<br>5%                      | 31<br>7%opqrs<br>uy           | 34<br>7%opqrsuy               |
| The feed given to livestock                            | 19<br>4%w                    | 21<br>4%w                    | 6<br>1%                      | 25<br>6%w                     | 16<br>3%                      | 23<br>5%w                     | 28<br>6%rsw                   | 21<br>4%w                     |
| Foods aimed at children including school meals         | 10<br>2%                     | 12<br>3%y                    | 7<br>2%                      | 20<br>4%pqswy                 | 3<br>1%                       | 17<br>4%psy                   | 17<br>4%qsy                   | 20<br>4%pqswy                 |



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

|                                                       | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                                 |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|---------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t)    |
| Unweighted Base                                       | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                             |
| Weighted Base                                         | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                             |
| BSE ('mad cow disease')                               | 9<br>2%                      | 8<br>2%                      | 5<br>1%                      | 7<br>2%                      | 9<br>2%                      | 22<br>5%<br>abcde<br>ghjkin  | 8<br>2%                      | 4<br>1%                      | 11<br>3%                     | 9<br>2%                       | 6<br>2%                       | 7<br>2%                       | 15<br>4%<br>ch                | 7<br>2%                       | 14<br>3%                     | 11<br>2%                     | 9<br>2%                      | 11<br>2%                     | 12<br>3%                     | 15<br>3%                        |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 24<br>6%<br>abcde<br>fghi     | 18<br>5%<br>abcd<br>efghi     | 47<br>11%<br>abcd<br>efghijk  | 39<br>10%<br>abcde<br>fghijk  | 36<br>9%<br>abcd<br>efghik    | -                            | -                            | -                            | -                            | -                            | -                               |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 30<br>7%<br>abcde<br>fghi     | 18<br>5%<br>abcde<br>fghi     | 31<br>7%<br>abcde<br>fghi     | 27<br>7%<br>abcde<br>fghi     | 28<br>7%<br>abcd<br>efghi     | -                            | -                            | -                            | -                            | -                            | -                               |
| Other                                                 | 25<br>6%<br>n                | 20<br>4%<br>n                | 29<br>6%<br>n                | 23<br>5%<br>n                | 27<br>6%<br>n                | 51<br>12%<br>abcde<br>ghklmn | 27<br>6%<br>n                | 36<br>9%<br>klmn             | 27<br>7%<br>n                | 23<br>5%<br>n                 | 25<br>7%<br>n                 | 19<br>4%<br>n                 | 15<br>4%<br>n                 | 10<br>3%<br>n                 | 32<br>7%<br>z                | 19<br>4%<br>n                | 31<br>7%<br>z                | 30<br>6%<br>n                | 44<br>10%<br>pqrz<br>AB      | 64<br>15%<br>opqrstuv<br>wxyzAB |
| Net: Any                                              | 192<br>43%                   | 216<br>47%                   | 196<br>44%                   | 204<br>48%                   | 239<br>55%<br>abcd<br>k      | 229<br>52%<br>ac             | 224<br>50%                   | 209<br>50%                   | 208<br>50%                   | 211<br>50%                    | 180<br>47%                    | 230<br>53%<br>ac              | 229<br>56%<br>abcd<br>k       | 205<br>53%<br>ac              | 207<br>46%                   | 182<br>40%                   | 206<br>45%                   | 235<br>50%<br>p              | 236<br>52%<br>pqr            | 210<br>50%<br>p                 |
| None                                                  | 218<br>49%<br>amnn           | 219<br>47%<br>enn            | 229<br>51%<br>efjkl<br>inn   | 196<br>46%                   | 174<br>40%                   | 190<br>43%                   | 207<br>46%                   | 190<br>46%                   | 187<br>45%                   | 183<br>43%                    | 165<br>43%                    | 184<br>42%                    | 170<br>41%                    | 156<br>40%                    | 214<br>48%<br>B              | 232<br>52%<br>krux<br>zB     | 213<br>47%<br>B              | 205<br>44%                   | 203<br>45%                   | 193<br>46%                      |
| Don't know                                            | 32<br>7%<br>gm               | 28<br>6%<br>m                | 23<br>5%<br>n                | 26<br>6%<br>m                | 18<br>4%<br>n                | 23<br>5%<br>n                | 17<br>4%<br>n                | 19<br>5%<br>n                | 27<br>6%<br>m                | 36<br>9%<br>cdefgh<br>ilm     | 21<br>5%<br>n                 | 12<br>3%<br>n                 | 25<br>7%<br>m                 | 29<br>7%<br>suw               | 36<br>8%<br>suwx<br>zA       | 37<br>8%<br>stuw<br>zA       | 29<br>6%<br>suw              | 12<br>3%<br>n                | 20<br>5%<br>w                |                                 |
| Average number of mentions                            | 2.95c                        | 2.50                         | 2.38                         | 2.61                         | 3.30bcd<br>gh                | 3.10cg                       | 2.48                         | 2.57                         | 3.65bcd<br>gh                | 3.48bcd<br>gh                 | 2.98c                         | 4.26abc<br>defghk             | 4.49abc<br>defghij<br>kn      | 3.59bc<br>dgh                 | 3.12r                        | 2.52                         | 2.85                         | 2.33                         | 2.94r                        | 3.33pr                          |
| 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                          | 3.47                         | 2.94                         | 3.24                         | 2.42                         | 2.95                         | 3.77                            |
| 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                          | 0.24                         | 0.22                         | 0.23                         | 0.16                         | 0.19                         | 0.25                            |



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

|                                                       | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                         | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| BSE ('mad cow disease')                               | 9<br>2%                      | 12<br>3%                     | 6<br>1%                      | 14<br>3%                      | 9<br>2%                       | 14<br>3%                      | 6<br>1%                       | 16<br>4%w                     |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 39<br>9%opqrs<br>tuvw         | 18<br>4%opqrs<br>tuvw         | 41<br>9%opqrs<br>tuvw         | 39<br>8%opqrs<br>tuvw         | 40<br>9%opqrstuvw             |
| Food not being what the label says it is              | -                            | -                            | -                            | 24<br>5%opqrs<br>tuvw         | 17<br>4%opqrs<br>tuvw         | 31<br>7%opqrs<br>tuvw         | 26<br>6%opqrs<br>tuvw         | 26<br>6%opqrstuvw             |
| Other                                                 | 37<br>8%pzAB                 | 41<br>9%pzAB                 | 44<br>10%pyzA<br>B           | 45<br>10%pryzA<br>B           | 26<br>6%                      | 16<br>4%                      | 20<br>4%                      | 20<br>4%                      |
| Net: Any                                              | 234<br>53%opqy               | 225<br>49%p                  | 226<br>50%p                  | 228<br>51%p                   | 210<br>45%                    | 233<br>52%py                  | 227<br>50%p                   | 252<br>54%opqy                |
| None                                                  | 196<br>44%                   | 211<br>46%                   | 218<br>48%B                  | 201<br>45%                    | 231<br>49%B                   | 199<br>44%                    | 208<br>46%                    | 185<br>40%                    |
| Don't know                                            | 13<br>3%                     | 24<br>5%w                    | 9<br>2%                      | 20<br>4%w                     | 28<br>6%suw                   | 20<br>5%w                     | 19<br>4%                      | 29<br>6%suw                   |
| Average number of mentions                            | 2.90r                        | 3.19r                        | 2.72                         | 3.77pqr<br>suw                | 3.08r                         | 3.64pqr<br>suw                | 3.69pqr<br>suw                | 3.81pqrsuw                    |
| Standard deviation                                    | 2.98                         | 3.66                         | 2.49                         | 4.54                          | 3.17                          | 4.33                          | 3.96                          | 4.11                          |
| Standard error                                        | 0.19                         | 0.24                         | 0.17                         | 0.29                          | 0.23                          | 0.28                          | 0.28                          | 0.25                          |





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

|                                                                             | 66-                       |                           |                           |                           |                            |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                             | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)  | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                             | 451                       | 405                       | 414                       | 447                       | 432                        | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                                               | 330                       | 327                       | 329                       | 312                       | 321                        | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Food prices                                                                 | 46<br>14%hij              | 39<br>12%j                | 41<br>12%j                | 41<br>13%hij              | 68<br>21%abcdgfh<br>ijklmn | 53<br>16%hijklm           | 44<br>13%hij              | 27<br>8%                  | 40<br>12%j                | 25<br>7%                   | 33<br>10%                  | 30<br>9%                   | 33<br>10%                  | 47<br>14%hijlm             |
| The amount of salt in food                                                  | 31<br>9%b                 | 15<br>5%                  | 26<br>8%                  | 26<br>8%b                 | 30<br>9%b                  | 42<br>13%abcdkn           | 32<br>10%b                | 36<br>11%bkb              | 37<br>11%bk               | 35<br>10%bk                | 22<br>7%                   | 34<br>10%bk                | 30<br>9%b                  | 25<br>8%                   |
| The amount of fat in food                                                   | 26<br>8%                  | 20<br>6%                  | 23<br>7%                  | 27<br>9%                  | 28<br>9%                   | 44<br>13%abcdejkl<br>in   | 36<br>11%bkn              | 33<br>10%b                | 35<br>11%bkn              | 28<br>8%                   | 22<br>7%                   | 30<br>9%                   | 33<br>10%b                 | 23<br>7%                   |
| Food hygiene at home                                                        | 23<br>7%bcdg<br>hikln     | 9<br>3%                   | 12<br>4%                  | 7<br>2%                   | 16<br>5%dhil               | 21<br>6%bdghkl            | 9<br>3%                   | 8<br>2%                   | 15<br>5%l                 | 15<br>4%                   | 9<br>3%                    | 7<br>2%                    | 20<br>6%bdghkl             | 12<br>4%                   |
| Food poisoning such as Salmonella and E.Coli                                | 23<br>7%bdgh<br>kl        | 12<br>4%g                 | 18<br>5%g                 | 11<br>4%g                 | 13<br>4%g                  | 19<br>6%gl                | 5<br>1%                   | 10<br>3%                  | 17<br>5%g                 | 14<br>4%g                  | 11<br>3%                   | 10<br>3%                   | 18<br>5%g                  | 16<br>5%g                  |
| Food hygiene when eating out                                                | 20<br>6%                  | 13<br>4%                  | 18<br>5%                  | 14<br>4%                  | 24<br>7%bg                 | 32<br>10%bcdghijkl<br>n   | 13<br>4%                  | 14<br>4%                  | 28<br>8%bdghk             | 21<br>6%                   | 17<br>5%                   | 19<br>6%                   | 24<br>7%bg                 | 19<br>6%                   |
| The amount of sugar in food                                                 | 20<br>6%                  | 16<br>5%                  | 17<br>5%                  | 22<br>7%                  | 28<br>9%b                  | 39<br>12%abcd             | 32<br>10%abc              | 35<br>11%abc              | 40<br>12%abcd             | 49<br>15%abcdeg            | 39<br>12%abcd              | 50<br>15%abcdeg            | 38<br>11%abcd              | 47<br>14%abcdeg            |
| Date labels, such as "best before" and "use by" labels                      | 19<br>6%bg                | 10<br>3%                  | 17<br>5%g                 | 13<br>4%                  | 17<br>5%g                  | 26<br>8%bdgjkl            | 8<br>2%                   | 19<br>6%bg                | 22<br>7%bj                | 13<br>4%                   | 15<br>4%                   | 14<br>4%                   | 19<br>6%bg                 | 15<br>4%                   |
| The use of additives (such as preservatives and colouring) in food products | 19<br>6%b                 | 8<br>2%                   | 22<br>7%b                 | 28<br>9%bh                | 25<br>8%b                  | 27<br>8%b                 | 21<br>6%b                 | 17<br>5%b                 | 21<br>6%b                 | 23<br>7%b                  | 21<br>6%b                  | 22<br>7%b                  | 29<br>9%bh                 | 21<br>6%b                  |
| The amount of saturated fat in food                                         | 18<br>5%b                 | 7<br>2%                   | 15<br>5%                  | 13<br>4%                  | 17<br>5%b                  | 29<br>9%abcdeg            | 16<br>5%b                 | 23<br>7%b                 | 27<br>8%bcdg              | 24<br>7%b                  | 25<br>7%bd                 | 25<br>8%bd                 | 30<br>9%abcdeg             | 23<br>7%b                  |
| Food waste                                                                  | 15<br>4%                  | 7<br>2%                   | 9<br>3%                   | 7<br>2%                   | 20<br>6%bcd                | 24<br>7%bcd               | 22<br>7%bcd               | 19<br>6%bcd               | 32<br>10%abcdehij         | 15<br>4%b                  | 35<br>11%abcdeghij         | 27<br>8%abcdj              | 24<br>7%bcd                | 33<br>10%abcdehij          |



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

|                                                       | 66-                       |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                       | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                       | 451                       | 405                       | 414                       | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                         | 330                       | 327                       | 329                       | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Animal welfare                                        | 15<br>4%                  | 9<br>3%                   | 15<br>5%                  | 15<br>5%                  | 28<br>9%abcdgh            | 18<br>5%                  | 10<br>3%                  | 17<br>5%                  | 25<br>8%bg                | 25<br>8%abg                | 22<br>7%bg                 | 29<br>9%abcdfgh            | 31<br>9%abcdfgh            | 28<br>8%abcdgh             |
| The use of pesticides to grow food                    | 14<br>4%                  | 8<br>2%                   | 12<br>4%                  | 15<br>5%                  | 15<br>5%                  | 18<br>6%bg                | 9<br>3%                   | 16<br>5%                  | 19<br>6%bg                | 15<br>5%                   | 13<br>4%                   | 20<br>6%bg                 | 23<br>7%bcgkj              | 20<br>6%bg                 |
| Genetically Modified (GM) foods                       | 12<br>4%                  | 12<br>4%                  | 8<br>3%                   | 11<br>4%                  | 14<br>4%                  | 13<br>4%                  | 10<br>3%                  | 13<br>4%                  | 24<br>7%abcdefg<br>jklm   | 11<br>3%                   | 9<br>3%                    | 12<br>4%                   | 20<br>6%cgkj               | 12<br>4%                   |
| Food miles (e.g. the distance food travels)           | 12<br>4%                  | 8<br>2%                   | 6<br>2%                   | 12<br>4%                  | 10<br>3%                  | 16<br>5%c                 | 13<br>4%                  | 11<br>3%                  | 19<br>6%bcekim            | 12<br>3%                   | 10<br>3%                   | 9<br>3%                    | 11<br>3%                   | 19<br>6%bcekl              |
| BSE ('mad cow disease')                               | 7<br>2%                   | 9<br>3%g                  | 7<br>2%                   | 8<br>2%                   | 5<br>2%                   | 12<br>4%gklm              | 3<br>1%                   | 6<br>2%                   | 11<br>3%gklm              | 6<br>2%                    | 5<br>1%                    | 7<br>2%                    | 5<br>1%                    | 5<br>2%                    |
| The feed given to livestock                           | 7<br>2%                   | 4<br>1%                   | 8<br>3%                   | 11<br>3%bg                | 10<br>3%bg                | 20<br>6%abcmghjkn         | 4<br>1%                   | 9<br>3%                   | 17<br>5%abcmghj           | 8<br>2%                    | 8<br>3%                    | 11<br>3%bg                 | 22<br>7%abcmdeghj<br>klm   | 9<br>3%                    |
| Hormones/steroids /antibiotics in food                | 6<br>2%                   | 5<br>2%                   | 8<br>2%                   | 8<br>3%                   | 13<br>4%bg                | 18<br>5%abcdghjk          | 3<br>1%                   | 8<br>3%                   | 19<br>6%abcdghijk         | 10<br>3%g                  | 6<br>2%                    | 14<br>4%abgkj              | 16<br>5%abgkj              | 15<br>4%abgkj              |
| Foods aimed at children including school meals        | 5<br>2%                   | 3<br>1%                   | 3<br>1%                   | 7<br>2%                   | 6<br>2%                   | 8<br>2%                   | 4<br>1%                   | 3<br>1%                   | 13<br>4%abcmghkl          | 7<br>2%                    | 5<br>2%                    | 4<br>1%                    | 7<br>2%                    | 7<br>2%                    |
| Chemicals from the environment, such as lead, in food | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 13<br>i                    | 14<br>4%abcddefgh          | 16<br>5%abcddefgh          | 19<br>6%abcddefgh          | 23<br>7%abcddefghij        |
| Food not being what the label says it is              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 15<br>5%abcddefgh          | 13<br>4%abcddefgh          | 15<br>5%abcddefgh          | 16<br>5%abcddefgh          | 12<br>4%abcddefghi         |
| Other                                                 | 18<br>5%lm                | 20<br>6%lm                | 21<br>6%lm                | 12<br>4%                  | 16<br>5%                  | 24<br>7%klm               | 17<br>5%l                 | 18<br>6%lm                | 18<br>5%lm                | 16<br>5%                   | 17<br>5%l                  | 8<br>2%                    | 9<br>3%                    | 12<br>4%                   |
| Net: Any                                              | 132<br>40%                | 123<br>38%                | 125<br>38%                | 120<br>38%                | 139<br>43%                | 140<br>42%                | 124<br>38%                | 121<br>37%                | 129<br>39%                | 136<br>41%                 | 128<br>39%                 | 127<br>38%                 | 142<br>43%                 | 138<br>42%                 |
| None                                                  | 173<br>53%                | 171<br>52%                | 181<br>55%                | 164<br>52%                | 169<br>53%                | 180<br>54%                | 188<br>57%                | 188<br>58%ln              | 179<br>55%                | 177<br>53%                 | 179<br>54%                 | 186<br>55%                 | 175<br>53%                 | 168<br>51%                 |



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

Base: All adults England/Wales/NI

|                            | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base              | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Don't know                 | 24<br>7%ef                   | 32<br>10%efgh<br>im          | 23<br>7%                     | 30<br>9%efghm             | 13<br>4%                  | 14<br>4%                  | 19<br>6%                  | 16<br>5%                  | 21<br>6%                  | 23<br>7%                   | 22<br>7%                   | 22<br>7%                   | 15<br>5%                   | 25<br>7%efm                |
| Average number of mentions | 2.83b                        | 2.09                         | 2.56                         | 2.67                      | 3.02b                     | 3.70abcdgk                | 2.59                      | 2.94b                     | 3.86abcdeg                | 3.00b                      | 2.93b                      | 3.34bcg                    | 3.43bcg                    | 3.26bg                     |
| 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                       |
| 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                       |

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

|                                                                             | ENGLAND                      |                              |                              |                              |                                |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                             | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e)   | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 1752                         | 1721                         | 1736                         | 1791                         | 1706                           | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1782                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                               | 1670                         | 1665                         | 1681                         | 1676                         | 1661                           | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food prices                                                                 | 237<br>14%j                  | 247<br>15%hjk                | 252<br>15%hjk                | 267<br>16%hjk                | 368<br>22%abcd<br>ghijkl<br>mn | 265<br>16%hjk                | 286<br>17%ahij<br>kl         | 207<br>12%                   | 241<br>14%jk                 | 192<br>11%                    | 200<br>12%                    | 224<br>14%j                   | 266<br>16%hjk                 | 274<br>17%ahj<br>l            | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of salt in food                                                  | 138<br>8%                    | 125<br>7%                    | 131<br>8%                    | 132<br>8%                    | 176<br>11%abcd<br>k            | 174<br>10%abcdk              | 151<br>9%                    | 163<br>10%bkl                | 172<br>10%abcdk              | 160<br>9%bkl                  | 126<br>8%                     | 200<br>12%abcd<br>ghjk        | 179<br>11%abcd<br>k           | 170<br>10%abcd<br>k           | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of fat in food                                                   | 136<br>8%                    | 128<br>8%                    | 135<br>8%                    | 117<br>7%                    | 175<br>11%abcd<br>k            | 185<br>11%abcdk              | 152<br>9%cd                  | 156<br>9%cd                  | 178<br>11%abcdk              | 151<br>9%cd                   | 127<br>8%                     | 196<br>12%abcd<br>ghjk        | 187<br>11%abcd<br>k           | 166<br>10%abcd<br>k           | -                            | -                            | -                            | -                            | -                            | -                            |
| The use of additives (such as preservatives and colouring) in food products | 127<br>8%                    | 106<br>6%                    | 100<br>6%                    | 106<br>6%                    | 115<br>7%                      | 129<br>8%                    | 118<br>7%                    | 109<br>7%                    | 125<br>7%                    | 128<br>8%                     | 103<br>6%                     | 162<br>10%abcd<br>efghjk      | 173<br>11%abcd<br>efghjk      | 171<br>10%abcd<br>efghjk      | -                            | -                            | -                            | -                            | -                            | -                            |
| Food hygiene when eating out                                                | 115<br>7%c                   | 114<br>7%c                   | 81<br>5%                     | 100<br>6%                    | 164<br>10%abcd<br>ghjk         | 169<br>10%abcdg<br>hjk       | 108<br>7%cd                  | 102<br>6%                    | 158<br>10%abcdg<br>hjk       | 125<br>7%cd                   | 114<br>7%cd                   | 171<br>10%abcd<br>ghjk        | 172<br>11%abcd<br>ghjk        | 164<br>10%abcd<br>ghjk        | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of sugar in food                                                 | 101<br>6%                    | 113<br>7%cd                  | 86<br>5%                     | 110<br>7%                    | 143<br>9%acd                   | 154<br>9%abcd                | 143<br>9%acd                 | 169<br>10%abcd<br>efg        | 203<br>12%abcd<br>efg        | 241<br>14%abcd<br>efgh        | 208<br>12%abcd<br>efgh        | 319<br>19%abcd<br>efghijk     | 273<br>17%abcd<br>efghijk     | 274<br>17%abcd<br>efghijk     | -                            | -                            | -                            | -                            | -                            | -                            |
| Animal welfare                                                              | 99<br>6%cd                   | 77<br>5%                     | 69<br>4%                     | 89<br>5%                     | 120<br>7%bcdfg                 | 90<br>5%                     | 76<br>5%                     | 116<br>7%bcg                 | 129<br>8%abcdf<br>g          | 126<br>7%bcdfg                | 140<br>8%abcd                 | 209<br>12%abcd<br>efghijk     | 188<br>11%abcd<br>efghijk     | 195<br>12%abcd<br>efghijk     | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of saturated fat in food                                         | 93<br>6%cd                   | 78<br>5%                     | 70<br>4%                     | 67<br>4%                     | 123<br>7%abcd                  | 123<br>7%abcd                | 110<br>7%bcd                 | 98<br>6%cd                   | 132<br>8%abcdh               | 136<br>8%abcdh                | 115<br>7%bcd                  | 177<br>11%abcd<br>efghijk     | 158<br>10%abcd<br>efghijk     | 163<br>10%abcd<br>efghijk     | -                            | -                            | -                            | -                            | -                            | -                            |
| Food hygiene at home                                                        | 88<br>5%cdgh<br>k            | 76<br>5%cdgh<br>k            | 53<br>3%                     | 47<br>3%                     | 113<br>7%bcdgh<br>ijkl         | 106<br>6%bcdgh<br>jk         | 53<br>3%                     | 48<br>3%                     | 78<br>5%cdghk                | 77<br>5%cdghk                 | 53<br>3%                      | 86<br>5%cdghk                 | 114<br>7%abcdg<br>hijkl       | 101<br>6%bcdg<br>hjk          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food hygiene at home                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f)   | Wave 7<br>(Nov<br>13)<br>(g)    | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)        | Wave 10<br>(May<br>15)<br>(j)    | Wave 11<br>(Nov<br>15)<br>(k)     | Wave 12<br>(May<br>16)<br>(l)        | Wave 13<br>(Nov<br>16)<br>(m)        | Wave 14<br>(May<br>17)<br>(n)           | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                        | 1752                         | 1721                          | 1736                         | 1791                         | 1706                         | 1810                           | 1723                            | 1743                         | 1758                                | 1844                             | 1782                              | 1808                                 | 1738                                 | 1769                                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                          | 1670                         | 1665                          | 1681                         | 1676                         | 1661                         | 1694                           | 1658                            | 1680                         | 1662                                | 1693                             | 1678                              | 1678                                 | 1637                                 | 1634                                    | **                           | **                           | **                           | **                           | **                           | **                           |
| Genetically Modified (GM) foods                        | 88<br>5%                     | 91<br>5% <sup>c</sup>         | 66<br>4%                     | 75<br>4%                     | 82<br>5%                     | 82<br>5%                       | 82<br>5%                        | 87<br>5%                     | 145<br>9% <sup>abcde</sup><br>fghjk | 112<br>7% <sup>cddefg</sup><br>k | 78<br>5%                          | 118<br>7% <sup>acdef</sup><br>ghk    | 145<br>9% <sup>abcde</sup><br>fghjk  | 124<br>8% <sup>abcd</sup><br>efghk      | -                            | -                            | -                            | -                            | -                            | -                            |
| Food poisoning such as Salmonella and E.Coli           | 81<br>5% <sup>gh</sup>       | 69<br>4% <sup>g</sup>         | 69<br>4% <sup>g</sup>        | 80<br>5% <sup>gh</sup>       | 86<br>5% <sup>gh</sup>       | 82<br>5% <sup>gh</sup>         | 46<br>3%                        | 53<br>3%                     | 88<br>5% <sup>gh</sup>              | 67<br>4%                         | 75<br>4% <sup>gh</sup>            | 100<br>6% <sup>bcghj</sup>           | 113<br>7% <sup>abcde</sup><br>fghjk  | 120<br>7% <sup>abcd</sup><br>efghj<br>k | -                            | -                            | -                            | -                            | -                            | -                            |
| Date labels, such as "best before" and "use by" labels | 77<br>5% <sup>j</sup>        | 79<br>5% <sup>cdj</sup>       | 56<br>3%                     | 56<br>3%                     | 91<br>5% <sup>cdj</sup>      | 106<br>6% <sup>acdjk</sup>     | 88<br>5% <sup>cdj</sup>         | 80<br>5% <sup>cdj</sup>      | 104<br>6% <sup>acdjk</sup>          | 53<br>3%                         | 69<br>4%                          | 85<br>5% <sup>cdj</sup>              | 97<br>6% <sup>cdjk</sup>             | 84<br>5% <sup>cdj</sup>                 | -                            | -                            | -                            | -                            | -                            | -                            |
| The use of pesticides to grow food                     | 73<br>4% <sup>c</sup>        | 71<br>4% <sup>c</sup>         | 48<br>3%                     | 56<br>3%                     | 77<br>5% <sup>c</sup>        | 82<br>5% <sup>cd</sup>         | 76<br>5% <sup>c</sup>           | 60<br>4%                     | 100<br>6% <sup>abcdh</sup><br>k     | 89<br>5% <sup>cdh</sup>          | 69<br>4%                          | 137<br>8% <sup>abcde</sup><br>fghjk  | 127<br>8% <sup>abcde</sup><br>fghjk  | 133<br>8% <sup>abcd</sup><br>efghj<br>k | -                            | -                            | -                            | -                            | -                            | -                            |
| Food waste                                             | 71<br>4% <sup>b</sup>        | 48<br>3%                      | 54<br>3%                     | 51<br>3%                     | 106<br>6% <sup>abcdh</sup>   | 103<br>6% <sup>abcd</sup>      | 135<br>8% <sup>abcdf</sup><br>h | 79<br>5% <sup>bcd</sup>      | 130<br>8% <sup>abcdh</sup>          | 118<br>7% <sup>abcdh</sup>       | 154<br>9% <sup>abcd</sup><br>efhj | 191<br>11% <sup>abcd</sup><br>efghjk | 191<br>12% <sup>abcd</sup><br>efghjk | 207<br>13% <sup>abcd</sup><br>efghjk    | -                            | -                            | -                            | -                            | -                            | -                            |
| Food miles (e.g. the distance food travels)            | 71<br>4% <sup>c</sup>        | 51<br>3%                      | 38<br>2%                     | 57<br>3% <sup>c</sup>        | 71<br>4% <sup>c</sup>        | 53<br>3%                       | 65<br>4% <sup>c</sup>           | 66<br>4% <sup>c</sup>        | 73<br>4% <sup>bc</sup>              | 84<br>5% <sup>bcd</sup>          | 63<br>4% <sup>c</sup>             | 72<br>4% <sup>c</sup>                | 82<br>5% <sup>bcd</sup>              | 97<br>6% <sup>abcd</sup><br>efghk<br>l  | -                            | -                            | -                            | -                            | -                            | -                            |
| Foods aimed at children including school meals         | 43<br>3% <sup>c</sup>        | 40<br>2%                      | 24<br>1%                     | 40<br>2%                     | 50<br>3% <sup>c</sup>        | 60<br>4% <sup>ck</sup>         | 42<br>3% <sup>c</sup>           | 42<br>2% <sup>c</sup>        | 52<br>3% <sup>c</sup>               | 48<br>3% <sup>c</sup>            | 35<br>2%                          | 86<br>5% <sup>abcde</sup><br>fghjk   | 81<br>5% <sup>abcde</sup><br>fghjk   | 81<br>5% <sup>abcd</sup><br>efghj<br>k  | -                            | -                            | -                            | -                            | -                            | -                            |
| Hormones/steroids /antibiotics in food                 | 40<br>2%                     | 57<br>3% <sup>c</sup>         | 30<br>2%                     | 39<br>2%                     | 50<br>3% <sup>c</sup>        | 70<br>4% <sup>acdjk</sup>      | 41<br>2%                        | 60<br>4% <sup>acd</sup>      | 90<br>5% <sup>abcde</sup><br>ghjk   | 58<br>3% <sup>c</sup>            | 40<br>2%                          | 99<br>6% <sup>abcde</sup><br>fghjk   | 111<br>7% <sup>abcde</sup><br>fghjk  | 118<br>7% <sup>abcd</sup><br>efghj<br>k | -                            | -                            | -                            | -                            | -                            | -                            |
| The feed given to livestock                            | 39<br>2%                     | 63<br>4% <sup>acgh</sup><br>k | 36<br>2%                     | 44<br>3%                     | 49<br>3%                     | 65<br>4% <sup>acdgh</sup><br>k | 33<br>2%                        | 42<br>3%                     | 64<br>4% <sup>acdgh</sup><br>k      | 52<br>3%                         | 43<br>3%                          | 93<br>6% <sup>abcde</sup><br>fghjk   | 108<br>7% <sup>abcde</sup><br>fghjkn | 68<br>4% <sup>acdg</sup><br>hk          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                          | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| 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         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hormones/steroids /antibiotics in food                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| The feed given to livestock                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f)         | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j)  | Wave 11<br>(Nov<br>15)<br>(k)  | Wave 12<br>(May<br>16)<br>(l)     | Wave 13<br>(Nov<br>16)<br>(m)     | Wave 14<br>(May<br>17)<br>(n)     | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                                 | 1723                         | 1743                         | 1758                         | 1844                           | 1762                           | 1808                              | 1738                              | 1769                              | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                         | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                                 | 1658                         | 1680                         | 1662                         | 1693                           | 1678                           | 1678                              | 1637                              | 1634                              | **                           | **                           | **                           | **                           | **                           | **                           |
| BSE ('mad cow disease')                               | 30<br>2%                     | 45<br>3% <sup>ceghk</sup>    | 21<br>1%                     | 33<br>2%                     | 23<br>1%                     | 51<br>3% <sup>aceghjk</sup>          | 21<br>1%                     | 23<br>1%                     | 34<br>2%                     | 30<br>2%                       | 24<br>1%                       | 36<br>2% <sup>cg</sup>            | 35<br>2%                          | 39<br>2% <sup>ceghk</sup>         | -                            | -                            | -                            | -                            | -                            | -                            |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                                    | -                            | -                            | -                            | 81<br>5% <sup>abode fghi</sup> | 71<br>4% <sup>abcde fghi</sup> | 138<br>8% <sup>abode fghijk</sup> | 135<br>8% <sup>abode fghijk</sup> | 143<br>9% <sup>abode fghijk</sup> | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                                    | -                            | -                            | -                            | 82<br>5% <sup>abode fghi</sup> | 72<br>4% <sup>abode fghi</sup> | 108<br>6% <sup>abode fghijk</sup> | 99<br>6% <sup>abode fghijk</sup>  | 106<br>6% <sup>abode fghijk</sup> | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                 | 83<br>5% <sup>n</sup>        | 74<br>4% <sup>n</sup>        | 97<br>6% <sup>lmn</sup>      | 83<br>5% <sup>n</sup>        | 100<br>6% <sup>lmn</sup>     | 170<br>10% <sup>abode ghijklmn</sup> | 100<br>6% <sup>lmn</sup>     | 116<br>7% <sup>abdlmn</sup>  | 112<br>7% <sup>abdlmn</sup>  | 97<br>6% <sup>lmn</sup>        | 91<br>5% <sup>lmn</sup>        | 62<br>4%                          | 60<br>4%                          | 50<br>3%                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 674<br>40%                   | 665<br>40%                   | 663<br>39%                   | 707<br>42%                   | 793<br>48% <sup>abcd</sup>   | 753<br>44% <sup>abc</sup>            | 725<br>44% <sup>bc</sup>     | 710<br>42%                   | 740<br>45% <sup>abc</sup>    | 740<br>44% <sup>bc</sup>       | 699<br>42%                     | 807<br>48% <sup>abcd</sup>        | 827<br>51% <sup>abcd</sup>        | 810<br>50% <sup>abcd</sup>        | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                  | 863<br>52% <sup>elmn</sup>   | 858<br>52% <sup>elmn</sup>   | 886<br>53% <sup>elmn</sup>   | 835<br>50% <sup>lmn</sup>    | 784<br>47% <sup>n</sup>      | 853<br>50% <sup>lmn</sup>            | 864<br>52% <sup>elmn</sup>   | 874<br>52% <sup>elmn</sup>   | 838<br>50% <sup>lmn</sup>    | 843<br>50% <sup>lmn</sup>      | 844<br>50% <sup>lmn</sup>      | 783<br>47% <sup>n</sup>           | 745<br>46% <sup>n</sup>           | 687<br>42%                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                            | 133<br>8% <sup>efgh</sup>    | 143<br>9% <sup>efgh</sup>    | 133<br>8% <sup>efghi</sup>   | 134<br>8% <sup>efghi</sup>   | 84<br>5%                     | 88<br>5%                             | 70<br>4%                     | 97<br>6% <sup>gm</sup>       | 86<br>5%                     | 109<br>6% <sup>gm</sup>        | 136<br>8% <sup>efghi</sup>     | 89<br>5%                          | 65<br>4%                          | 137<br>8% <sup>efgh</sup>         | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                            | 2.83 <sup>cd</sup>           | 2.74                         | 2.43                         | 2.45                         | 2.99 <sup>cd</sup>           | 3.23 <sup>abc</sup>                  | 2.78 <sup>cd</sup>           | 2.77 <sup>cd</sup>           | 3.37 <sup>abc</sup>          | 3.22 <sup>abc</sup>            | 3.04 <sup>cd</sup>             | 3.89 <sup>abc</sup>               | 3.79 <sup>abc</sup>               | 3.81 <sup>abcde</sup>             | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                              | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                              | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Other                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Net: Any                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Average number of mentions                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard deviation                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard error                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a)      | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g)      | Wave 8<br>(May<br>14)<br>(h)       | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j)       | Wave 11<br>(Nov<br>15)<br>(k)   | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)          | Wave 5<br>(Nov<br>12)<br>(s)     | Wave 6<br>(May<br>13)<br>(t)         |
| Unweighted Base                                                                      | 103                               | 99                           | 107                          | 117                          | 118                          | 99                           | 110                               | 86                                 | 107                          | 112                                 | 92                              | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                                    | 60                               | 127                                  |
| Weighted Base                                                                        | 98*                               | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                               | 80*                                | 98*                          | 87*                                 | 88*                             | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                                   | 57*                              | 57                                   |
| Food prices                                                                          | 13<br>13% <sub>n</sub>            | 8<br>9%                      | 9<br>8%                      | 12<br>11% <sub>n</sub>       | 19<br>18% <sub>mn</sub>      | 10<br>11% <sub>n</sub>       | 24<br>24% <sub>bcdf<br/>lmn</sub> | 15<br>18% <sub>mn</sub>            | 15<br>15% <sub>mn</sub>      | 23<br>26% <sub>abcd<br/>flmn</sub>  | 13<br>15% <sub>mn</sub>         | 7<br>8%                       | 6<br>6%                       | 2<br>3%                       | 5<br>8%                      | 12<br>20% <sub>vwz</sub>     | 6<br>12%                     | 11<br>21% <sub>vwz</sub>              | 14<br>25% <sub>lowy<br/>zA</sub> | 17<br>30% <sub>oquwxy<br/>zAB</sub>  |
| Animal welfare                                                                       | 11<br>11% <sub>bdflg<br/>in</sub> | 2<br>2%                      | 7<br>7% <sub>dgn</sub>       | 1<br>1%                      | 5<br>4% <sub>gn</sub>        | 1<br>1%                      | -<br>-                            | 8<br>10% <sub>bdflg<br/>n</sub>    | 1<br>1%                      | 17<br>19% <sub>bdef<br/>gklmn</sub> | 3<br>4%                         | 3<br>4% <sub>g</sub>          | 4<br>4% <sub>g</sub>          | -<br>-                        | 2<br>4%                      | 2<br>4%                      | 1<br>2%                      | 3<br>6% <sub>wyz</sub>                | 4<br>7% <sub>wyzB</sub>          | 6<br>10% <sub>uwxyzA<br/>B</sub>     |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 7<br>7% <sub>fg</sub>             | 4<br>5%                      | 10<br>10% <sub>efgl</sub>    | 4<br>4%                      | 3<br>3%                      | *<br>*                       | 1<br>1%                           | 7<br>8% <sub>fg</sub>              | 6<br>6% <sub>f</sub>         | 10<br>11% <sub>efgl</sub>           | 11<br>12% <sub>defgl</sub>      | 2<br>3%                       | 8<br>8% <sub>fg</sub>         | 5<br>5% <sub>f</sub>          | 6<br>10% <sub>A</sub>        | 6<br>10% <sub>A</sub>        | 3<br>5%                      | 6<br>11% <sub>A</sub>                 | 8<br>14% <sub>vzA</sub>          | 13<br>23% <sub>opquwx<br/>yzAB</sub> |
| Genetically Modified<br>(GM) foods                                                   | 6<br>6% <sub>f</sub>              | 1<br>1%                      | 6<br>6% <sub>f</sub>         | 2<br>2%                      | 3<br>3%                      | *<br>*                       | 2<br>2%                           | 5<br>7% <sub>f</sub>               | 2<br>2%                      | 13<br>14% <sub>bcdef<br/>glnm</sub> | 8<br>9% <sub>bdflg<br/>mn</sub> | 3<br>3%                       | 1<br>1%                       | 1<br>1%                       | 3<br>5%                      | 4<br>6% <sub>B</sub>         | 1<br>1%                      | 7<br>13% <sub>qwxy<br/>zAB</sub>      | 5<br>9% <sub>xzAB</sub>          | 7<br>12% <sub>qwxyzA<br/>B</sub>     |
| Food miles (e.g. the<br>distance food travels)                                       | 6<br>6% <sub>egkn</sub>           | 3<br>4% <sub>e</sub>         | 2<br>2%                      | 5<br>5% <sub>en</sub>        | -<br>-                       | 1<br>1%                      | 1<br>1%                           | 8<br>8% <sub>efgkn</sub>           | 2<br>2%                      | 12<br>14% <sub>bcdef<br/>gklm</sub> | *<br>*                          | 2<br>2%                       | 5<br>6% <sub>ekn</sub>        | -<br>-                        | 2<br>4%                      | 2<br>3%                      | 1<br>3%                      | 1<br>2%                               | 4<br>7% <sub>wxy</sub>           | 4<br>7% <sub>uwxyzA<br/>B</sub>      |
| The amount of salt in<br>food                                                        | 5<br>5%                           | 3<br>3%                      | 7<br>7% <sub>f</sub>         | 4<br>4%                      | 2<br>2%                      | 1<br>1%                      | 2<br>2%                           | 10<br>13% <sub>bddef<br/>kl</sub>  | 6<br>6%                      | 13<br>15% <sub>abdef<br/>gkl</sub>  | 3<br>4%                         | 4<br>4%                       | 9<br>9% <sub>efg</sub>        | 6<br>7% <sub>f</sub>          | 4<br>7%                      | 9<br>14% <sub>z</sub>        | 2<br>4%                      | 6<br>11% <sub>z</sub>                 | 9<br>17% <sub>qyz</sub>          | 14<br>24% <sub>opqwxy<br/>zAB</sub>  |
| The amount of fat in<br>food                                                         | 4<br>4%                           | 3<br>4%                      | 10<br>10% <sub>defi</sub>    | 3<br>3%                      | 3<br>3%                      | -<br>-                       | 9<br>9% <sub>defi</sub>           | 11<br>14% <sub>abdef<br/>lin</sub> | 2<br>2%                      | 13<br>13% <sub>abdef<br/>in</sub>   | 6<br>7% <sub>f</sub>            | 5<br>5% <sub>f</sub>          | 9<br>9% <sub>defi</sub>       | 4<br>5% <sub>f</sub>          | 4<br>7% <sub>z</sub>         | 5<br>9% <sub>z</sub>         | 3<br>6%                      | 11<br>21% <sub>opqw<br/>xyzAB</sub>   | 10<br>17% <sub>vxyzB</sub>       | 13<br>23% <sub>opqwxy<br/>zAB</sub>  |
| Date labels, such as<br>"best before" and "use<br>by" labels                         | 4<br>4%                           | 2<br>2%                      | 4<br>4%                      | 4<br>4%                      | 3<br>2%                      | -<br>-                       | 3<br>3%                           | 7<br>8% <sub>fkn</sub>             | 3<br>3%                      | 8<br>9% <sub>efkn</sub>             | 1<br>1%                         | 3<br>4%                       | 4<br>5% <sub>f</sub>          | 1<br>1%                       | 5<br>8%                      | 1<br>1%                      | 3<br>6%                      | 13<br>24% <sub>oppqu<br/>wxyzAB</sub> | 8<br>13% <sub>pwyz</sub>         | 8<br>14% <sub>pwxyzA</sub>           |

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



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

Base: All adults England/Wales/NI

|                                                                                      | N                            |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                      | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                      | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                                                        | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Food prices                                                                          | 10<br>15%z                   | 5<br>7%                      | 6<br>9%                      | 9<br>14%z                     | 7<br>11%                      | 4<br>6%                       | 12<br>11%                     | 17<br>15%z                    |
| Animal welfare                                                                       | 2<br>4%wyz                   | 2<br>2%                      | -                            | 2<br>3%                       | -                             | -                             | 1<br>1%                       | 1<br>1%                       |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 7<br>10%vA                   | 2<br>4%                      | 5<br>8%A                     | 5<br>8%A                      | 4<br>6%A                      | 2<br>4%                       | 1<br>1%                       | 11<br>9%A                     |
| Genetically Modified<br>(GM) foods                                                   | 3<br>5%                      | 2<br>2%                      | 1<br>2%                      | 1<br>2%                       | 2<br>3%                       | 1<br>2%                       | 1<br>1%                       | 1<br>1%                       |
| Food miles (e.g. the<br>distance food travels)                                       | 1<br>1%                      | 1<br>1%                      | -                            | -                             | -                             | 1<br>2%                       | 1<br>1%                       | 2<br>2%                       |
| The amount of salt in<br>food                                                        | 11<br>17%qwwxy<br>zAB        | 4<br>6%                      | 4<br>6%                      | 3<br>6%                       | 4<br>7%                       | 1<br>2%                       | 8<br>8%                       | 8<br>7%                       |
| The amount of fat in<br>food                                                         | 9<br>15%vxyzB                | 4<br>6%z                     | 6<br>9%z                     | 3<br>6%z                      | 4<br>7%z                      | -<br>1%                       | 8<br>8%z                      | 7<br>6%z                      |
| Date labels, such as<br>"best before" and "use<br>by" labels                         | 6<br>9%pwz                   | 3<br>5%                      | 1<br>2%                      | 4<br>6%                       | 2<br>4%                       | 1<br>2%                       | 6<br>6%                       | 9<br>8%w                      |

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

|                                              | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                              | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| The use of pesticides to grow food           | 4<br>4%                      | -                            | 5<br>5%bdn                   | -                            | 1<br>1%                      | *                            | 4<br>4%d                     | 6<br>7%bdefi<br>n            | 1<br>1%                      | 13<br>15%abcde<br>fgiklmn     | 5<br>6%bdfn                   | 2<br>2%                       | 3<br>3%                       | -                             | 3<br>5%                      | 4<br>7%A                     | -                            | 3<br>6%                      | 7<br>12%quw<br>xzAB          | 9<br>16%oquwxy<br>zAB        |
| The feed given to livestock                  | 4<br>4%                      | -                            | 5<br>5%bdn                   | -                            | 1<br>1%                      | 1<br>1%                      | 2<br>2%                      | 3<br>4%d                     | 1<br>1%                      | 10<br>12%abdef<br>giklmn      | 3<br>3%                       | 2<br>2%                       | 1<br>1%                       | -                             | 4<br>7%wAB                   | 3<br>4%A                     | -                            | 1<br>1%                      | 5<br>9%quwxy<br>zAB          | 5<br>9%quwxy<br>zAB          |
| Food poisoning such as Salmonella and E.Coli | 3<br>3%                      | -                            | 12<br>12%abdef<br>gin        | 4<br>3%                      | 3<br>2%                      | 1<br>1%                      | 2<br>2%                      | 3<br>4%                      | 1<br>1%                      | 11<br>12%abdef<br>ghimn       | 5<br>6%bn                     | 4<br>4%bn                     | 4<br>4%                       | -                             | 5<br>8%qB                    | 3<br>5%                      | -                            | 6<br>12%qwy<br>B             | 12<br>20%quv<br>wxyzAB       | 6<br>10%qwyB                 |
| Food hygiene when eating out                 | 3<br>3%                      | 1<br>2%                      | 8<br>8%bdefg<br>in           | 1<br>1%                      | -                            | -                            | 2<br>2%                      | 5<br>7%efi                   | -                            | 15<br>18%abcde<br>fghiklmn    | 6<br>6%efi                    | 3<br>3%                       | 7<br>8%bdefg<br>in            | 1<br>1%                       | 7<br>11%qw                   | 3<br>5%                      | -                            | 9<br>17%pqw                  | 6<br>10%qw                   | 10<br>18%quwxy<br>zB         |
| Food waste                                   | 3<br>3%                      | -                            | 4<br>4%                      | 1<br>1%                      | 4<br>4%                      | -                            | 7<br>7%bdfn                  | 6<br>7%bdfn                  | 4<br>4%bn                    | 8<br>9%bdfn                   | 5<br>6%bdfn                   | 5<br>5%bdfn                   | 6<br>6%bdfn                   | -                             | 3<br>6%                      | 2<br>3%                      | -                            | 7<br>13%pqwx<br>zA           | 10<br>17%pqw<br>xyzA         | 8<br>14%quwxyz<br>A          |
| BSE ('mad cow disease')                      | 2<br>2%                      | -                            | 3<br>3%                      | -                            | 1<br>1%                      | -                            | -                            | 3<br>4%                      | 1<br>1%                      | 4<br>4%bdfgm<br>n             | 1<br>1%                       | 1<br>1%                       | -                             | -                             | 2<br>4%B                     | 2<br>3%                      | -                            | -                            | 5<br>10%qrw<br>xyzAB         | 7<br>12%quwxy<br>zAB         |
| Food hygiene at home                         | 2<br>2%                      | -                            | 9<br>9%abdef<br>gn           | -                            | 1<br>1%                      | -                            | -                            | 6<br>8%bdefg<br>n            | 4<br>4%dg                    | 12<br>13%abdef<br>gkin        | 2<br>3%                       | 3<br>3%                       | 5<br>5%bdfgn                  | -                             | 3<br>5%                      | 2<br>3%                      | 1<br>2%                      | 5<br>9%wyA                   | 8<br>13%quwxy<br>zAB         | 5<br>9%quwxyz<br>AB          |
| The amount of saturated fat in food          | 2<br>2%                      | 1<br>1%                      | 4<br>4%dg                    | -                            | 1<br>1%                      | 1<br>1%                      | -                            | 10<br>12%abcde<br>fglin      | 1<br>1%                      | 16<br>18%abcde<br>fgiklmn     | 7<br>7%bdefg<br>in            | 3<br>3%                       | 6<br>7%defgi<br>n             | 1<br>1%                       | 4<br>7%                      | 4<br>7%                      | 1<br>1%                      | 7<br>12%qyz                  | 8<br>14%qyz                  | 9<br>16%quwxyz<br>B          |
| The amount of sugar in food                  | 2<br>2%                      | 3<br>3%                      | 7<br>6%df                    | 1<br>1%                      | 2<br>2%                      | 1<br>1%                      | 6<br>6%df                    | 16<br>19%abcde<br>fgin       | 7<br>8%df                    | 17<br>19%abcd<br>efgimn       | 9<br>10%abde<br>f             | 10<br>12%abdef                | 9<br>9%adef                   | 6<br>7%df                     | 3<br>6%                      | 9<br>16%qzA                  | 2<br>4%                      | 6<br>11%                     | 10<br>18%quwx<br>zA          | 13<br>23%quwxyz<br>A         |

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



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

Base: All adults England/Wales/NI

|                                              | N                            |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                              | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| The use of pesticides to grow food           | 1<br>2%                      | 1<br>1%                      | 1<br>2%                      | 1<br>2%                       | 3<br>5%                       | 1<br>1%                       | 1<br>1%                       | 2<br>2%                       |
| The feed given to livestock                  | 1<br>2%                      | -                            | 1<br>1%                      | *<br>*                        | 2<br>3%A                      | *<br>1%                       | -                             | 1<br>1%                       |
| Food poisoning such as Salmonella and E.Coli | 5<br>8%qwB                   | 1<br>2%                      | 1<br>1%                      | 5<br>8%qwyB                   | 1<br>2%                       | 3<br>5%B                      | 5<br>4%                       | 1<br>1%                       |
| Food hygiene when eating out                 | 5<br>8%qw                    | 4<br>7%q                     | 1<br>2%                      | 5<br>9%qw                     | 4<br>7%q                      | 4<br>7%q                      | 13<br>12%qw                   | 11<br>9%qw                    |
| Food waste                                   | 3<br>5%z                     | 5<br>8%qz                    | 1<br>2%                      | 2<br>3%                       | 3<br>4%                       | *<br>1%                       | 4<br>4%                       | 9<br>8%qz                     |
| BSE ('mad cow disease')                      | 3<br>5%wyzB                  | 1<br>1%                      | -                            | -                             | *<br>1%                       | -                             | 1<br>1%                       | -                             |
| Food hygiene at home                         | 2<br>3%                      | 3<br>4%                      | 1<br>1%                      | 2<br>4%                       | *<br>1%                       | 2<br>3%                       | 2<br>2%                       | 3<br>2%                       |
| The amount of saturated fat in food          | 8<br>12%qzA                  | 4<br>6%                      | 4<br>7%                      | 2<br>3%                       | 5<br>8%                       | 1<br>2%                       | 6<br>5%                       | 7<br>6%                       |
| The amount of sugar in food                  | 10<br>15%qzA                 | 5<br>7%                      | 6<br>9%                      | 4<br>7%                       | 5<br>8%                       | 3<br>5%                       | 6<br>6%                       | 16<br>14%z                    |

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

|                                                       | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                                |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j)  | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                            | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                         | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                            | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Foods aimed at children including school meals        | 1<br>2%                      | -                            | 2<br>2%                      | 1<br>1%                      | 1<br>1%                      | 1<br>1%                      | -                            | 4<br>5%bgin                  | -                            | 10<br>11%abcde<br>fglin        | 4<br>5%bgin                   | -                             | 4<br>4%bgin                   | -                             | 2<br>3%                      | 4<br>7%wB                    | 1<br>2%                      | 2<br>4%                      | 9<br>16%oquv<br>wyzAB        | 5<br>8%wB                    |
| Hormones/steroids /antibiotics in food                | 1<br>1%                      | -                            | 8<br>7%abdfg<br>imn          | -                            | 2<br>2%                      | -                            | -                            | 5<br>7%abdfg<br>i            | -                            | 13<br>14%abdef<br>gklmn        | 1<br>1%                       | 3<br>3%                       | 1<br>1%                       | 1<br>1%                       | 5<br>8%vzAB                  | 1<br>2%                      | -                            | 1<br>1%                      | 5<br>10%qvwz<br>AB           | 7<br>13%poruwx<br>zAB        |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 19<br>21%abcde<br>fghikmn      | 3<br>4%                       | 3<br>3%                       | 1<br>1%                       | 2<br>2%                       | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 14<br>16%abcde<br>fghikmn      | -                             | 3<br>3%                       | 1<br>1%                       | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                 | 13<br>14%bdkl<br>mn          | 1<br>2%                      | 6<br>6%                      | 2<br>2%                      | 6<br>6%                      | 12<br>13%bdkl<br>m           | 7<br>7%k                     | 5<br>6%                      | 9<br>10%bdkl                 | 8<br>9%bdk                     | 1<br>1%                       | 2<br>3%                       | 4<br>4%                       | 4<br>5%                       | 1<br>2%                      | 4<br>7%A                     | 6<br>11%luvwxy<br>zAB        | 4<br>8%AB                    | 3<br>5%A                     | 1<br>2%                      |
| Net: Any                                              | 39<br>40%m                   | 25<br>27%                    | 41<br>40%m                   | 33<br>32%                    | 33<br>31%                    | 25<br>28%                    | 48<br>48%bdef<br>lmn         | 29<br>36%                    | 39<br>40%                    | 56<br>64%abcd<br>efghikl<br>mn | 35<br>40%                     | 28<br>32%                     | 25<br>26%                     | 24<br>27%                     | 19<br>32%                    | 38<br>64%oqs<br>uvwxyz<br>AB | 20<br>37%z                   | 36<br>67%oqsu<br>vwxyzAB     | 26<br>46%wyzA                | 35<br>62%oquwxy<br>zAB       |
| None                                                  | 55<br>56%gj                  | 64<br>68%gjk                 | 57<br>57%gj                  | 64<br>61%gj                  | 73<br>69%gjk                 | 61<br>68%gjk                 | 42<br>41%                    | 48<br>60%gj                  | 58<br>59%gj                  | 25<br>29%                      | 46<br>53%j                    | 53<br>60%gj                   | 56<br>59%gj                   | 58<br>65%gj                   | 39<br>65%prs<br>t            | 17<br>29%                    | 31<br>59%prt                 | 18<br>33%                    | 26<br>45%                    | 21<br>36%                    |
| Don't know                                            | 3<br>3%                      | 4<br>4%e                     | 3<br>3%                      | 7<br>7%e                     | -                            | 4<br>4%e                     | 11<br>11%acel                | 3<br>4%                      | 2<br>2%                      | 6<br>7%e                       | 6<br>7%e                      | 6<br>7%e                      | 14<br>15%abcef<br>hi          | 7<br>8%lei                    | 2<br>3%                      | 4<br>6%                      | 2<br>4%                      | -                            | 5<br>9%rA                    | 1<br>2%                      |
| 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                          | 4.02                         | 2.23                         | 1.87                         | 3.19                         | 5.76                         | 4.77pxxB                     |
| 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                          | 5.47                         | 1.37                         | 1.12                         | 3.23                         | 5.61                         | 4.45                         |
| 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                          | 1.17                         | 0.22                         | 0.26                         | 0.55                         | 1.04                         | 0.50                         |

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



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

Base: All adults England/Wales/NI

|                                                             | N                            |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                             | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                             | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                               | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Foods aimed at children<br>including school meals           | 3<br>5%w                     | 2<br>4%                      | -                            | 1<br>2%                       | 2<br>3%                       | 2<br>3%                       | 4<br>4%                       | 1<br>1%                       |
| Hormones/steroids<br>'antibiotics in food                   | 3<br>4%vA                    | -                            | 1<br>2%                      | 3<br>4%vA                     | 4<br>6%qvzAB                  | -                             | -                             | 1<br>1%                       |
| Chemicals from the<br>environment, such as<br>lead, in food | -                            | -                            | -                            | 1<br>2%                       | 3<br>4%tuwA                   | 1<br>1%                       | -                             | 3<br>2%                       |
| Food not being what the<br>label says it is                 | -                            | -                            | -                            | 3<br>5%ptuw<br>zA             | 1<br>1%                       | -                             | 1<br>1%                       | 2<br>2%                       |
| Other                                                       | 1<br>2%                      | 6<br>10%tuwxy<br>zAB         | 2<br>2%                      | 1<br>2%                       | 1<br>1%                       | 1<br>2%                       | -                             | 2<br>1%                       |
| Net: Any                                                    | 26<br>41%wyzA                | 21<br>32%                    | 16<br>24%                    | 22<br>37%wzA                  | 17<br>28%                     | 13<br>22%                     | 26<br>24%                     | 37<br>33%                     |
| None                                                        | 36<br>56%prt                 | 41<br>63%prst                | 41<br>65%prst                | 35<br>59%prt                  | 42<br>70%prst<br>u            | 46<br>78%oprs<br>tuvB         | 80<br>74%prst<br>ux           | 71<br>63%prst                 |
| Don't know                                                  | 2<br>3%                      | 3<br>4%                      | 7<br>11%rtuyz<br>A           | 2<br>4%                       | 1<br>2%                       | 1<br>2%                       | 2<br>2%                       | 5<br>4%                       |
| Average number of<br>mentions                               | 3.54p                        | 2.82                         | 2.67                         | 2.60                          | 3.28p                         | 2.30                          | 3.23                          | 3.14                          |
| Standard deviation                                          | 3.42                         | 2.90                         | 2.22                         | 2.36                          | 3.13                          | 1.55                          | 2.39                          | 2.83                          |
| Standard error                                              | 0.44                         | 0.45                         | 0.42                         | 0.33                          | 0.53                          | 0.30                          | 0.46                          | 0.43                          |

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

|                                                              | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                           |                           |                           |                             |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                              | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)   | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                              | 1919                                   | 1883                      | 1896                      | 1961                      | 1884                        | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                | 1828                                   | 1818                      | 1835                      | 1834                      | 1824                        | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Animal welfare                                               | 112<br>6%bcg                           | 81<br>4%                  | 77<br>4%                  | 93<br>5%                  | 129<br>7%bcdfg              | 96<br>5%                  | 78<br>4%                  | 125<br>7%bcdfg            | 130<br>7%bcdfg            | 144<br>8%abcdfg            | 143<br>8%abcdfg            | 212<br>12%abcddefg<br>hjk  | 194<br>11%abcddefg<br>hjk  | 196<br>11%abcddefghijk     |
| BSE ('mad cow disease')                                      | 35<br>2%                               | 47<br>3%ceagh<br>k        | 25<br>1%                  | 33<br>2%                  | 29<br>2%                    | 57<br>3%acdeg hij<br>kim  | 24<br>1%                  | 27<br>1%                  | 35<br>2%                  | 34<br>2%                   | 25<br>1%                   | 37<br>2%                   | 36<br>2%                   | 39<br>2%                   |
| Date labels, such as<br>"best before" and "use<br>by" labels | 86<br>5%                               | 82<br>5%                  | 63<br>3%                  | 73<br>4%                  | 101<br>6%cdjk               | 114<br>6%bdjk             | 96<br>5%cj                | 90<br>5%cj                | 109<br>6%cdjk             | 65<br>4%                   | 72<br>4%                   | 90<br>5%cj                 | 108<br>6%cdjk              | 94<br>5%cj                 |
| Food hygiene at home                                         | 94<br>5%cdgh<br>k                      | 78<br>4%dgk               | 63<br>3%                  | 52<br>3%                  | 122<br>7%bcdghijk<br>l      | 111<br>6%bcdghik          | 55<br>3%                  | 57<br>3%                  | 83<br>5%dghk              | 91<br>5%cdghk              | 55<br>3%                   | 90<br>5%cdghk              | 121<br>7%bcdghijk<br>l     | 103<br>6%cdghk             |
| Food hygiene when eating<br>out                              | 124<br>7%c                             | 118<br>7%c                | 88<br>5%                  | 111<br>6%                 | 169<br>9%abcdghk            | 180<br>10%abcdghk         | 115<br>6%                 | 112<br>6%                 | 160<br>9%abcdghk          | 145<br>8%cdh               | 123<br>7%c                 | 178<br>10%abcdghj<br>k     | 192<br>10%abcdghj<br>k     | 175<br>10%abcdghk          |
| Food miles (e.g. the<br>distance food travels)               | 79<br>4%c                              | 56<br>3%                  | 41<br>2%                  | 63<br>3%c                 | 74<br>4%c                   | 58<br>3%                  | 67<br>4%c                 | 73<br>4%c                 | 75<br>4%c                 | 96<br>5%bcdfgk             | 64<br>3%c                  | 75<br>4%c                  | 89<br>5%bcdfk              | 99<br>5%bcdfgk             |
| Food poisoning such as<br>Salmonella and E.Coli              | 89<br>5%gh                             | 72<br>4%                  | 81<br>4%gh                | 90<br>5%gh                | 101<br>6%bgh                | 89<br>5%gh                | 53<br>3%                  | 57<br>3%                  | 91<br>5%gh                | 83<br>5%gh                 | 82<br>4%gh                 | 107<br>6%bgh               | 121<br>7%abcdfghi<br>jk    | 120<br>7%abcdfghijk        |
| Food prices                                                  | 255<br>14%                             | 267<br>15%hjk             | 266<br>15%jk              | 290<br>16%hjkl            | 401<br>22%abcdfgh<br>ijklmn | 292<br>16%hjkl            | 320<br>18%abchijk<br>l    | 226<br>12%                | 261<br>14%k               | 223<br>12%                 | 219<br>12%                 | 245<br>13%                 | 283<br>15%hjk              | 294<br>16%hjkl             |
| Foods aimed at children<br>including school meals            | 46<br>3%c                              | 44<br>2%c                 | 27<br>1%                  | 43<br>2%                  | 60<br>3%c                   | 65<br>4%bcdk              | 46<br>2%c                 | 48<br>3%c                 | 52<br>3%c                 | 59<br>3%c                  | 41<br>2%                   | 88<br>5%abcddeghi<br>jk    | 89<br>5%abcddeghi<br>jk    | 82<br>4%abcdghik           |
| Food waste                                                   | 77<br>4%b                              | 49<br>3%                  | 58<br>3%                  | 58<br>3%                  | 120<br>7%abcdh              | 111<br>6%abcd             | 145<br>8%abcdfh           | 89<br>5%bcd               | 136<br>7%abcdh            | 128<br>7%abcdh             | 162<br>9%abcdfh            | 196<br>11%abcddefg<br>hij  | 202<br>11%abcddefg<br>hijk | 217<br>12%abcddefghijk     |





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

|                                                                             | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                                 |                            |                                    |                                    |                              |
|-----------------------------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------------|----------------------------|------------------------------------|------------------------------------|------------------------------|
|                                                                             | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j)      | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)         | Wave 13<br>(Nov 16)<br>(m)         | Wave 14<br>(May 17)<br>(n)   |
| Unweighted Base                                                             | 1919                                   | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                            | 1980                       | 2044                               | 1967                               | 1991                         |
| Weighted Base                                                               | 1828                                   | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                            | 1826                       | 1826                               | 1841                               | 1837                         |
| Genetically Modified (GM) foods                                             | 97<br>5%                               | 96<br>5%                  | 72<br>4%                  | 84<br>5%                  | 90<br>5%                  | 89<br>5%                  | 87<br>5%                  | 94<br>5%                  | 148<br>8%<br>k            | 126<br>7%<br>cdefghk            | 88<br>5%                   | 122<br>7%<br>cdefghk               | 147<br>8%<br>abodefgh<br>k         | 126<br>7%<br>bodefghk        |
| Hormones/steroids<br>antibiotics in food                                    | 45<br>2%                               | 59<br>3%<br>cd            | 38<br>2%                  | 39<br>2%                  | 57<br>3%<br>c             | 77<br>4%<br>acdjk         | 44<br>2%                  | 66<br>4%<br>cdgk          | 91<br>5%<br>abcdeghk      | 74<br>4%<br>acdjk               | 44<br>2%                   | 102<br>6%<br>abcde<br>jk           | 112<br>6%<br>abcde<br>jk           | 120<br>7%<br>abcde<br>fghijk |
| The amount of fat in food                                                   | 144<br>8%                              | 136<br>7%                 | 148<br>8%                 | 131<br>7%                 | 187<br>10%<br>abcdk       | 198<br>11%<br>abcdk       | 170<br>9%<br>bd           | 171<br>9%<br>bd           | 186<br>10%<br>abcdk       | 165<br>9%<br>d                  | 138<br>8%                  | 201<br>11%<br>abcdjk               | 204<br>11%<br>abcdjk               | 177<br>10%<br>bdk            |
| The amount of salt in food                                                  | 147<br>8%                              | 136<br>7%                 | 140<br>8%                 | 143<br>8%                 | 187<br>10%<br>abcdk       | 189<br>10%<br>abcdk       | 163<br>9%                 | 178<br>10%<br>bodk        | 182<br>10%<br>abcdk       | 176<br>10%<br>bck               | 134<br>7%                  | 205<br>11%<br>abcdjk               | 196<br>11%<br>abcdk                | 184<br>10%<br>abcdk          |
| The amount of saturated fat in food                                         | 99<br>5%                               | 83<br>5%                  | 75<br>4%                  | 74<br>4%                  | 132<br>7%<br>abcd         | 133<br>7%<br>abcd         | 118<br>6%<br>bcd          | 112<br>6%<br>bcd          | 137<br>8%<br>abcd         | 154<br>9%<br>abcdgh             | 126<br>7%<br>bcd           | 181<br>10%<br>abcde<br>fgh<br>ik   | 170<br>9%<br>abcde<br>fgh<br>k     | 171<br>9%<br>abcde<br>fghk   |
| The amount of sugar in food                                                 | 106<br>6%                              | 125<br>7%<br>c            | 95<br>5%                  | 117<br>6%                 | 156<br>9%<br>acd          | 168<br>9%<br>abcd         | 159<br>9%<br>abcd         | 189<br>10%<br>abcd        | 216<br>12%<br>abcde<br>fg | 262<br>14%<br>abcde<br>fg<br>hi | 222<br>12%<br>abcde<br>fg  | 332<br>18%<br>abcde<br>fgh<br>hikm | 288<br>16%<br>abcde<br>fgh<br>hik  | 296<br>16%<br>abcde<br>fghk  |
| The feed given to livestock                                                 | 46<br>3%                               | 66<br>4%<br>cdgh          | 40<br>2%                  | 44<br>2%                  | 55<br>3%                  | 71<br>4%<br>acdghk        | 36<br>2%                  | 45<br>2%                  | 66<br>4%<br>cdg           | 63<br>3%<br>cg                  | 48<br>3%                   | 96<br>5%<br>abcde<br>fgh<br>ijkn   | 109<br>6%<br>abcde<br>fgh<br>ijkn  | 70<br>4%<br>acdghk           |
| The use of additives (such as preservatives and colouring) in food products | 140<br>8%                              | 116<br>6%                 | 113<br>6%                 | 116<br>6%                 | 127<br>7%                 | 143<br>8%                 | 126<br>7%                 | 118<br>6%                 | 135<br>7%                 | 142<br>8%                       | 117<br>6%                  | 166<br>9%<br>bcde<br>ghk           | 182<br>10%<br>abcde<br>fgh<br>hijk | 186<br>10%<br>abcde<br>fghk  |
| The use of pesticides to grow food                                          | 79<br>4%<br>c                          | 75<br>4%<br>c             | 53<br>3%                  | 60<br>3%                  | 85<br>5%<br>cd            | 91<br>5%<br>cd            | 81<br>4%<br>c             | 67<br>4%                  | 102<br>6%<br>bcdh         | 103<br>6%<br>bcdh               | 77<br>4%<br>c              | 139<br>8%<br>abcde<br>fgh<br>ijk   | 131<br>7%<br>abcde<br>fgh<br>k     | 134<br>7%<br>abcde<br>fghk   |
| Chemicals from the environment, such as lead, in food                       | -                                      | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 101<br>5%<br>abcde<br>fgh       | 77<br>4%<br>abcde<br>fgh   | 142<br>8%<br>abcde<br>fgh<br>ijk   | 136<br>7%<br>abcde<br>fgh<br>ijk   | 147<br>8%<br>abcde<br>fghk   |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)   | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                          | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                        | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                            | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                        | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food not being what the label says it is | -                         | -                         | -                         | -                         | -                         | -                           | -                         | -                         | -                         | 99<br>5%abcdefg            | 73<br>4%abcdefg            | 111<br>6%abcdefg           | 102<br>6%abcdefg           | 108<br>6%abcdefg           |
| Other                                    | 98<br>5%lmn               | 80<br>4%ln                | 110<br>6%blmn             | 89<br>5%mn                | 109<br>6%blmn             | 183<br>10%abcdefg<br>ijklmn | 108<br>6%blmn             | 127<br>7%bdklmn           | 123<br>7%bdklmn           | 106<br>6%lmn               | 93<br>5%lmn                | 65<br>4%                   | 65<br>4%                   | 55<br>3%                   |
| Net: Any                                 | 732<br>40%                | 728<br>40%                | 723<br>39%                | 777<br>42%                | 852<br>47%abcdhk          | 813<br>44%abc               | 800<br>44%abc             | 759<br>42%                | 794<br>44%abc             | 819<br>45%abck             | 750<br>41%                 | 848<br>46%abcdhk           | 878<br>48%abcdefg<br>ik    | 871<br>47%abcdghk          |
| None                                     | 957<br>52%elmn            | 939<br>52%lmn             | 974<br>53%ejlmn           | 916<br>50%ln              | 883<br>48%ln              | 935<br>51%ln                | 942<br>52%lmn             | 963<br>53%ejlmn           | 937<br>51%mn              | 904<br>49%ln               | 932<br>51%ln               | 882<br>48%ln               | 882<br>48%ln               | 816<br>44%                 |
| Don't know                               | 139<br>8%efgh<br>lm       | 151<br>8%efgh<br>ijm      | 138<br>7%efghilm          | 142<br>8%efghilm          | 89<br>5%                  | 93<br>5%                    | 83<br>5%                  | 103<br>6%                 | 94<br>5%                  | 117<br>6%gm                | 144<br>8%efghilm           | 97<br>5%                   | 81<br>4%                   | 150<br>8%efghilm           |
| Average number of mentions               | 2.86cd                    | 2.67                      | 2.46                      | 2.45                      | 3.04bcdg                  | 3.24abcdgh                  | 2.74d                     | 2.86cd                    | 3.28abcdgh                | 3.32abcdgh                 | 3.04bcdg                   | 3.82abcdef                 | 3.78abcdef                 | 3.73abcdefghijk            |
| Standard deviation                       | 3.10                      | 3.22                      | 2.60                      | 2.60                      | 3.10                      | 3.52                        | 2.80                      | 3.09                      | 3.36                      | 3.79                       | 3.00                       | ghijk<br>4.12              | ghijk<br>4.06              | 3.87                       |
| 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                       |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                             | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                               | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food hygiene when eating out                                                | 679<br>37%                | 689<br>38%k               | 666<br>36%                | 716<br>39%ek              | 641<br>35%                | 755<br>41%aceghkm<br>n    | 667<br>37%                | 665<br>36%                | 728<br>40%ceghkn          | 702<br>38%k                | 633<br>35%                 | 694<br>38%k                | 688<br>37%                 | 662<br>36%                 |
| Food poisoning such as Salmonella and E.Coli                                | 541<br>30%g               | 550<br>30%g               | 560<br>31%g               | 574<br>31%eghk            | 507<br>28%                | 547<br>30%g               | 471<br>26%                | 515<br>28%                | 590<br>32%eghjk           | 524<br>28%                 | 506<br>27%                 | 544<br>30%g                | 572<br>31%egk              | 537<br>29%g                |
| The use of additives (such as preservatives and colouring) in food products | 516<br>28%                | 521<br>29%                | 495<br>27%                | 506<br>28%                | 470<br>26%                | 499<br>27%                | 481<br>26%                | 510<br>28%                | 542<br>30%egk             | 536<br>29%ek               | 476<br>26%                 | 531<br>29%ek               | 569<br>31%cdefgk           | 535<br>29%ek               |
| The use of pesticides to grow food                                          | 455<br>25%                | 475<br>26%ce              | 424<br>23%                | 464<br>25%                | 424<br>23%                | 470<br>26%                | 465<br>25%                | 446<br>24%                | 493<br>27%cek             | 509<br>28%cehk             | 426<br>23%                 | 497<br>27%cek              | 532<br>29%acdefgh<br>k     | 516<br>28%acehk            |
| Date labels, such as "best before" and "use by" labels                      | 396<br>22%                | 489<br>27%acg<br>jkn      | 436<br>24%                | 475<br>26%aj              | 471<br>26%a               | 509<br>28%acgijklm<br>n   | 427<br>23%                | 500<br>27%acgijklm<br>n   | 532<br>29%acdegjk<br>lmn  | 424<br>23%                 | 430<br>24%                 | 436<br>24%                 | 449<br>24%                 | 433<br>24%                 |
| Genetically Modified (GM) foods                                             | 379<br>21%                | 405<br>22%e               | 375<br>20%                | 408<br>22%e               | 353<br>19%                | 373<br>20%                | 372<br>20%                | 390<br>21%                | 453<br>25%acefgh          | 444<br>24%acefg            | 405<br>22%e                | 426<br>23%cefg             | 489<br>27%abcddefg<br>hkl  | 436<br>24%acefg            |
| Food hygiene at home                                                        | 370<br>20%qhk<br>n        | 375<br>21%ghk<br>n        | 354<br>19%gk              | 357<br>19%gk              | 397<br>22%ghkn            | 390<br>21%ghkn            | 278<br>15%                | 316<br>17%                | 362<br>20%gkn             | 366<br>20%gkn              | 281<br>15%                 | 354<br>19%gk               | 369<br>20%ghkn             | 314<br>17%                 |
| Hormones/steroids /antibiotics in food                                      | 357<br>20%                | 355<br>20%                | 324<br>18%                | 384<br>21%ce              | 332<br>18%                | 409<br>22%bceg            | 353<br>19%                | 436<br>24%abcddegk        | 471<br>26%abcddefg<br>k   | 469<br>25%abcddefg<br>k    | 385<br>21%ce               | 447<br>24%abcddegk         | 501<br>27%abcddefg<br>hk   | 493<br>27%abcddefghk       |
| The feed given to livestock                                                 | 356<br>19%ag              | 360<br>20%egk             | 320<br>17%                | 318<br>17%                | 290<br>16%                | 375<br>20%cddegk          | 304<br>17%                | 330<br>18%                | 372<br>20%cddegk          | 346<br>19%e                | 311<br>17%                 | 396<br>22%cddegijk<br>n    | 397<br>22%cddegijk<br>n    | 338<br>18%e                |
| BSE ('mad cow disease')                                                     | 277<br>15%egk<br>n        | 321<br>18%aag<br>hklmn    | 287<br>16%egkn            | 324<br>18%aaghjkl<br>mn   | 205<br>11%                | 290<br>16%egkn            | 233<br>13%                | 271<br>15%en              | 306<br>17%egkln           | 271<br>15%e                | 230<br>13%                 | 255<br>14%e                | 274<br>15%en               | 231<br>13%                 |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                       | 1919                         | 1883                         | 1896                         | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                         | 1828                         | 1818                         | 1835                         | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 515<br>28%abcdefg          | 474<br>26%abcdefg          | 541<br>30%abcdefg          | 534<br>29%abcdefg          | 557<br>30%abcdefghik       |
| Food not being what the label says it is              | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 522<br>28%abcdefg          | 456<br>25%abcdefg          | 492<br>27%abcdefg          | 453<br>25%abcdefg          | 441<br>24%abcdefghi        |
| Net: Any                                              | 1230<br>67%                  | 1276<br>70%scghk             | 1215<br>66%                  | 1314<br>72%aceghkn        | 1244<br>68%               | 1286<br>70%chk            | 1225<br>67%               | 1209<br>66%               | 1271<br>70%chk            | 1295<br>70%acghk           | 1216<br>67%                | 1268<br>69%sch             | 1279<br>69%sch             | 1253<br>68%                |
| None of these                                         | 445<br>24%bde<br>fin         | 372<br>20%                   | 443<br>24%bdefn              | 373<br>20%                | 387<br>21%                | 379<br>21%                | 437<br>24%bdfn            | 475<br>26%bdefij<br>mn    | 406<br>22%                | 402<br>22%                 | 461<br>25%bdefij<br>n      | 392<br>21%                 | 424<br>23%                 | 385<br>21%                 |
| Don't know                                            | 153<br>8%                    | 169<br>9%                    | 177<br>10%hijm               | 147<br>8%                 | 193<br>11%adhikm          | 176<br>10%mn              | 162<br>9%                 | 141<br>8%                 | 148<br>8%                 | 143<br>8%                  | 150<br>8%                  | 166<br>9%                  | 137<br>7%                  | 199<br>11%adhikm           |
| Average number of mentions                            | <b>3.52eg</b>                | <b>3.56eg</b>                | <b>3.49e</b>                 | <b>3.44</b>               | <b>3.29</b>               | <b>3.59eg</b>             | <b>3.31</b>               | <b>3.62eg</b>             | <b>3.81abcdefg</b>        | <b>4.35abcdefg</b>         | <b>4.13abcdefg</b>         | <b>4.43abcdefg</b>         | <b>4.55abcdefg</b>         | <b>4.38abcdefghik</b>      |
| 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                       |
| 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                       |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e)           | Wave 6<br>(May<br>13)<br>(f)                        | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h)               | Wave 9<br>(Nov<br>14)<br>(i)            | Wave 10<br>(May<br>15)<br>(j)            | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)            | Wave 13<br>(Nov<br>16)<br>(m)                 | Wave 14<br>(May<br>17)<br>(n)                       | Wave 1<br>(Nov<br>10)<br>(o)          | Wave 2<br>(May<br>11)<br>(p)                        | Wave 3<br>(Nov<br>11)<br>(q)                        | Wave 4<br>(May<br>12)<br>(r)                       | Wave 5<br>(Nov<br>12)<br>(s)                        | Wave 6<br>(May<br>13)<br>(t)                        |
| Unweighted Base                                                             | 879                          | 858                          | 919                          | 948                          | 876                                    | 992                                                 | 974                          | 884                                        | 974                                     | 1018                                     | 937                           | 984                                      | 933                                           | 983                                                 | 1040                                  | 1025                                                | 977                                                 | 1013                                               | 1008                                                | 1044                                                |
| Weighted Base                                                               | 883                          | 881                          | 894                          | 882                          | 889                                    | 894                                                 | 884                          | 887                                        | 891                                     | 887                                      | 890                           | 887                                      | 894                                           | 894                                                 | 945                                   | 937                                                 | 941                                                 | 951                                                | 935                                                 | 947                                                 |
| Food hygiene when eating out                                                | 294<br>33%                   | 302<br>34% <sup>c</sup>      | 265<br>30%                   | 301<br>34% <sup>c</sup>      | 311<br>35% <sup>c</sup>                | 327<br>37% <sup>c</sup> <sup>cgk</sup>              | 277<br>31%                   | 288<br>33%                                 | 324<br>36% <sup>c</sup> <sup>cgk</sup>  | 304<br>34% <sup>c</sup>                  | 282<br>32%                    | 301<br>34%                               | 303<br>34%                                    | 294<br>33%                                          | 385<br>41% <sup>ns</sup>              | 387<br>41% <sup>ns</sup>                            | 401<br>43% <sup>ns</sup> <sup>y</sup>               | 415<br>44% <sup>ns</sup> <sup>y</sup>              | 330<br>35%                                          | 428<br>45% <sup>ns</sup> <sup>y</sup> <sup>A</sup>  |
| Food poisoning such as Salmonella and E.Coli                                | 240<br>27% <sup>g</sup>      | 225<br>25%                   | 238<br>27%                   | 247<br>28% <sup>g</sup>      | 231<br>26%                             | 224<br>25%                                          | 200<br>23%                   | 217<br>24%                                 | 271<br>30% <sup>l</sup> <sup>befg</sup> | 232<br>26%                               | 230<br>26%                    | 245<br>28% <sup>g</sup>                  | 261<br>29% <sup>gh</sup>                      | 246<br>28% <sup>g</sup>                             | 300<br>32% <sup>n</sup>               | 325<br>35% <sup>ns</sup> <sup>u</sup>               | 323<br>34% <sup>ns</sup> <sup>uy</sup>              | 327<br>34% <sup>ns</sup> <sup>uy</sup>             | 276<br>30%                                          | 323<br>34% <sup>ns</sup> <sup>uy</sup>              |
| The use of additives (such as preservatives and colouring) in food products | 200<br>23%                   | 223<br>25%                   | 193<br>22%                   | 198<br>22%                   | 200<br>23%                             | 195<br>22%                                          | 200<br>23%                   | 214<br>24%                                 | 210<br>24%                              | 215<br>24%                               | 192<br>22%                    | 226<br>26%                               | 246<br>27% <sup>acde</sup> <sup>fg</sup>      | 218<br>24%                                          | 316<br>33% <sup>ns</sup>              | 299<br>32% <sup>n</sup>                             | 301<br>32% <sup>n</sup>                             | 308<br>32% <sup>n</sup>                            | 270<br>29% <sup>n</sup>                             | 305<br>32% <sup>n</sup>                             |
| The use of pesticides to grow food                                          | 179<br>20%                   | 196<br>22%                   | 169<br>19%                   | 175<br>20%                   | 185<br>21%                             | 203<br>23%                                          | 205<br>23% <sup>c</sup>      | 193<br>22%                                 | 193<br>22%                              | 204<br>23% <sup>c</sup>                  | 174<br>20%                    | 217<br>24% <sup>acd</sup> <sup>k</sup>   | 235<br>26% <sup>acde</sup> <sup>hik</sup>     | 239<br>27% <sup>abc</sup> <sup>dehik</sup>          | 277<br>29%                            | 279<br>30% <sup>s</sup>                             | 255<br>27%                                          | 289<br>30% <sup>s</sup>                            | 239<br>26%                                          | 267<br>28%                                          |
| Food hygiene at home                                                        | 163<br>18% <sup>gk</sup>     | 154<br>17% <sup>g</sup>      | 138<br>15%                   | 149<br>17%                   | 181<br>20% <sup>c</sup> <sup>ghk</sup> | 172<br>19% <sup>c</sup> <sup>ghk</sup>              | 119<br>13%                   | 138<br>16%                                 | 161<br>18% <sup>g</sup>                 | 162<br>18% <sup>gk</sup>                 | 130<br>15%                    | 168<br>19% <sup>gk</sup>                 | 171<br>19% <sup>c</sup> <sup>gk</sup>         | 144<br>16%                                          | 207<br>22% <sup>n</sup> <sup>uy</sup> | 221<br>24% <sup>n</sup> <sup>uv</sup> <sup>yz</sup> | 216<br>23% <sup>n</sup> <sup>uv</sup> <sup>yz</sup> | 208<br>22% <sup>n</sup> <sup>uy</sup>              | 216<br>23% <sup>n</sup> <sup>uv</sup> <sup>yz</sup> | 218<br>23% <sup>n</sup> <sup>uv</sup> <sup>yz</sup> |
| Date labels, such as "best before" and "use by" labels                      | 159<br>18%                   | 206<br>23% <sup>a</sup>      | 175<br>20%                   | 198<br>22% <sup>a</sup>      | 196<br>22% <sup>a</sup>                | 233<br>26% <sup>ac</sup> <sup>gj</sup> <sup>m</sup> | 180<br>20%                   | 227<br>26% <sup>ac</sup> <sup>gj</sup>     | 236<br>27% <sup>ace</sup> <sup>gj</sup> | 179<br>20%                               | 202<br>23% <sup>a</sup>       | 198<br>22% <sup>a</sup>                  | 192<br>21%                                    | 217<br>24% <sup>ac</sup> <sup>gj</sup> <sup>j</sup> | 237<br>25%                            | 284<br>30% <sup>nox</sup> <sup>yz</sup>             | 261<br>28%                                          | 277<br>29% <sup>n</sup> <sup>oy</sup> <sup>z</sup> | 275<br>29% <sup>n</sup> <sup>oy</sup> <sup>z</sup>  | 275<br>29% <sup>n</sup> <sup>oy</sup> <sup>z</sup>  |
| Hormones/steroids /antibiotics in food                                      | 152<br>17% <sup>c</sup>      | 158<br>18% <sup>c</sup>      | 116<br>13%                   | 150<br>17% <sup>c</sup>      | 134<br>15%                             | 170<br>19% <sup>ce</sup>                            | 147<br>17% <sup>c</sup>      | 209<br>24% <sup>abcd</sup> <sup>efgk</sup> | 193<br>22% <sup>acde</sup> <sup>g</sup> | 197<br>22% <sup>abcd</sup> <sup>eg</sup> | 168<br>19% <sup>ce</sup>      | 193<br>22% <sup>abcd</sup> <sup>eg</sup> | 212<br>24% <sup>abcd</sup> <sup>efgk</sup>    | 220<br>25% <sup>abcd</sup> <sup>efgk</sup>          | 205<br>22%                            | 197<br>21%                                          | 208<br>22%                                          | 233<br>25%                                         | 198<br>21%                                          | 238<br>25% <sup>pe</sup>                            |
| The feed given to livestock                                                 | 149<br>17%                   | 151<br>17%                   | 128<br>14%                   | 138<br>16%                   | 124<br>14%                             | 165<br>18% <sup>ce</sup> <sup>ghk</sup>             | 121<br>14%                   | 128<br>14%                                 | 157<br>18% <sup>eg</sup>                | 136<br>15%                               | 132<br>15%                    | 177<br>20% <sup>cde</sup> <sup>g</sup>   | 174<br>19% <sup>cde</sup> <sup>gh</sup>       | 153<br>17%                                          | 207<br>22% <sup>ns</sup>              | 209<br>22% <sup>ns</sup>                            | 192<br>20%                                          | 180<br>19%                                         | 166<br>18%                                          | 210<br>22% <sup>ns</sup>                            |
| Genetically Modified (GM) foods                                             | 149<br>17%                   | 177<br>20%                   | 150<br>17%                   | 173<br>20%                   | 149<br>17%                             | 159<br>18%                                          | 169<br>19%                   | 172<br>19%                                 | 188<br>21% <sup>ace</sup>               | 187<br>21% <sup>ace</sup>                | 187<br>21% <sup>ace</sup>     | 183<br>21% <sup>ace</sup>                | 226<br>25% <sup>abcd</sup> <sup>efghijk</sup> | 214<br>24% <sup>abcd</sup> <sup>efgh</sup>          | 230<br>24%                            | 229<br>24%                                          | 225<br>24%                                          | 235<br>25%                                         | 204<br>22%                                          | 214<br>23%                                          |

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



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

|                                                                             | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                             | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                                               | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Food hygiene when eating out                                                | 390<br>42%ns                 | 376<br>40%ns                 | 404<br>43%nsy                | 398<br>42%ns                  | 351<br>38%ns                  | 393<br>42%ns                  | 385<br>41%ns                  | 368<br>39%                    |
| Food poisoning such as Salmonella and E.Coli                                | 272<br>29%                   | 298<br>32%ns                 | 319<br>34%nsuy               | 292<br>31%                    | 276<br>30%                    | 300<br>32%ns                  | 312<br>33%ns                  | 290<br>31%                    |
| The use of additives (such as preservatives and colouring) in food products | 281<br>30%ns                 | 296<br>32%ns                 | 332<br>36%nsuy               | 320<br>34%ns                  | 283<br>30%ns                  | 305<br>33%ns                  | 323<br>34%ns                  | 316<br>34%                    |
| The use of pesticides to grow food                                          | 259<br>28%                   | 253<br>27%                   | 299<br>32%nsqsu<br>vy        | 305<br>32%nsqsu<br>vy         | 252<br>27%                    | 280<br>30%ns                  | 298<br>31%nsqsv<br>y          | 277<br>29%                    |
| Food hygiene at home                                                        | 159<br>17%                   | 178<br>19%                   | 201<br>22%nsuy               | 204<br>21%nsuy                | 152<br>16%                    | 187<br>20%nsy                 | 197<br>21%nsuy                | 170<br>18%                    |
| Date labels, such as "best before" and "use by" labels                      | 247<br>26%                   | 273<br>29%nsy                | 296<br>32%nsoux<br>yzA       | 245<br>26%                    | 228<br>24%                    | 238<br>25%                    | 257<br>27%                    | 216<br>23%                    |
| Hormones/steroids /antibiotics in food                                      | 206<br>22%                   | 227<br>24%                   | 278<br>30%nsopq<br>rstuvy    | 272<br>29%nsopqs<br>uvy       | 217<br>23%                    | 254<br>27%nsopqs<br>u         | 290<br>31%nsopq<br>rstuvy     | 273<br>29%                    |
| The feed given to livestock                                                 | 183<br>19%                   | 203<br>22%ns                 | 216<br>23%nsrsy              | 210<br>22%ns                  | 179<br>19%                    | 219<br>23%nsrsu<br>y          | 223<br>24%nsrsu<br>y          | 185<br>20%                    |
| Genetically Modified (GM) foods                                             | 203<br>22%                   | 218<br>23%                   | 265<br>28%nsopqs<br>tuvy     | 257<br>27%nsu                 | 218<br>23%                    | 243<br>26%nsu<br>y            | 263<br>28%nsstuv<br>y         | 222<br>24%                    |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j)            | Wave 11<br>(Nov<br>15)<br>(k)    | Wave 12<br>(May<br>16)<br>(l)      | Wave 13<br>(Nov<br>16)<br>(m)      | Wave 14<br>(May<br>17)<br>(n)                          | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)   | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)    | Wave 5<br>(Nov<br>12)<br>(s)     | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                                     | 937                              | 984                                | 933                                | 983                                                    | 1040                         | 1025                           | 977                          | 1013                            | 1008                             | 1044                         |
| Weighted Base                                         | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                                      | 890                              | 887                                | 894                                | 894                                                    | 945                          | 937                            | 941                          | 951                             | 935                              | 947                          |
| BSE ('mad cow disease')                               | 129<br>15% <i>ag</i>         | 139<br>16% <i>ceg<br/>hk</i> | 109<br>12%                   | 140<br>16% <i>cegh<br/>k</i> | 93<br>10%                    | 125<br>14% <i>e</i>          | 99<br>11%                    | 108<br>12%                   | 138<br>15% <i>cegh<br/>k</i> | 122<br>14% <i>e</i>                      | 101<br>11%                       | 117<br>13%                         | 124<br>14% <i>e</i>                | 112<br>13%                                             | 148<br>16% <i>s</i>          | 182<br>19% <i>nos<br/>uyzA</i> | 178<br>19% <i>nsuy<br/>z</i> | 184<br>19% <i>nosu<br/>xyzA</i> | 112<br>14%                       | 165<br>17% <i>nsy</i>        |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 216<br>24% <i>abcd<br/>efghi</i>         | 210<br>24% <i>abcd<br/>efghi</i> | 256<br>29% <i>abcd<br/>efghijk</i> | 248<br>28% <i>abcd<br/>efghijk</i> | 261<br>29% <i>abcd<br/>efghijk<br/>opqrstu<br/>vw</i>  | -                            | -                              | -                            | -                               | -                                | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 240<br>27% <i>abcd<br/>efghikm<br/>n</i> | 193<br>22% <i>abcd<br/>efghi</i> | 207<br>23% <i>abcd<br/>efghi</i>   | 188<br>21% <i>abcd<br/>efghi</i>   | 203<br>23% <i>abcd<br/>efghlop<br/>qrstuvw</i>         | -                            | -                              | -                            | -                               | -                                | -                            |
| Net: Any                                              | 545<br>62%                   | 574<br>65% <i>c</i>          | 536<br>60%                   | 594<br>67% <i>ack</i>        | 591<br>66% <i>ac</i>         | 569<br>64%                   | 556<br>63%                   | 562<br>63%                   | 587<br>66% <i>c</i>          | 583<br>66% <i>c</i>                      | 558<br>63%                       | 569<br>64%                         | 600<br>67% <i>ac</i>               | 588<br>66% <i>c</i>                                    | 685<br>73% <i>n</i>          | 703<br>75% <i>nsv<br/>y</i>    | 679<br>72% <i>n</i>          | 720<br>76% <i>nsuv<br/>y</i>    | 653<br>70%                       | 717<br>76% <i>nsuvy</i>      |
| None of these                                         | 250<br>28% <i>den</i>        | 213<br>24%                   | 254<br>28% <i>bden</i>       | 206<br>23%                   | 203<br>23%                   | 220<br>25%                   | 236<br>27% <i>n</i>          | 254<br>29% <i>bden</i>       | 225<br>25%                   | 226<br>25%                               | 253<br>28% <i>bden</i>           | 225<br>25%                         | 223<br>25%                         | 198<br>22% <i>prt<br/>z</i>                            | 195<br>21% <i>pt</i>         | 160<br>17%                     | 190<br>20%                   | 167<br>18%                      | 184<br>20%                       | 160<br>17%                   |
| Don't know                                            | 89<br>10%                    | 95<br>11%                    | 104<br>12% <i>hm</i>         | 83<br>9%                     | 96<br>11% <i>m</i>           | 106<br>12% <i>hijk<br/>m</i> | 92<br>10%                    | 72<br>8%                     | 79<br>9%                     | 78<br>9%                                 | 79<br>9%                         | 93<br>10%                          | 71<br>8%                           | 108<br>12% <i>hijk<br/>nopartu<br/>wxyzA</i>           | 64<br>7%                     | 74<br>8%                       | 73<br>8%                     | 64<br>7%                        | 97<br>10% <i>ortuv<br/>wxyzA</i> | 70<br>7%                     |
| Average number of mentions                            | 3.33                         | 3.36 <i>e</i>                | 3.14                         | 3.15                         | 3.05                         | 3.47 <i>cde<br/>g</i>        | 3.09                         | 3.37 <i>e</i>                | 3.53 <i>cde<br/>g</i>        | 4.11 <i>abc<br/>defghi</i>               | 3.95 <i>abc<br/>defghi</i>       | 4.37 <i>abc<br/>defghik</i>        | 4.30 <i>abc<br/>defghi</i>         | 4.29 <i>ab<br/>cdefgh<br/>lppqrs<br/>tuv<br/>wxyzA</i> | 3.66                         | 3.72                           | 3.77 <i>u</i>                | 3.69                            | 3.50                             | 3.69                         |
| 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                                                   | 2.50                         | 2.59                           | 2.54                         | 2.58                            | 2.58                             | 2.62                         |
| 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                                                   | 0.09                         | 0.09                           | 0.10                         | 0.09                            | 0.10                             | 0.09                         |

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



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

|                                                       | FEMALE                       |                                |                              |                                  |                                  |                                  |                                  |                               |
|-------------------------------------------------------|------------------------------|--------------------------------|------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v)   | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)    | Wave 11<br>(Nov<br>15)<br>(y)    | Wave 12<br>(May<br>16)<br>(z)    | Wave 13<br>(Nov<br>16)<br>(A)    | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 1000                         | 1060                           | 1010                         | 1073                             | 1043                             | 1060                             | 1034                             | 1008                          |
| Weighted Base                                         | 940                          | 937                            | 933                          | 953                              | 936                              | 939                              | 947                              | 943                           |
| BSE ('mad cow disease')                               | 134<br>14%                   | 163<br>17%nsy                  | 168<br>18%nsuy               | 149<br>16% <i>s</i>              | 129<br>14%                       | 138<br>15%                       | 150<br>16%ns                     | 119<br>13%                    |
| Chemicals from the environment, such as lead, in food | -                            | -                              | -                            | 299<br>31% <i>opqr</i><br>stuvw  | 264<br>28% <i>opqr</i><br>stuvw  | 285<br>30% <i>opqr</i><br>stuvw  | 286<br>30% <i>opqr</i><br>stuvw  | 296<br>31%                    |
| Food not being what the label says it is              | -                            | -                              | -                            | 282<br>30% <i>nopq</i><br>rstuvw | 263<br>28% <i>nopq</i><br>rstuvw | 285<br>30% <i>nopq</i><br>rstuvw | 264<br>28% <i>nopq</i><br>rstuvw | 238<br>25%                    |
| Net: Any                                              | 669<br>71% <i>n</i>          | 647<br>69%                     | 684<br>73% <i>nv</i>         | 712<br>75% <i>nsvy</i>           | 658<br>70% <i>n</i>              | 699<br>74% <i>nsvy</i>           | 680<br>72% <i>n</i>              | 665<br>71%                    |
| None of these                                         | 201<br>21% <i>prtz</i>       | 221<br>24% <i>prst</i><br>wxyz | 180<br>19%                   | 176<br>18%                       | 207<br>22% <i>prtx</i><br>z      | 167<br>18%                       | 201<br>21% <i>prt</i>            | 187<br>20%                    |
| Don't know                                            | 70<br>7%                     | 69<br>7%                       | 69<br>7%                     | 65<br>7%                         | 70<br>8%                         | 73<br>8%                         | 66<br>7%                         | 91<br>10%                     |

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

Average number of mentions 3.49 3.84su 4.06opq 4.54opq 4.28opq 4.48opq 4.78nop 4.46  
 rstu rstuvw rstuv rstuvw qrstuvw  
 y

Standard deviation 2.54 2.59 2.65 3.13 3.02 3.06 3.29 2.98

Standard error 0.10 0.10 0.10 0.11 0.11 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 - n/o/p/q/r/s/t/u/v/w/x/y/z/A



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)   | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)   | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k)   | Wave 12<br>(May<br>16)<br>(l)   | Wave 13<br>(Nov<br>16)<br>(m)      | Wave 14<br>(May<br>17)<br>(n)             | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)     | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)   | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 292                          | 249                            | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                            | 292                           | 333                             | 308                             | 296                                | 252                                       | 296                          | 317                              | 303                          | 327                            | 299                          | 349                          |
| Weighted Base                                                               | 291                          | 274                            | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                            | 297                           | 297                             | 266                             | 290                                | 304                                       | 315                          | 304                              | 304                          | 339                            | 322                          | 350                          |
| Food hygiene when eating out                                                | 94<br>32%                    | 98<br>36%                      | 91<br>30%                    | 88<br>30%                    | 96<br>32%                    | 117<br>40%cdhj<br>kmn        | 90<br>32%                    | 83<br>28%                    | 95<br>32%                      | 90<br>30%                     | 84<br>28%                       | 87<br>33%                       | 85<br>29%                          | 94<br>31%                                 | 104<br>33%                   | 121<br>40% <sub>s</sub>          | 112<br>37%                   | 138<br>41% <sub>os</sub>       | 102<br>32%                   | 134<br>38%                   |
| Food poisoning such as Salmonella and E.Coli                                | 72<br>25%                    | 85<br>31%ghk                   | 79<br>27%                    | 73<br>25%                    | 81<br>27% <sub>k</sub>       | 73<br>25%                    | 58<br>20%                    | 63<br>21%                    | 80<br>27%                      | 78<br>26%                     | 60<br>20%                       | 69<br>26%                       | 76<br>26%                          | 84<br>28%                                 | 68<br>22%                    | 83<br>27%                        | 76<br>25%                    | 107<br>32% <sub>o</sub>        | 79<br>25%                    | 100<br>29%                   |
| Date labels, such as "best before" and "use by" labels                      | 46<br>16%                    | 71<br>26% <sub>ace</sub>       | 53<br>18%                    | 63<br>22%                    | 54<br>18%                    | 64<br>22%                    | 52<br>18%                    | 64<br>22%                    | 61<br>21%                      | 64<br>21%                     | 57<br>19%                       | 53<br>20%                       | 62<br>21%                          | 58<br>19%                                 | 66<br>21%                    | 90<br>30% <sub>ooqx</sub><br>zA  | 65<br>21%                    | 90<br>27%                      | 78<br>24%                    | 106<br>30% <sub>ooqxZA</sub> |
| Food hygiene at home                                                        | 37<br>13%                    | 56<br>20% <sub>adg</sub><br>hk | 51<br>17%                    | 36<br>13%                    | 50<br>17%                    | 52<br>18% <sub>lh</sub>      | 38<br>13%                    | 33<br>11%                    | 45<br>15%                      | 42<br>14%                     | 40<br>13%                       | 40<br>15%                       | 57<br>20% <sub>adhk</sub>          | 43<br>14%                                 | 57<br>18%                    | 68<br>22% <sub>vy</sub>          | 49<br>16%                    | 80<br>24% <sub>qvy</sub>       | 72<br>22% <sub>vy</sub>      | 77<br>22% <sub>vy</sub>      |
| The use of pesticides to grow food                                          | 32<br>11%                    | 38<br>14%                      | 35<br>12%                    | 30<br>10%                    | 32<br>11%                    | 38<br>13%                    | 46<br>16%                    | 37<br>13%                    | 37<br>13%                      | 39<br>13%                     | 38<br>13%                       | 48<br>18% <sub>acde</sub>       | 55<br>19% <sub>acde</sub>          | 53<br>17% <sub>acde</sub>                 | 62<br>20%                    | 59<br>19%                        | 52<br>17%                    | 71<br>21%                      | 56<br>17%                    | 59<br>17%                    |
| The use of additives (such as preservatives and colouring) in food products | 29<br>10%                    | 50<br>18% <sub>aah</sub>       | 40<br>13%                    | 45<br>16%                    | 31<br>10%                    | 35<br>12%                    | 38<br>13%                    | 35<br>12%                    | 40<br>14%                      | 41<br>14%                     | 43<br>14%                       | 41<br>15%                       | 57<br>20% <sub>acef</sub><br>h     | 59<br>19% <sub>acef</sub><br>h            | 82<br>26% <sub>vy</sub>      | 63<br>21%                        | 74<br>24%                    | 105<br>31% <sub>psu</sub><br>y | 70<br>22%                    | 79<br>23%                    |
| Genetically Modified (GM) foods                                             | 28<br>10%                    | 41<br>15%                      | 33<br>11%                    | 43<br>15%                    | 32<br>11%                    | 27<br>9%                     | 37<br>13%                    | 39<br>13%                    | 32<br>11%                      | 34<br>11%                     | 52<br>18% <sub>acef</sub><br>ij | 38<br>14%                       | 49<br>17% <sub>aeff</sub>          | 57<br>19% <sub>acef</sub><br>fj           | 60<br>19%                    | 64<br>21% <sub>s</sub>           | 50<br>16%                    | 83<br>24% <sub>qs</sub>        | 46<br>14%                    | 65<br>19%                    |
| The feed given to livestock                                                 | 26<br>9%                     | 26<br>10%                      | 26<br>9%                     | 17<br>6%                     | 19<br>6%                     | 31<br>11%                    | 22<br>8%                     | 28<br>9%                     | 29<br>10%                      | 23<br>8%                      | 27<br>9%                        | 29<br>11% <sub>d</sub>          | 34<br>12% <sub>de</sub>            | 36<br>12% <sub>de</sub>                   | 38<br>12%                    | 56<br>18% <sub>oqs</sub><br>uvxy | 34<br>11%                    | 50<br>15% <sub>cx</sub>        | 34<br>11%                    | 45<br>13%                    |
| Hormones/steroids /antibiotics in food                                      | 22<br>8%                     | 26<br>9%                       | 20<br>7%                     | 17<br>6%                     | 21<br>7%                     | 37<br>13% <sub>cdeg</sub>    | 20<br>7%                     | 34<br>11% <sub>d</sub>       | 38<br>13% <sub>acde</sub><br>g | 37<br>12% <sub>cde</sub>      | 36<br>12% <sub>cddeg</sub>      | 41<br>15% <sub>abcd</sub><br>eg | 55<br>19% <sub>abcd</sub><br>eghjk | 62<br>20% <sub>abcd</sub><br>defghi<br>jk | 45<br>14%                    | 49<br>16%                        | 37<br>12%                    | 66<br>19% <sub>q</sub>         | 46<br>14%                    | 54<br>15%                    |
| BSE ('mad cow disease')                                                     | 20<br>7%                     | 29<br>10% <sub>egjk</sub>      | 21<br>7%                     | 26<br>9% <sub>e</sub>        | 11<br>4%                     | 31<br>11% <sub>egjk</sub>    | 14<br>5%                     | 27<br>9% <sub>e</sub>        | 28<br>10% <sub>eg</sub>        | 16<br>5%                      | 17<br>6%                        | 22<br>8% <sub>e</sub>           | 21<br>7%                           | 28<br>9% <sub>e</sub>                     | 45<br>14% <sub>ty</sub>      | 46<br>15% <sub>stx</sub><br>yB   | 36<br>12%                    | 50<br>15% <sub>stxy</sub>      | 29<br>9%                     | 32<br>9%                     |

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



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                               | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food hygiene when eating out                                                | 115<br>37%                   | 114<br>35%                   | 132<br>39%                   | 127<br>38%                    | 126<br>36%                    | 133<br>39%                    | 123<br>35%                    | 117<br>33%                    |
| Food poisoning such as Salmonella and E.Coli                                | 86<br>27%                    | 88<br>27%                    | 120<br>36%<br>opqs<br>uvxy   | 86<br>26%                     | 87<br>25%                     | 104<br>31%<br>o               | 104<br>30%<br>o               | 102<br>29%<br>o               |
| Date labels, such as "best before" and "use by" labels                      | 75<br>24%                    | 90<br>28%<br>x               | 108<br>32%<br>oqsu<br>xzAB   | 69<br>20%                     | 95<br>27%<br>x                | 73<br>22%                     | 80<br>23%                     | 85<br>24%                     |
| Food hygiene at home                                                        | 56<br>18%                    | 51<br>16%                    | 66<br>20%                    | 66<br>20%                     | 50<br>14%                     | 80<br>24%<br>qvy              | 64<br>18%                     | 64<br>18%                     |
| The use of pesticides to grow food                                          | 58<br>18%                    | 71<br>22%                    | 74<br>22%                    | 67<br>20%                     | 58<br>17%                     | 76<br>22%                     | 90<br>26%<br>qstu<br>y        | 88<br>25%<br>qstuy            |
| The use of additives (such as preservatives and colouring) in food products | 62<br>20%                    | 81<br>25%                    | 97<br>29%<br>puy             | 81<br>24%                     | 64<br>18%                     | 87<br>26%<br>y                | 95<br>27%<br>uy               | 87<br>25%<br>y                |
| Genetically Modified (GM) foods                                             | 62<br>20%                    | 68<br>21%<br>s               | 69<br>20%                    | 69<br>21%                     | 72<br>21%<br>s                | 87<br>26%<br>qst              | 86<br>24%<br>qs               | 73<br>21%<br>s                |
| The feed given to livestock                                                 | 34<br>11%                    | 40<br>12%                    | 50<br>15%<br>x               | 30<br>9%                      | 39<br>11%                     | 59<br>17%<br>qsux<br>y        | 61<br>17%<br>qsux<br>y        | 55<br>16%<br>x                |
| Hormones/steroids /antibiotics in food                                      | 56<br>18%                    | 67<br>21%<br>oqs             | 72<br>21%<br>oqs             | 62<br>18%<br>q                | 57<br>16%                     | 80<br>24%<br>opqs<br>ly       | 84<br>24%<br>opqs<br>ly       | 91<br>26%<br>opqstuxy         |
| BSE ('mad cow disease')                                                     | 35<br>11%                    | 36<br>11%                    | 40<br>12%                    | 31<br>9%                      | 26<br>8%                      | 45<br>13%<br>y                | 46<br>13%<br>y                | 33<br>10%                     |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                       | 292                       | 249                       | 308                       | 281                       | 295                       | 305                       | 263                       | 298                       | 310                       | 292                        | 333                        | 308                        | 296                        | 252                        | 296                       | 317                       | 303                       | 327                       | 299                       | 349                       |
| Weighted Base                                         | 291                       | 274                       | 299                       | 288                       | 298                       | 293                       | 286                       | 297                       | 296                       | 297                        | 297                        | 266                        | 290                        | 304                        | 315                       | 304                       | 304                       | 339                       | 322                       | 350                       |
| Chemicals from the environment, such as lead, in food | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 39                        | 39                         | 47                         | 47                         | 66                         | -                          | -                         | -                         | -                         | -                         | -                         | -                         |
| Food not being what the label says it is              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 13%abcd<br>efghi          | 13%abcd<br>efghi           | 18%abcd<br>efghi           | 16%abcd<br>efghi           | 22%abcd<br>efghijk         | -                          | -                         | -                         | -                         | -                         | -                         | -                         |
| Net: Any                                              | 166<br>57%                | 174<br>64%h               | 165<br>55%                | 176<br>61%                | 178<br>60%                | 170<br>58%                | 163<br>57%                | 156<br>53%                | 171<br>58%                | 175<br>59%                 | 171<br>58%                 | 168<br>63%ch               | 175<br>60%                 | 196<br>64%ch               | 202<br>64%                | 211<br>69%                | 196<br>64%                | 245<br>72%oquy            | 209<br>65%                | 237<br>68%                |
| None of these                                         | 97<br>33%n                | 74<br>27%                 | 100<br>33%n               | 86<br>30%                 | 84<br>28%                 | 93<br>32%n                | 94<br>33%n                | 119<br>40%bde<br>lmn      | 100<br>34%n               | 91<br>31%                  | 100<br>33%n                | 73<br>27%                  | 85<br>29%                  | 72<br>24%                  | 82<br>28%                 | 68<br>22%                 | 80<br>26%                 | 66<br>20%                 | 75<br>23%                 | 76<br>22%                 |
| Don't know                                            | 28<br>10%                 | 26<br>9%                  | 34<br>12%                 | 26<br>9%                  | 36<br>12%                 | 30<br>10%                 | 29<br>10%                 | 22<br>8%                  | 26<br>9%                  | 31<br>10%                  | 27<br>9%                   | 25<br>9%                   | 30<br>11%                  | 36<br>12%                  | 30<br>10%                 | 25<br>8%                  | 29<br>9%                  | 27<br>8%                  | 38<br>12%                 | 37<br>11%                 |
| 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                    | 3.60ab                     | 3.10                      | 3.32                      | 2.99                      | 3.43s                     | 2.93                      | 3.17                      |
| 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                       | 2.36                      | 2.43                      | 2.19                      | 2.65                      | 2.35                      | 2.50                      |
| 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                       | 0.17                      | 0.16                      | 0.16                      | 0.17                      | 0.17                      | 0.16                      |

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



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                         | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 69<br>20%opqr<br>stuvw        | 79<br>23%opqr<br>stuvw        | 96<br>28%opqr<br>stuvwx       | 88<br>25%opqr<br>stuvw        | 111<br>32%opqrstuvwxy         |
| Food not being what the label says it is              | -                            | -                            | -                            | 84<br>25%opqr<br>stuvw        | 82<br>24%opqr<br>stuvw        | 95<br>28%opqr<br>stuvwA       | 69<br>19%opqr<br>stuvw        | 84<br>24%opqrstuvw            |
| Net: Any                                              | 199<br>63%                   | 218<br>67%                   | 231<br>69%                   | 219<br>65%                    | 224<br>64%                    | 230<br>68%                    | 233<br>66%                    | 233<br>67%                    |
| None of these                                         | 81<br>26%                    | 82<br>25%                    | 75<br>22%                    | 89<br>26%r                    | 93<br>27%r                    | 76<br>22%                     | 91<br>26%                     | 70<br>20%                     |
| Don't know                                            | 34<br>11%                    | 25<br>8%                     | 30<br>9%                     | 29<br>9%                      | 33<br>9%                      | 32<br>10%                     | 30<br>8%                      | 46<br>13%rv                   |
| <b>Average number of mentions</b>                     | <b>3.20</b>                  | <b>3.23</b>                  | <b>3.58oqs</b>               | <b>3.85opq<br/>stuv</b>       | <b>3.73oqs<br/>tuv</b>        | <b>4.41opq<br/>rstuvw</b>     | <b>4.26opq<br/>rstuvw</b>     | <b>4.25opqrstuvw</b>          |
| <b>Standard deviation</b>                             | <b>2.32</b>                  | <b>2.32</b>                  | <b>2.32</b>                  | <b>2.82</b>                   | <b>2.57</b>                   | <b>3.20</b>                   | <b>3.35</b>                   | <b>3.00</b>                   |
| <b>Standard error</b>                                 | <b>0.17</b>                  | <b>0.16</b>                  | <b>0.16</b>                  | <b>0.19</b>                   | <b>0.18</b>                   | <b>0.22</b>                   | <b>0.22</b>                   | <b>0.20</b>                   |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)      | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)     | Wave 10<br>(May<br>15)<br>(j)    | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)     | Wave 13<br>(Nov<br>16)<br>(m)        | Wave 14<br>(May<br>17)<br>(n)     | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)       | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 427                          | 467                               | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                              | 408                              | 373                           | 408                               | 398                                  | 365                               | 453                          | 445                          | 441                          | 497                                | 454                          | 448                          |
| Weighted Base                                                               | 443                          | 463                               | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                              | 421                              | 382                           | 434                               | 411                                  | 387                               | 450                          | 450                          | 455                          | 469                                | 452                          | 422                          |
| Food hygiene when eating out                                                | 185<br>42%                   | 193<br>42%                        | 168<br>38%                   | 177<br>41%                   | 160<br>37%                   | 193<br>44% <sub>n</sub>      | 170<br>38%                   | 177<br>42%                   | 166<br>40%                       | 158<br>37%                       | 158<br>41%                    | 177<br>41%                        | 188<br>46% <sub>cdegj<br/>n</sub>    | 138<br>36%                        | 189<br>42%                   | 178<br>40%                   | 190<br>42%                   | 200<br>43%                         | 183<br>41%                   | 189<br>45% <sub>y</sub>      |
| The use of additives (such as preservatives and colouring) in food products | 143<br>32%                   | 163<br>35% <sub>dg</sub>          | 135<br>30%                   | 123<br>29%                   | 136<br>31%                   | 132<br>30%                   | 126<br>28%                   | 140<br>34%                   | 136<br>33%                       | 133<br>32%                       | 113<br>30%                    | 152<br>35% <sub>g</sub>           | 159<br>39% <sub>cdef<br/>gjk</sub>   | 132<br>34%                        | 173<br>38% <sub>rs</sub>     | 162<br>36%                   | 152<br>33%                   | 149<br>32%                         | 142<br>31%                   | 148<br>35%                   |
| Food poisoning such as Salmonella and E.Coli                                | 139<br>31% <sub>g</sub>      | 138<br>30% <sub>g</sub>           | 132<br>29%                   | 126<br>29%                   | 116<br>27%                   | 129<br>29%                   | 106<br>24%                   | 116<br>28%                   | 134<br>32% <sub>g</sub>          | 112<br>27%                       | 121<br>32% <sub>g</sub>       | 135<br>31% <sub>g</sub>           | 134<br>33% <sub>g</sub>              | 107<br>28%                        | 159<br>35%                   | 146<br>33%                   | 175<br>39% <sub>uB</sub>     | 168<br>36%                         | 146<br>32%                   | 143<br>34%                   |
| Date labels, such as "best before" and "use by" labels                      | 118<br>27%                   | 134<br>29% <sub>gjn</sub>         | 115<br>26%                   | 107<br>25%                   | 128<br>30% <sub>gkln</sub>   | 116<br>26%                   | 97<br>22%                    | 127<br>30% <sub>gkln</sub>   | 119<br>29% <sub>gjn</sub>        | 89<br>21%                        | 87<br>23%                     | 113<br>26%                        | 111<br>27%                           | 85<br>22%                         | 91<br>20%                    | 121<br>27% <sub>o</sub>      | 119<br>26% <sub>o</sub>      | 136<br>29% <sub>o</sub>            | 126<br>28% <sub>o</sub>      | 130<br>31% <sub>o</sub>      |
| The use of pesticides to grow food                                          | 106<br>24%                   | 140<br>30% <sub>ach</sub>         | 106<br>24%                   | 107<br>25%                   | 119<br>27%                   | 118<br>27%                   | 121<br>27%                   | 99<br>24%                    | 120<br>29%                       | 119<br>28%                       | 108<br>28%                    | 135<br>31% <sub>ach</sub>         | 142<br>35% <sub>acde<br/>fghn</sub>  | 99<br>26%                         | 155<br>34%                   | 146<br>32%                   | 149<br>33%                   | 165<br>35%                         | 134<br>30%                   | 154<br>36% <sub>s</sub>      |
| Hormones/steroids /antibiotics in food                                      | 101<br>23%                   | 102<br>22%                        | 86<br>19%                    | 92<br>22%                    | 89<br>21%                    | 105<br>24%                   | 92<br>21%                    | 109<br>26% <sub>c</sub>      | 116<br>26% <sub>bode<br/>g</sub> | 120<br>29% <sub>bode<br/>g</sub> | 88<br>23%                     | 128<br>29% <sub>abcd<br/>eg</sub> | 131<br>32% <sub>abcd<br/>elgk</sub>  | 112<br>29% <sub>abcd<br/>eg</sub> | 123<br>27%                   | 120<br>27%                   | 117<br>26%                   | 143<br>31%                         | 113<br>25%                   | 134<br>32% <sub>s</sub>      |
| The feed given to livestock                                                 | 100<br>23% <sub>g</sub>      | 115<br>25% <sub>cde<br/>ghn</sub> | 81<br>18%                    | 74<br>17%                    | 76<br>18%                    | 93<br>21%                    | 72<br>16%                    | 74<br>16%                    | 92<br>22% <sub>eg</sub>          | 90<br>21%                        | 81<br>21%                     | 111<br>25% <sub>cdeg<br/>hn</sub> | 115<br>28% <sub>cdef<br/>ghkn</sub>  | 67<br>17%                         | 119<br>27%                   | 99<br>22%                    | 113<br>25%                   | 119<br>25%                         | 100<br>22%                   | 133<br>32% <sub>psryB</sub>  |
| Genetically Modified (GM) foods                                             | 96<br>22%                    | 115<br>25%                        | 100<br>22%                   | 94<br>22%                    | 111<br>26%                   | 115<br>26%                   | 103<br>23%                   | 97<br>23%                    | 121<br>29% <sub>acd</sub>        | 119<br>28% <sub>a</sub>          | 99<br>26%                     | 122<br>28% <sub>a</sub>           | 140<br>34% <sub>abcd<br/>elghk</sub> | 109<br>28% <sub>a</sub>           | 126<br>28%                   | 127<br>28%                   | 126<br>28%                   | 123<br>26%                         | 107<br>24%                   | 108<br>26%                   |
| Food hygiene at home                                                        | 92<br>21% <sub>gn</sub>      | 94<br>20% <sub>gn</sub>           | 82<br>18% <sub>g</sub>       | 88<br>21% <sub>gn</sub>      | 103<br>24% <sub>gkln</sub>   | 83<br>19% <sub>g</sub>       | 58<br>13%                    | 79<br>19% <sub>g</sub>       | 84<br>20% <sub>gn</sub>          | 80<br>19% <sub>g</sub>           | 61<br>16%                     | 78<br>18% <sub>g</sub>            | 94<br>23% <sub>gkn</sub>             | 54<br>14%                         | 106<br>24% <sub>uy</sub>     | 92<br>21%                    | 99<br>22%                    | 93<br>20%                          | 105<br>23% <sub>uy</sub>     | 101<br>24% <sub>uyA</sub>    |
| BSE ('mad cow disease')                                                     | 73<br>16% <sub>en</sub>      | 75<br>16% <sub>n</sub>            | 70<br>16% <sub>n</sub>       | 71<br>17% <sub>en</sub>      | 50<br>12%                    | 77<br>17% <sub>en</sub>      | 58<br>13%                    | 55<br>13%                    | 71<br>17% <sub>en</sub>          | 64<br>15%                        | 52<br>14%                     | 63<br>14%                         | 71<br>17% <sub>en</sub>              | 41<br>11%                         | 85<br>19%                    | 102<br>23% <sub>sy</sub>     | 101<br>22% <sub>sy</sub>     | 117<br>25% <sub>osuy<br/>zAB</sub> | 70<br>16%                    | 90<br>21% <sub>s</sub>       |

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



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                               | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Food hygiene when eating out                                                | 183<br>41%                   | 202<br>44%                   | 210<br>46%pyA                | 195<br>43%                    | 176<br>38%                    | 180<br>40%                    | 178<br>39%                    | 192<br>41%                    |
| The use of additives (such as preservatives and colouring) in food products | 163<br>37%                   | 164<br>36%                   | 168<br>37%                   | 176<br>39%rs                  | 164<br>35%                    | 162<br>36%                    | 169<br>37%                    | 169<br>36%                    |
| Food poisoning such as Salmonella and E.Coli                                | 141<br>32%                   | 155<br>34%                   | 159<br>35%                   | 145<br>32%                    | 153<br>33%                    | 147<br>32%                    | 154<br>34%                    | 147<br>32%                    |
| Date labels, such as "best before" and "use by" labels                      | 126<br>28%o                  | 140<br>30%o                  | 133<br>29%o                  | 118<br>26%o                   | 117<br>25%                    | 116<br>26%                    | 112<br>25%                    | 122<br>26%o                   |
| The use of pesticides to grow food                                          | 154<br>35%                   | 153<br>33%                   | 152<br>34%                   | 179<br>40%pqsv<br>yz          | 144<br>31%                    | 147<br>32%                    | 154<br>34%                    | 185<br>40%pqsvyz              |
| Hormones/steroids /antibiotics in food                                      | 124<br>28%                   | 158<br>34%opqs<br>uz         | 151<br>34%opqs               | 157<br>35%opqs<br>uyz         | 132<br>28%                    | 128<br>28%                    | 145<br>32%ss                  | 154<br>33%ppqs                |
| The feed given to livestock                                                 | 117<br>26%                   | 122<br>27%                   | 122<br>27%                   | 121<br>27%                    | 100<br>21%                    | 130<br>29%psy                 | 115<br>25%                    | 118<br>25%                    |
| Genetically Modified (GM) foods                                             | 111<br>25%                   | 125<br>27%                   | 156<br>35%opqr<br>stuvwxyz   | 141<br>32%su                  | 124<br>27%                    | 123<br>27%                    | 142<br>31%su                  | 137<br>29%                    |
| Food hygiene at home                                                        | 77<br>17%                    | 98<br>21%                    | 98<br>22%                    | 107<br>24%uy                  | 78<br>17%                     | 99<br>22%                     | 83<br>18%                     | 94<br>20%                     |
| BSE ('mad cow disease')                                                     | 80<br>18%                    | 93<br>20%                    | 100<br>22%sy                 | 106<br>24%suYA                | 75<br>16%                     | 85<br>19%                     | 78<br>17%                     | 88<br>18%                     |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                         | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 134                           | 124                           | 152                           | 147                           | 125                           | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 32%abcd<br>efghi              | 33%abcd<br>efghi              | 35%abcd<br>efghi              | 36%abcd<br>efghi              | 32%abcd<br>efghi              | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 305<br>69%                   | 349<br>75%a                  | 315<br>70%                   | 310<br>73%                   | 320<br>74%                   | 328<br>74%                   | 325<br>72%                   | 302<br>72%                   | 300<br>73%                   | 313<br>74%                    | 284<br>75%                    | 327<br>75%                    | 313<br>76%a                   | 273<br>71%                    | 344<br>76%                   | 331<br>74%                   | 332<br>73%                   | 365<br>78%B                  | 335<br>74%                   | 321<br>76%                   |
| None of these                                         | 103<br>23%bcf                | 79<br>17%                    | 96<br>22%                    | 88<br>21%                    | 70<br>16%                    | 76<br>17%                    | 90<br>20%                    | 82<br>20%                    | 78<br>19%                    | 83<br>20%                     | 73<br>19%                     | 80<br>18%                     | 81<br>20%                     | 82<br>21%                     | 79<br>18%                    | 80<br>18%                    | 78<br>17%                    | 68<br>15%                    | 84<br>19%                    | 63<br>15%                    |
| Don't know                                            | 35<br>8% <sup>m</sup>        | 35<br>8% <sup>m</sup>        | 37<br>8% <sup>m</sup>        | 29<br>7%                     | 42<br>10% <sup>m</sup>       | 38<br>9% <sup>m</sup>        | 34<br>7% <sup>m</sup>        | 34<br>8% <sup>m</sup>        | 35<br>8% <sup>m</sup>        | 25<br>6%                      | 24<br>6%                      | 28<br>6%                      | 17<br>4%                      | 32<br>8% <sup>m</sup>         | 27<br>6%                     | 39<br>9%                     | 45<br>10% <sup>ox</sup>      | 35<br>7%                     | 33<br>7%                     | 38<br>9%                     |
| Average number of mentions                            | 3.77g                        | 3.64g                        | 3.42                         | 3.42                         | 3.40                         | 3.54g                        | 3.08                         | 3.55g                        | 3.86cde                      | 4.31abc                       | 4.22bcd                       | 4.55abc                       | 4.98abc                       | 4.23bc                        | 3.85                         | 3.91                         | 4.04                         | 3.87                         | 3.67                         | 4.14e                        |
| 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                          | 2.53                         | 2.66                         | 2.56                         | 2.63                         | 2.60                         | 2.85                         |
| 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                          | 0.14                         | 0.15                         | 0.14                         | 0.13                         | 0.14                         | 0.15                         |

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



## 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                         | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 172<br>38%opqr<br>stuvw       | 152<br>32%opqr<br>stuvw       | 159<br>35%opqr<br>stuvw       | 166<br>37%opqr<br>stuvw       | 169<br>36%opqrstuvw           |
| Food not being what the label says it is              | -                            | -                            | -                            | 152<br>34%opqr<br>stuvw       | 135<br>29%opqr<br>stuvw       | 151<br>33%opqr<br>stuvw       | 128<br>28%opqr<br>stuvw       | 134<br>29%opqrstuvw           |
| Net: Any                                              | 329<br>74%                   | 334<br>73%                   | 350<br>77%B                  | 350<br>78%B                   | 341<br>73%                    | 331<br>73%                    | 342<br>75%                    | 333<br>71%                    |
| None of these                                         | 83<br>19%                    | 93<br>20%rt                  | 72<br>16%                    | 71<br>16%                     | 95<br>20%rt                   | 81<br>18%                     | 84<br>18%                     | 81<br>17%                     |
| Don't know                                            | 31<br>7%                     | 33<br>7%                     | 30<br>7%                     | 27<br>6%                      | 33<br>7%                      | 40<br>9%                      | 28<br>6%                      | 52<br>11%ouwxyA               |
| Average number of mentions                            | 3.87                         | 4.21s                        | 4.14s                        | 5.06opq<br>rstuvw             | 4.54opq<br>rsu                | 4.91opq<br>rstuvw             | 4.75opq<br>rstuvw             | 5.13opqrstuvw                 |
| Standard deviation                                    | 2.63                         | 2.88                         | 2.76                         | 3.35                          | 3.21                          | 3.32                          | 3.30                          | 3.26                          |
| Standard error                                        | 0.14                         | 0.16                         | 0.15                         | 0.17                          | 0.18                          | 0.18                          | 0.19                          | 0.17                          |



**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<br>(Nov 10)<br>(a)                                 | Wave 2<br>(May 11)<br>(b)                                 | Wave 3<br>(Nov 11)<br>(c)   | Wave 4<br>(May 12)<br>(d)                     | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)                     | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h)   | Wave 9<br>(Nov 14)<br>(i)                                                                                                          | Wave 10<br>(May 15)<br>(j)                                                                     | Wave 11<br>(Nov 15)<br>(k)                                                                    | Wave 12<br>(May 16)<br>(l)                                                                    | Wave 13<br>(Nov 16)<br>(m)                                                                    | Wave 14<br>(May 17)<br>(n)                                                                 |
| Unweighted Base                                                             | 451                                                       | 405                                                       | 414                         | 447                                           | 432                       | 493                                           | 485                       | 449                         | 515                                                                                                                                | 573                                                                                            | 488                                                                                           | 517                                                                                           | 516                                                                                           | 561                                                                                        |
| Weighted Base                                                               | 330                                                       | 327                                                       | 329                         | 312                                           | 321                       | 334                                           | 331                       | 325                         | 328                                                                                                                                | 336                                                                                            | 329                                                                                           | 335                                                                                           | 332                                                                                           | 331                                                                                        |
| Food hygiene when eating out                                                | 107<br>33%                                                | 100<br>30%                                                | 104<br>32%                  | 113<br>36% <i>h</i> <i>k</i>                  | 100<br>31%                | 123<br>37% <i>h</i> <i>k</i>                  | 109<br>33%                | 90<br>28%                   | 125<br>38% <i>b</i> <i>c</i> <i>e</i> <i>h</i> <i>k</i>                                                                            | 131<br>39% <i>a</i> <i>b</i> <i>c</i> <i>e</i> <i>g</i> <i>h</i> <i>k</i>                      | 90<br>27%                                                                                     | 117<br>35% <i>h</i> <i>k</i>                                                                  | 113<br>34% <i>h</i> <i>k</i>                                                                  | 121<br>37% <i>b</i> <i>h</i> <i>k</i>                                                      |
| Food poisoning such as Salmonella and E.Coli                                | 102<br>31% <i>g</i>                                       | 97<br>30%                                                 | 98<br>30%                   | 101<br>32% <i>g</i> <i>k</i>                  | 85<br>27%                 | 102<br>31% <i>g</i>                           | 81<br>24%                 | 93<br>29%                   | 99<br>30%                                                                                                                          | 102<br>31% <i>g</i>                                                                            | 85<br>26%                                                                                     | 90<br>27%                                                                                     | 104<br>31% <i>g</i>                                                                           | 97<br>29%                                                                                  |
| The use of pesticides to grow food                                          | 100<br>30% <i>k</i>                                       | 93<br>28%                                                 | 82<br>25%                   | 91<br>29%                                     | 83<br>26%                 | 101<br>30% <i>k</i>                           | 86<br>26%                 | 86<br>27%                   | 109<br>33% <i>c</i> <i>e</i> <i>g</i> <i>h</i> <i>k</i> <i>l</i> <i>m</i>                                                          | 105<br>31% <i>c</i> <i>k</i>                                                                   | 79<br>24%                                                                                     | 92<br>27%                                                                                     | 91<br>27%                                                                                     | 92<br>28%                                                                                  |
| The use of additives (such as preservatives and colouring) in food products | 90<br>27%                                                 | 83<br>26%                                                 | 94<br>29%                   | 85<br>27%                                     | 91<br>28%                 | 105<br>31%                                    | 92<br>28%                 | 90<br>28%                   | 101<br>31%                                                                                                                         | 103<br>31%                                                                                     | 92<br>28%                                                                                     | 90<br>27%                                                                                     | 88<br>26%                                                                                     | 88<br>27%                                                                                  |
| Food hygiene at home                                                        | 79<br>24% <i>g</i> <i>h</i> <i>k</i><br><i>l</i> <i>n</i> | 64<br>20%                                                 | 73<br>22% <i>g</i> <i>k</i> | 60<br>19%                                     | 66<br>21% <i>g</i>        | 77<br>23% <i>g</i> <i>h</i> <i>k</i> <i>l</i> | 50<br>15%                 | 55<br>17%                   | 69<br>21% <i>g</i> <i>k</i>                                                                                                        | 72<br>21% <i>g</i> <i>k</i>                                                                    | 52<br>16%                                                                                     | 58<br>17%                                                                                     | 70<br>21% <i>g</i> <i>k</i>                                                                   | 60<br>18%                                                                                  |
| Date labels, such as "best before" and "use by" labels                      | 74<br>22%                                                 | 73<br>22%                                                 | 83<br>25%                   | 79<br>25%                                     | 85<br>26%                 | 92<br>28%                                     | 76<br>23%                 | 79<br>24%                   | 111<br>34% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>f</i> <i>g</i><br><i>h</i> <i>j</i> <i>k</i> <i>l</i> <i>m</i> <i>n</i> | 85<br>25%                                                                                      | 74<br>23%                                                                                     | 82<br>25%                                                                                     | 84<br>25%                                                                                     | 83<br>25%                                                                                  |
| The feed given to livestock                                                 | 72<br>22%                                                 | 64<br>20%                                                 | 65<br>20%                   | 57<br>18%                                     | 60<br>19%                 | 72<br>22%                                     | 60<br>18%                 | 66<br>20%                   | 80<br>24% <i>d</i> <i>e</i> <i>g</i> <i>n</i>                                                                                      | 83<br>25% <i>d</i> <i>e</i> <i>g</i> <i>n</i>                                                  | 64<br>20%                                                                                     | 68<br>20%                                                                                     | 72<br>22%                                                                                     | 61<br>18%                                                                                  |
| Genetically Modified (GM) foods                                             | 70<br>21%                                                 | 60<br>18%                                                 | 66<br>20%                   | 65<br>21%                                     | 56<br>18%                 | 57<br>17%                                     | 60<br>18%                 | 62<br>19%                   | 76<br>23% <i>e</i> <i>f</i> <i>k</i> <i>l</i>                                                                                      | 80<br>24% <i>b</i> <i>e</i> <i>f</i> <i>g</i> <i>k</i> <i>l</i> <i>n</i>                       | 58<br>18%                                                                                     | 56<br>17%                                                                                     | 73<br>22% <i>l</i>                                                                            | 60<br>18%                                                                                  |
| Hormones/steroids \antibiotics in food                                      | 66<br>20%                                                 | 59<br>18%                                                 | 65<br>20%                   | 67<br>21%                                     | 64<br>20%                 | 79<br>24% <i>b</i>                            | 62<br>19%                 | 69<br>21%                   | 93<br>29% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>g</i> <i>h</i><br><i>k</i> <i>l</i> <i>n</i>                             | 92<br>28% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>g</i> <i>h</i><br><i>k</i> <i>l</i>  | 71<br>22%                                                                                     | 70<br>21%                                                                                     | 86<br>26% <i>a</i> <i>b</i> <i>c</i> <i>e</i> <i>g</i>                                        | 74<br>22%                                                                                  |
| BSE ('mad cow disease')                                                     | 54<br>16% <i>l</i>                                        | 70<br>21% <i>e</i> <i>g</i> <i>j</i><br><i>l</i> <i>n</i> | 58<br>18% <i>l</i> <i>n</i> | 60<br>19% <i>e</i> <i>g</i> <i>l</i> <i>n</i> | 44<br>14%                 | 61<br>18% <i>l</i> <i>n</i>                   | 47<br>14%                 | 60<br>19% <i>l</i> <i>n</i> | 67<br>20% <i>e</i> <i>g</i> <i>l</i> <i>n</i>                                                                                      | 54<br>16%                                                                                      | 60<br>18% <i>l</i> <i>n</i>                                                                   | 40<br>12%                                                                                     | 58<br>17% <i>l</i> <i>n</i>                                                                   | 41<br>12%                                                                                  |
| Chemicals from the environment, such as lead, in food                       | -                                                         | -                                                         | -                           | -                                             | -                         | -                                             | -                         | -                           | -                                                                                                                                  | 101<br>30% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>f</i> <i>g</i><br><i>h</i> <i>k</i> | 79<br>24% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>f</i> <i>g</i><br><i>h</i> <i>i</i> | 87<br>26% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>f</i> <i>g</i><br><i>h</i> <i>i</i> | 86<br>26% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>f</i> <i>g</i><br><i>h</i> <i>i</i> | 86<br>26% <i>a</i> <i>b</i> <i>c</i> <i>d</i> <i>e</i> <i>f</i> <i>g</i> <i>h</i> <i>i</i> |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                          | 451                       | 405                       | 414                       | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                            | 330                       | 327                       | 329                       | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Food not being what the label says it is | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 99                         | 75                         | 79                         | 74                         | 70                         |
|                                          |                           |                           |                           |                           |                           |                           |                           |                           |                           | 29% <i>abcdefg</i>         | 23% <i>abcdefg</i>         | 24% <i>abcdefg</i>         | 22% <i>abcdefg</i>         | 21% <i>abcdeghi</i>        |
| Net: Any                                 | 213                       | 212                       | 207                       | 218                       | 203                       | 230                       | 208                       | 199                       | 220                       | 238                        | 195                        | 211                        | 217                        | 218                        |
|                                          | 65%                       | 65%                       | 63%                       | 70% <i>oeghkl</i>         | 63%                       | 69% <i>hjk</i>            | 63%                       | 61%                       | 67% <i>k</i>              | 71% <i>aceghkl</i>         | 59%                        | 63%                        | 65%                        | 66% <i>k</i>               |
| None of these                            | 83                        | 71                        | 90                        | 63                        | 75                        | 71                        | 88                        | 99                        | 82                        | 67                         | 100                        | 83                         | 83                         | 79                         |
|                                          | 25%                       | 22%                       | 27% <i>dfj</i>            | 20%                       | 23%                       | 21%                       | 27% <i>dfj</i>            | 31% <i>bbdefjn</i>        | 25%                       | 20%                        | 30% <i>bbdefjn</i>         | 25%                        | 25%                        | 24%                        |
| Don't know                               | 33                        | 44                        | 32                        | 30                        | 44                        | 33                        | 35                        | 27                        | 27                        | 30                         | 34                         | 41                         | 32                         | 34                         |
|                                          | 10%                       | 13% <i>hij</i>            | 10%                       | 10%                       | 14% <i>hij</i>            | 10%                       | 10%                       | 8%                        | 9%                        | 10%                        | 10%                        | 12% <i>hi</i>              | 10%                        | 10%                        |
| Average number of mentions               | 3.83                      | 3.59                      | 3.80                      | 3.56                      | 3.63                      | 3.77                      | 3.47                      | 3.78                      | 4.23 <i>bcdefgh</i>       | 4.65 <i>bcdef</i>          | 4.51 <i>abcdef</i>         | 4.39 <i>abcdef</i>         | 4.61 <i>abcdef</i>         | 4.28 <i>bcdefgh</i>        |
| 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                       |
| 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                       |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1782                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                               | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food hygiene when eating out                                                | 621<br>37%                   | 638<br>38%k                  | 606<br>36%                   | 640<br>38%k                  | 582<br>35%                   | 697<br>41%aceg<br>hkmn       | 607<br>37%                   | 600<br>36%                   | 647<br>39%ek                 | 635<br>38%k                   | 573<br>34%                    | 645<br>38%ek                  | 614<br>37%k                   | 587<br>36%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Food poisoning such as Salmonella and E.Coli                                | 483<br>29%g                  | 503<br>30%egk                | 504<br>30%eg                 | 510<br>30%egjk               | 445<br>27%                   | 497<br>29%g                  | 426<br>26%                   | 468<br>28%                   | 525<br>32%eghj<br>kn         | 461<br>27%                    | 454<br>27%                    | 497<br>30%g                   | 490<br>30%g                   | 464<br>28%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The use of additives (such as preservatives and colouring) in food products | 464<br>28%                   | 474<br>28%                   | 449<br>27%                   | 458<br>27%                   | 423<br>25%                   | 451<br>27%                   | 437<br>26%                   | 466<br>28%                   | 485<br>29%ek                 | 479<br>28%                    | 429<br>26%                    | 495<br>30%egk                 | 504<br>31%cdef<br>gk          | 470<br>29%ek                  | -                            | -                            | -                            | -                            | -                            | -                            |
| The use of pesticides to grow food                                          | 414<br>25%                   | 438<br>26%cek                | 391<br>23%                   | 420<br>25%                   | 384<br>23%                   | 430<br>25%                   | 415<br>25%                   | 415<br>25%                   | 440<br>27%cek                | 454<br>27%cek                 | 384<br>23%                    | 458<br>27%cek                 | 470<br>29%acde<br>fghk        | 457<br>28%acem<br>k           | -                            | -                            | -                            | -                            | -                            | -                            |
| Date labels, such as "best before" and "use by" labels                      | 359<br>21%                   | 453<br>27%acg<br>klmn        | 393<br>23%                   | 419<br>25%aj                 | 422<br>25%aj                 | 464<br>27%acgj<br>klmn       | 387<br>23%                   | 445<br>27%acgj<br>kn         | 475<br>29%acde<br>gklmn      | 373<br>22%                    | 395<br>24%                    | 399<br>24%                    | 395<br>24%                    | 382<br>23%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Genetically Modified (GM) foods                                             | 339<br>20%                   | 383<br>23%e                  | 349<br>21%                   | 368<br>22%e                  | 315<br>19%                   | 347<br>20%                   | 346<br>21%                   | 367<br>22%e                  | 413<br>25%acel<br>ghk        | 401<br>24%acel                | 362<br>22%                    | 401<br>24%acel<br>g           | 434<br>27%abcd<br>efghk<br>g  | 389<br>24%acel<br>g           | -                            | -                            | -                            | -                            | -                            | -                            |
| Food hygiene at home                                                        | 338<br>20%ghk<br>n           | 348<br>21%ghk<br>n           | 319<br>19%gk                 | 324<br>19%gk                 | 360<br>22%ghjk<br>n          | 359<br>21%ghkn               | 257<br>16%                   | 283<br>17%                   | 321<br>19%gk                 | 319<br>19%gk                  | 263<br>16%                    | 333<br>20%ghk                 | 344<br>21%ghkn                | 284<br>17%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The feed given to livestock                                                 | 322<br>19%eg                 | 328<br>20%deg<br>k           | 295<br>18%                   | 285<br>17%                   | 259<br>16%                   | 342<br>20%degk               | 272<br>16%                   | 307<br>18%e                  | 335<br>20%degk               | 308<br>18%                    | 279<br>17%                    | 367<br>22%cddeg<br>hkn        | 345<br>21%cddeg<br>hkn        | 297<br>18%e                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Hormones/steroids /antibiotics in food                                      | 315<br>19%                   | 333<br>20%                   | 298<br>18%                   | 348<br>21%ce                 | 296<br>18%                   | 379<br>22%ace                | 327<br>20%                   | 407<br>24%abcd<br>egk        | 426<br>26%abcd<br>elgk       | 414<br>24%abcd<br>egk         | 348<br>21%ce                  | 415<br>25%abcd<br>egk         | 436<br>27%abcd<br>elgk        | 432<br>26%abcd<br>elgk        | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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

|                                                       | ENGLAND                      |                               |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|-------------------------------------------------------|------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 1752                         | 1721                          | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                         | 1670                         | 1665                          | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| BSE ('mad cow disease')                               | 240<br>14%en                 | 300<br>18%ace<br>fghjkl<br>mn | 259<br>15%egkn               | 293<br>17%aegh<br>ijklmn     | 174<br>10%                   | 258<br>15%ekn                | 214<br>13%e                  | 244<br>15%ekn                | 268<br>16%egkn               | 242<br>14%en                  | 204<br>12%                    | 232<br>14%e                   | 229<br>14%e                   | 195<br>12%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Chemicals from the environment, such as lead, in food | -                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 466<br>28%abcd<br>efghi       | 418<br>25%abcd<br>efghik      | 498<br>30%abcd<br>efghik      | 459<br>28%abcd<br>efghik      | 494<br>30%abcd<br>efghik      | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 460<br>27%abcd<br>efghimn     | 414<br>25%abcd<br>efghi       | 453<br>27%abcd<br>efghimn     | 388<br>24%abcd<br>efghi       | 377<br>23%abcd<br>efghi       | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 1115<br>67%                  | 1169<br>70%acg<br>hk          | 1114<br>66%                  | 1193<br>71%acgh<br>k         | 1142<br>69%                  | 1186<br>70%acgh<br>k         | 1107<br>67%                  | 1111<br>66%                  | 1148<br>69%                  | 1181<br>70%chk                | 1112<br>66%                   | 1183<br>71%acgh<br>k          | 1142<br>70%chk                | 1131<br>69%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| None of these                                         | 409<br>24%bde<br>fhi         | 334<br>20%                    | 401<br>24%bdef<br>in         | 346<br>21%                   | 336<br>20%                   | 343<br>20%                   | 404<br>24%bdef<br>ijmn       | 433<br>26%bdef<br>ijmn       | 375<br>23%                   | 378<br>22%                    | 424<br>25%bdef<br>in          | 339<br>20%                    | 370<br>23%kn                  | 323<br>20%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                            | 146<br>9%                    | 161<br>10%lm                  | 167<br>10%jm                 | 138<br>8%                    | 183<br>11%adgh<br>ijklm      | 165<br>10%lm                 | 147<br>9%                    | 136<br>8%                    | 139<br>8%                    | 133<br>8%                     | 142<br>8%                     | 156<br>9%                     | 124<br>8%                     | 180<br>11%adgh<br>ijklm       | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                            | 3.49e                        | 3.59eg                        | 3.47e                        | 3.41                         | 3.20                         | 3.56eg                       | 3.33                         | 3.60eg                       | 3.78acd<br>efg               | 4.24abc<br>defghi             | 4.07abc<br>defghi             | 4.39abc<br>defghik            | 4.47abc<br>defghik            | 4.27abcde<br>fghi             | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Average number of mentions</b>                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard deviation</b>                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard error</b>                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                               | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Food poisoning such as Salmonella and E.Coli                                | 36<br>37%gl                  | 25<br>27%                    | 33<br>32%                    | 43<br>41%bgl                 | 30<br>28%                    | 27<br>30%                    | 22<br>22%                    | 27<br>34%                    | 38<br>39%gl                  | 32<br>37%gl                   | 30<br>34%l                    | 19<br>21%                     | 31<br>32%                     | 25<br>27%                     | 21<br>35%                    | 22<br>37%                    | 23<br>44%                    | 22<br>40%                    | 32<br>56%opuv<br>y           | 24<br>42%                    |
| Food hygiene when eating out                                                | 36<br>36%                    | 27<br>29%                    | 35<br>35%                    | 48<br>46%begl<br>m           | 31<br>30%                    | 30<br>33%                    | 33<br>32%                    | 33<br>41%lm                  | 49<br>50%bcef<br>glmn        | 42<br>48%bfg<br>lm            | 38<br>44%belm                 | 24<br>28%                     | 25<br>26%                     | 31<br>34%                     | 23<br>37%                    | 24<br>40%                    | 25<br>46%                    | 29<br>53%                    | 28<br>48%                    | 28<br>50%y                   |
| The use of additives (such as preservatives and colouring) in food products | 33<br>34%gl                  | 22<br>23%                    | 26<br>26%                    | 27<br>26%                    | 27<br>25%                    | 21<br>23%                    | 22<br>21%                    | 21<br>27%                    | 31<br>32%l                   | 31<br>35%gl                   | 28<br>31%l                    | 14<br>16%                     | 26<br>27%                     | 23<br>26%                     | 19<br>31%                    | 26<br>43%                    | 20<br>37%                    | 20<br>38%                    | 20<br>35%                    | 27<br>48%ouy                 |
| The use of pesticides to grow food                                          | 30<br>31%bcl                 | 13<br>14%                    | 19<br>19%                    | 29<br>28%bl                  | 23<br>22%                    | 19<br>21%                    | 29<br>29%bl                  | 16<br>20%                    | 28<br>29%bl                  | 30<br>34%bceh<br>lm           | 24<br>28%b                    | 14<br>16%                     | 19<br>20%                     | 20<br>22%                     | 10<br>17%                    | 23<br>39%ov                  | 15<br>29%                    | 15<br>29%                    | 17<br>29%                    | 21<br>36%ov                  |
| Hormones/steroids /antibiotics in food                                      | 29<br>30%bcl<br>ghl          | 10<br>11%                    | 17<br>17%                    | 20<br>19%                    | 23<br>21%l                   | 15<br>17%                    | 16<br>16%                    | 13<br>16%                    | 25<br>25%bl                  | 33<br>38%bcde<br>fghklm       | 20<br>23%bl                   | 9<br>10%                      | 19<br>20%                     | 25<br>27%bl                   | 14<br>23%                    | 12<br>20%                    | 9<br>17%                     | 16<br>29%u                   | 14<br>24%                    | 14<br>25%u                   |
| Genetically Modified (GM) foods                                             | 27<br>27%bfgl                | 8<br>9%                      | 17<br>17%                    | 21<br>20%b                   | 24<br>23%bfl                 | 10<br>11%                    | 15<br>15%                    | 13<br>16%                    | 20<br>20%b                   | 25<br>29%bcfg<br>hl           | 30<br>35%bcdf<br>ghlin        | 10<br>11%                     | 25<br>27%bfgl                 | 15<br>17%                     | 13<br>22%                    | 14<br>23%                    | 10<br>18%                    | 19<br>36%uv                  | 13<br>23%                    | 16<br>28%uv                  |
| BSE ('mad cow disease')                                                     | 25<br>25%begl                | 6<br>6%                      | 16<br>16%bg                  | 17<br>17%bg                  | 15<br>14%                    | 16<br>18%bg                  | 7<br>7%                      | 14<br>18%bg                  | 19<br>19%bg                  | 16<br>19%bg                   | 17<br>20%bg                   | 8<br>10%                      | 14<br>15%                     | 18<br>20%lbg                  | 13<br>21%                    | 15<br>25%                    | 12<br>23%                    | 14<br>26%                    | 16<br>29%y                   | 16<br>28%yB                  |
| The feed given to livestock                                                 | 23<br>24%blm                 | 9<br>9%                      | 15<br>15%                    | 18<br>18%                    | 19<br>18%                    | 14<br>15%                    | 18<br>18%                    | 12<br>15%                    | 19<br>19%                    | 23<br>27%blm                  | 22<br>25%blm                  | 10<br>11%                     | 12<br>12%                     | 18<br>20%                     | 11<br>18%                    | 23<br>38%oqs<br>uyyB         | 10<br>18%                    | 14<br>27%                    | 12<br>21%                    | 19<br>33%oqyB                |
| Date labels, such as "best before" and "use by" labels                      | 19<br>20%                    | 12<br>13%                    | 24<br>24%b                   | 30<br>29%bm                  | 29<br>27%bm                  | 24<br>27%b                   | 20<br>19%                    | 25<br>31%bm                  | 36<br>37%abgl<br>mn          | 24<br>28%bm                   | 24<br>28%b                    | 17<br>20%                     | 15<br>16%                     | 19<br>21%                     | 18<br>29%                    | 24<br>41%y                   | 19<br>35%y                   | 26<br>49%ouyB                | 20<br>34%y                   | 20<br>35%y                   |
| Food hygiene at home                                                        | 19<br>19%g                   | 13<br>14%                    | 21<br>21%g                   | 17<br>16%g                   | 15<br>14%                    | 15<br>17%g                   | 7<br>7%                      | 15<br>19%g                   | 27<br>28%begl<br>m           | 25<br>29%bdog<br>lmn          | 15<br>17%g                    | 12<br>13%                     | 12<br>13%                     | 14<br>16%                     | 14<br>23%yA                  | 13<br>22%y                   | 13<br>25%yA                  | 16<br>30%yAB                 | 22<br>38%uwyz<br>AB          | 16<br>28%yzAB                |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/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  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v)       | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)       | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)               | Wave 13<br>(Nov<br>16)<br>(A)                        | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 141                          | 115                                | 119                          | 135                                 | 126                           | 126                                         | 120                                                  | 123                           |
| Weighted Base                                                               | 64                           | 64                                 | 64                           | 60                                  | 60                            | 60                                          | 109                                                  | 113                           |
| Food poisoning such as Salmonella and E.Coli                                | 23<br>36%                    | 19<br>30%                          | 28<br>43%                    | 31<br>51% <i>ouvy</i>               | 22<br>36%                     | 29<br>49% <i>w</i>                          | 52<br>47% <i>w</i>                                   | 48<br>42%                     |
| Food hygiene when eating out                                                | 27<br>43%                    | 32<br>50% <i>y</i>                 | 32<br>49%                    | 25<br>42%                           | 22<br>37%                     | 25<br>42%                                   | 49<br>45%                                            | 43<br>38%                     |
| The use of additives (such as preservatives and colouring) in food products | 22<br>35%                    | 23<br>36%                          | 25<br>39%                    | 26<br>43%                           | 19<br>32%                     | 22<br>37%                                   | 39<br>36%                                            | 41<br>36%                     |
| The use of pesticides to grow food                                          | 20<br>32% <i>o</i>           | 15<br>24%                          | 24<br>37% <i>ov</i>          | 26<br>43% <i>ovy</i>                | 17<br>29%                     | 24<br>41% <i>ov</i>                         | 43<br>40% <i>ov</i>                                  | 39<br>34% <i>o</i>            |
| Hormones/steroids \antibiotics in food                                      | 10<br>15%                    | 17<br>26% <i>u</i>                 | 20<br>32% <i>qu</i>          | 22<br>36% <i>pqu</i>                | 17<br>29% <i>u</i>            | 23<br>39% <i>opqs</i><br><i>tu</i> <i>v</i> | 46<br>42% <i>opqs</i><br><i>tu</i> <i>v</i> <i>y</i> | 37<br>32% <i>qu</i>           |
| Genetically Modified (GM) foods                                             | 11<br>17%                    | 10<br>16%                          | 20<br>31% <i>uv</i>          | 17<br>29% <i>uv</i>                 | 13<br>22%                     | 16<br>26%                                   | 30<br>27%                                            | 32<br>28% <i>v</i>            |
| BSE ('mad cow disease')                                                     | 12<br>19%                    | 12<br>19%                          | 12<br>29% <i>yB</i>          | 9<br>21%                            | 9<br>15%                      | 14<br>24%                                   | 31<br>29% <i>yB</i>                                  | 18<br>16%                     |
| The feed given to livestock                                                 | 14<br>22%                    | 12<br>18%                          | 15<br>29%                    | 15<br>26%                           | 11<br>18%                     | 19<br>32% <i>ovyB</i>                       | 40<br>36% <i>oqsu</i><br><i>vyB</i>                  | 23<br>20%                     |
| Date labels, such as "best before" and "use by" labels                      | 21<br>32% <i>y</i>           | 30<br>47% <i>ouwy</i><br><i>zB</i> | 21<br>33% <i>y</i>           | 27<br>45% <i>ouyB</i>               | 11<br>19%                     | 20<br>33% <i>y</i>                          | 39<br>36% <i>y</i>                                   | 32<br>28%                     |
| Food hygiene at home                                                        | 13<br>20% <i>y</i>           | 19<br>29% <i>yzAB</i>              | 14<br>22% <i>yA</i>          | 23<br>38% <i>puwyz</i><br><i>AB</i> | 3<br>6%                       | 10<br>17% <i>y</i>                          | 13<br>12%                                            | 16<br>14%                     |

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





**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                         | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 32                            | 34                            | 15                            | 23                            | 25                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 37%abcd<br>efghilm            | 39%abcd<br>efghilm            | 17%abcd<br>efghi              | 24%abcd<br>efghi              | 27%abcd<br>efghi              | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 73<br>74%bce<br>fin          | 53<br>57%                    | 60<br>80%                    | 72<br>70%eth                 | 57<br>54%                    | 55<br>60%                    | 74<br>73%bcel<br>n           | 51<br>64%                    | 77<br>79%bcef<br>himn        | 70<br>80%bcef<br>himn         | 67<br>76%bcef<br>lmn          | 47<br>53%                     | 58<br>61%                     | 50<br>56%                     | 42<br>70%                    | 54<br>91%otu<br>vwxyzA<br>B  | 41<br>77%y                   | 49<br>91%ouvw<br>xyzAB       | 45<br>78%yz                  | 45<br>79%uyzB                |
| None of these                                         | 20<br>20%j                   | 34<br>37%adg<br>ijk          | 31<br>31%gijk                | 23<br>23%j                   | 39<br>37%adgi<br>jk          | 27<br>30%gij                 | 16<br>16%                    | 26<br>32%gijk                | 13<br>13%                    | 8<br>10%                      | 15<br>18%                     | 31<br>35%adgi<br>jk           | 25<br>26%ij                   | 24<br>27%ij                   | 16<br>27%pr                  | 3<br>6%                      | 12<br>22%pr                  | 4<br>7%                      | 12<br>21%pr                  | 9<br>15%                     |
| Don't know                                            | 5<br>5%                      | 6<br>6%                      | 10<br>10%                    | 8<br>8%                      | 9<br>9%                      | 8<br>9%                      | 11<br>11%                    | 3<br>4%                      | 8<br>8%                      | 9<br>10%                      | 5<br>6%                       | 10<br>12%                     | 12<br>13%h                    | 16<br>17%abdh<br>k            | 2<br>3%                      | 2<br>3%                      | 1<br>1%                      | 1<br>2%                      | 1<br>2%                      | 3<br>5%zA                    |
| Average number of mentions                            | 3.80bg                       | 2.73                         | 3.73bg                       | 3.73bg                       | 4.10bg                       | 3.53g                        | 2.55                         | 3.67g                        | 3.77bg                       | 4.93abc<br>dfghil             | 4.62bg                        | 3.52g                         | 4.00bg                        | 5.13ab<br>cdfighi<br>i        | 3.69                         | 3.62                         | 3.80                         | 3.93                         | 4.34                         | 4.43                         |
| Standard deviation                                    | 2.71                         | 1.99                         | 2.41                         | 2.75                         | 3.08                         | 2.84                         | 1.98                         | 2.85                         | 2.46                         | 3.67                          | 3.14                          | 3.03                          | 3.23                          | 3.35                          | 2.93                         | 2.61                         | 2.72                         | 3.02                         | 2.99                         | 2.97                         |
| 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                          | 0.43                         | 0.35                         | 0.43                         | 0.44                         | 0.44                         | 0.29                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - 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  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                         | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 17                            | 22                            | 28                            | 52                            | 38                            |
| Food not being what the label says it is              | -                            | -                            | -                            | 29%opqr<br>stuvw              | 36%opqr<br>stuvw              | 47%opqr<br>stuvwx             | 48%opqr<br>stuvwx             | 34%opqrstu                    |
| Net: Any                                              | 44<br>68%                    | 47<br>73%                    | 46<br>72%                    | 44<br>73%ey                   | 36<br>60%                     | 38<br>63%                     | 79<br>72%                     | 72<br>64%                     |
| None of these                                         | 17<br>26%prt                 | 16<br>25%pr                  | 17<br>27%prt                 | 15<br>25%pr                   | 21<br>35%prst                 | 22<br>36%prst                 | 29<br>27%prt                  | 37<br>33%prt                  |
| Don't know                                            | 4<br>6%wzA                   | 2<br>3%                      | 1<br>1%                      | 1<br>2%                       | 3<br>4%                       | -<br>1%                       | 1<br>1%                       | 4<br>3%                       |
| <b>Average number of mentions</b>                     | <b>3.99</b>                  | <b>4.06</b>                  | <b>4.77p</b>                 | <b>6.19opq</b><br>rstuvw      | <b>5.07opq</b><br>uv          | <b>6.84opq</b><br>rstuvw      | <b>6.16opq</b><br>rstuvw      | <b>5.63opqrstu</b>            |
| <b>Standard deviation</b>                             | <b>2.80</b>                  | <b>2.83</b>                  | <b>3.23</b>                  | <b>3.61</b>                   | <b>3.39</b>                   | <b>3.37</b>                   | <b>3.67</b>                   | <b>3.59</b>                   |
| <b>Standard error</b>                                 | <b>0.28</b>                  | <b>0.31</b>                  | <b>0.35</b>                  | <b>0.37</b>                   | <b>0.39</b>                   | <b>0.38</b>                   | <b>0.39</b>                   | <b>0.40</b>                   |

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

|                                                                             | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                             | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                             | 1919                                   | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                               | 1828                                   | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food poisoning such as Salmonella and E.Coli                                | 541<br>30%g                            | 550<br>30%g               | 560<br>31%g               | 574<br>31%eghk            | 507<br>28%                | 547<br>30%g               | 471<br>26%                | 515<br>28%                | 590<br>32%eghijkn         | 524<br>28%                 | 506<br>28%                 | 544<br>30%g                | 572<br>31%egk              | 537<br>29%g                |
| Genetically Modified (GM) foods                                             | 379<br>21%                             | 405<br>22%e               | 375<br>20%                | 408<br>22%e               | 353<br>19%                | 373<br>20%                | 372<br>20%                | 390<br>21%                | 453<br>25%acefgh          | 444<br>24%acefg            | 405<br>22%e                | 426<br>23%cef              | 489<br>27%abcdefg<br>hkl   | 436<br>24%acefg            |
| BSE ('mad cow disease')                                                     | 277<br>15%egk<br>n                     | 321<br>18%aeg<br>hjkimn   | 287<br>16%egkn            | 324<br>18%aeghijkl<br>mn  | 205<br>11%                | 290<br>16%egkn            | 233<br>13%                | 271<br>15%en              | 306<br>17%egkin           | 271<br>15%e                | 230                        | 255<br>14%e                | 274<br>15%en               | 231<br>13%                 |
| The feed given to livestock                                                 | 356<br>19%eg                           | 360<br>20%egk             | 320<br>17%                | 318<br>17%                | 290<br>16%                | 375<br>20%cddegk          | 304<br>17%                | 330<br>18%                | 372<br>20%cddegk          | 346<br>19%e                | 311<br>17%                 | 396<br>22%cddegijk<br>n    | 397<br>22%cddegijk<br>n    | 338<br>18%e                |
| The use of pesticides to grow food                                          | 455<br>25%                             | 475<br>26%ce              | 424<br>23%                | 464<br>25%                | 424<br>23%                | 470<br>26%                | 465<br>25%                | 446<br>24%                | 493<br>27%cek             | 509<br>28%cehk             | 426<br>23%                 | 497<br>27%cek              | 532<br>29%acdefgh<br>k     | 516<br>28%acehk            |
| The use of additives (such as preservatives and colouring) in food products | 516<br>28%                             | 521<br>29%                | 495<br>27%                | 506<br>28%                | 470<br>26%                | 499<br>27%                | 481<br>26%                | 510<br>28%                | 542<br>30%egk             | 536<br>29%ek               | 476<br>26%                 | 531<br>29%ek               | 569<br>31%cdefgk           | 535<br>29%ek               |
| Hormones/steroids /antibiotics in food                                      | 357<br>20%                             | 355<br>20%                | 324<br>18%                | 384<br>21%ce              | 332<br>18%                | 409<br>22%bceag           | 353<br>19%                | 436<br>24%abcdelegk       | 471<br>26%abcdefg<br>k    | 469<br>25%abcdefg<br>k     | 385<br>21%ce               | 447<br>24%abcdelegk        | 501<br>27%abcdefg<br>hk    | 493<br>27%abcdeghk         |
| Date labels, such as "best before" and "use by" labels                      | 396<br>22%                             | 489<br>27%aag<br>jkn      | 436<br>24%                | 475<br>26%aj              | 471<br>26%a               | 509<br>28%acqijkim<br>n   | 427<br>23%                | 500<br>27%aacqijkim<br>n  | 532<br>29%acdegjk<br>imn  | 424<br>23%                 | 430<br>24%                 | 436<br>24%                 | 449<br>24%                 | 433<br>24%                 |
| Food hygiene when eating out                                                | 679<br>37%                             | 689<br>38%k               | 666<br>36%                | 716<br>39%ek              | 641<br>35%                | 755<br>41%acaghkim<br>n   | 667<br>37%                | 665<br>36%                | 728<br>40%ceghkn          | 702<br>38%k                | 633<br>35%                 | 694<br>38%k                | 688<br>37%                 | 662<br>36%                 |
| Food hygiene at home                                                        | 370<br>20%ghk<br>n                     | 375<br>21%ghk<br>n        | 354<br>19%gk              | 357<br>19%gk              | 397<br>22%ghkn            | 390<br>21%ghkn            | 278<br>15%                | 316<br>17%                | 362<br>20%gkn             | 366<br>20%gkn              | 281<br>15%                 | 354<br>19%gk               | 369<br>20%ghkn             | 314<br>17%                 |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h)   | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                       | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                        | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                         | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                        | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Chemicals from the environment, such as lead, in food | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                           | -                         | 515                        | 474                        | 541                        | 534                        | 557                        |
| Food not being what the label says it is              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                           | -                         | 28%<br>hi                  | 26%<br>hi                  | 30%<br>hik                 | 29%<br>hik                 | 30%<br>hik                 |
| Net: Any                                              | 1230<br>67%               | 1276<br>70%<br>k          | 1215<br>66%               | 1314<br>72%<br>aceghkn    | 1244<br>68%               | 1286<br>70%<br>chk        | 1225<br>67%               | 1209<br>66%                 | 1271<br>70%<br>chk        | 1295<br>70%<br>acghk       | 1216<br>67%                | 1268<br>69%<br>ch          | 1279<br>69%<br>ch          | 1253<br>68%                |
| None of these                                         | 445<br>24%<br>fln         | 372<br>20%                | 443<br>24%<br>bdefn       | 373<br>20%                | 387<br>21%                | 379<br>21%                | 437<br>24%<br>bdfn        | 475<br>26%<br>bdefijl<br>mn | 406<br>22%                | 402<br>22%                 | 461<br>25%<br>bdefijl<br>n | 392<br>21%                 | 424<br>23%                 | 385<br>21%                 |
| Don't know                                            | 153<br>8%                 | 169<br>9%                 | 177<br>10%<br>hijm        | 147<br>8%                 | 193<br>11%<br>adhikm      | 176<br>10%<br>m           | 162<br>9%                 | 141<br>8%                   | 148<br>8%                 | 143<br>8%                  | 150<br>8%                  | 166<br>9%                  | 137<br>7%                  | 199<br>11%<br>adhikm       |
| Average number of mentions                            | 3.52eg                    | 3.56eg                    | 3.49e                     | 3.44                      | 3.29                      | 3.59eg                    | 3.31                      | 3.62eg                      | 3.81abcdef<br>g           | 4.35abcdef<br>ghi          | 4.13abcdef<br>ghi          | 4.43abcdef<br>ghik         | 4.55abcdef<br>ghik         | 4.38abcdefghik             |
| 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                       |
| 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                       |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)    | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d)    | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                | 1919                      | 1883                         | 1896                      | 1961                         | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                  | 1828                      | 1818                         | 1835                      | 1834                         | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| The amount of salt in food                     | 830<br>45%k               | 910<br>50%aeg<br>ijklmn      | 863<br>47%ekm             | 901<br>49%aegklm<br>n        | 797<br>44%                | 876<br>48%egkm            | 800<br>44%                | 862<br>47%aegkm           | 819<br>45%                | 860<br>47%km               | 763<br>42%                 | 822<br>45%                 | 777<br>42%                 | 819<br>45%                 |
| The amount of fat in food                      | 741<br>41%                | 816<br>45%ace<br>gijklm<br>n | 753<br>41%                | 836<br>46%aceghj<br>klmn     | 756<br>41%k               | 807<br>44%agikmn          | 726<br>40%                | 768<br>42%k               | 735<br>40%                | 755<br>41%                 | 692<br>38%                 | 747<br>41%                 | 728<br>40%                 | 721<br>39%                 |
| The amount of saturated fat in food            | 713<br>39%k               | 766<br>42%ehj<br>kmn         | 752<br>41%jkmn            | 777<br>42%aejhkmn            | 707<br>39%k               | 767<br>42%jkmn            | 720<br>39%k               | 706<br>39%k               | 716<br>39%k               | 689<br>37%                 | 638<br>35%                 | 719<br>39%k                | 694<br>38%                 | 676<br>37%                 |
| The amount of sugar in food                    | 712<br>39%                | 757<br>42%                   | 714<br>39%                | 772<br>42%                   | 717<br>39%                | 800<br>43%ace             | 793<br>43%ace             | 883<br>48%abcdefg         | 868<br>48%abcdefg         | 949<br>52%abcdefg<br>i     | 926<br>51%abcdefg          | 1011<br>55%abcdefg<br>hijk | 961<br>52%abcdefg<br>hi    | 977<br>53%abcdefghi        |
| Foods aimed at children including school meals | 410<br>22%                | 470<br>26%a                  | 437<br>24%                | 487<br>27%a                  | 460<br>25%                | 476<br>26%a               | 469<br>26%a               | 478<br>26%a               | 472<br>26%a               | 495<br>27%ac               | 457<br>25%                 | 498<br>27%ac               | 501<br>27%ac               | 510<br>28%ac               |
| Net: Any                                       | 1239<br>68%               | 1301<br>72%ace<br>ghikm      | 1250<br>68%               | 1335<br>73%acefghi<br>ijklmn | 1240<br>68%               | 1276<br>69%               | 1241<br>68%               | 1231<br>67%               | 1230<br>67%               | 1273<br>69%                | 1218<br>67%                | 1270<br>70%                | 1228<br>67%                | 1274<br>69%                |
| None of these                                  | 440<br>24%bdf<br>n        | 363<br>20%                   | 426<br>23%bdn             | 369<br>20%                   | 400<br>22%                | 390<br>21%                | 446<br>24%bdfn            | 438<br>24%bdfn            | 409<br>22%                | 402<br>22%                 | 459<br>25%bdefjn           | 398<br>22%                 | 439<br>24%bdn              | 375<br>20%                 |
| Don't know                                     | 150<br>8%                 | 154<br>8%                    | 160<br>9%                 | 130<br>7%                    | 184<br>10%adgk            | 175<br>10%dg              | 137<br>8%                 | 156<br>9%                 | 184<br>10%dgk             | 165<br>9%<br>d             | 149<br>8%                  | 158<br>9%                  | 174<br>9%<br>dg            | 188<br>10%adgk             |
| Average number of mentions                     | 2.75                      | 2.86                         | 2.82                      | 2.83                         | 2.77                      | 2.92ae                    | 2.83                      | 3.00abcdeg                | 2.93ae                    | 2.94acdeg                  | 2.86                       | 2.99abcdeg                 | 2.98abcdeg                 | 2.91ae                     |
| 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                       |
| 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                       |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d)  | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 879                          | 858                          | 919                          | 948                           | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                  | 883                          | 881                          | 894                          | 882                           | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| The amount of salt in food                     | 361<br>41%                   | 393<br>45% <sup>egkm</sup>   | 367<br>41%                   | 376<br>43%                    | 352<br>40%                   | 386<br>43% <sup>kk</sup>     | 349<br>40%                   | 376<br>42%                   | 367<br>41%                   | 398<br>45% <sup>egkm</sup>    | 343<br>39%                    | 362<br>41%                    | 347<br>39%                    | 383<br>43%                    | 469<br>50% <sup>ny</sup>     | 516<br>55% <sup>nos</sup>    | 496<br>53% <sup>nsuy</sup>   | 525<br>55% <sup>nosu</sup>   | 445<br>48% <sup>un</sup>     | 489<br>52% <sup>nyA</sup>    |
| The amount of fat in food                      | 311<br>35%                   | 336<br>38%                   | 325<br>36%                   | 365<br>41% <sup>acgklmn</sup> | 336<br>38%                   | 352<br>39% <sup>kk</sup>     | 308<br>35%                   | 339<br>38% <sup>kk</sup>     | 317<br>36%                   | 345<br>39% <sup>kk</sup>      | 299<br>34%                    | 314<br>35%                    | 314<br>35%                    | 319<br>36%                    | 430<br>46% <sup>n</sup>      | 480<br>51% <sup>noq</sup>    | 428<br>45% <sup>un</sup>     | 470<br>49% <sup>nuwx</sup>   | 420<br>45% <sup>un</sup>     | 455<br>48% <sup>ny</sup>     |
| The amount of saturated fat in food            | 309<br>35%                   | 320<br>36% <sup>kk</sup>     | 318<br>36%                   | 337<br>38% <sup>jk</sup>      | 322<br>36% <sup>kk</sup>     | 348<br>39% <sup>jkkn</sup>   | 322<br>36% <sup>kk</sup>     | 310<br>35%                   | 331<br>37% <sup>kk</sup>     | 298<br>34%                    | 280<br>31%                    | 312<br>35%                    | 314<br>35%                    | 302<br>34%                    | 404<br>43% <sup>ny</sup>     | 446<br>48% <sup>nos</sup>    | 434<br>46% <sup>nswx</sup>   | 440<br>46% <sup>nswx</sup>   | 385<br>41% <sup>un</sup>     | 419<br>44% <sup>ny</sup>     |
| The amount of sugar in food                    | 300<br>34%                   | 317<br>36%                   | 298<br>33%                   | 329<br>37%                    | 308<br>35%                   | 337<br>38%                   | 349<br>39% <sup>ace</sup>    | 392<br>44% <sup>abcd</sup>   | 377<br>42% <sup>abcd</sup>   | 432<br>49% <sup>abcd</sup>    | 401<br>45% <sup>abcd</sup>    | 452<br>51% <sup>abcd</sup>    | 438<br>49% <sup>abcd</sup>    | 431<br>48% <sup>abcd</sup>    | 412<br>44%                   | 440<br>47%                   | 416<br>44%                   | 444<br>47%                   | 409<br>44%                   | 463<br>49% <sup>oqps</sup>   |
| Foods aimed at children including school meals | 174<br>20%                   | 205<br>23% <sup>c</sup>      | 170<br>19%                   | 191<br>22%                    | 188<br>21%                   | 192<br>21%                   | 188<br>21%                   | 199<br>22%                   | 196<br>22%                   | 192<br>22%                    | 193<br>22%                    | 223<br>25% <sup>ac</sup>      | 219<br>25% <sup>ac</sup>      | 219<br>24% <sup>ac</sup>      | 237<br>25%                   | 265<br>28%                   | 267<br>28%                   | 296<br>31% <sup>no</sup>     | 272<br>29% <sup>no</sup>     | 284<br>30% <sup>no</sup>     |
| Net: Any                                       | 550<br>62%                   | 584<br>66%                   | 560<br>63%                   | 598<br>68% <sup>achi</sup>    | 579<br>65%                   | 575<br>64%                   | 566<br>64%                   | 553<br>62%                   | 560<br>63%                   | 583<br>66%                    | 549<br>62%                    | 581<br>66%                    | 563<br>63%                    | 587<br>66%                    | 688<br>73% <sup>n</sup>      | 717<br>77% <sup>nsu</sup>    | 689<br>73% <sup>n</sup>      | 737<br>77% <sup>noqs</sup>   | 661<br>71% <sup>n</sup>      | 701<br>74% <sup>n</sup>      |
| None of these                                  | 258<br>29% <sup>bde</sup>    | 207<br>24%                   | 245<br>27% <sup>n</sup>      | 207<br>23%                    | 213<br>24%                   | 220<br>25%                   | 251<br>28% <sup>bdn</sup>    | 250<br>28% <sup>bdn</sup>    | 233<br>26%                   | 223<br>25%                    | 261<br>29% <sup>bdn</sup>     | 224<br>25%                    | 241<br>27% <sup>n</sup>       | 201<br>23% <sup>sprt</sup>    | 181<br>19%                   | 156<br>17%                   | 180<br>19%                   | 162<br>17%                   | 187<br>20%                   | 170<br>18%                   |
| Don't know                                     | 75<br>8%                     | 90<br>10%                    | 88<br>10%                    | 78<br>9%                      | 98<br>11% <sup>g</sup>       | 98<br>11% <sup>g</sup>       | 67<br>8%                     | 85<br>10%                    | 98<br>11% <sup>g</sup>       | 81<br>9%                      | 79<br>9%                      | 82<br>9%                      | 89<br>10%                     | 106<br>12% <sup>adgk</sup>    | 75<br>8% <sup>r</sup>        | 64<br>7%                     | 72<br>8%                     | 52<br>5%                     | 87<br>9% <sup>spr</sup>      | 77<br>8% <sup>r</sup>        |
| Average number of mentions                     | 2.64                         | 2.69                         | 2.64                         | 2.67                          | 2.60                         | 2.81 <sup>e</sup>            | 2.68                         | 2.92 <sup>abc</sup>          | 2.83 <sup>ace</sup>          | 2.86 <sup>acd</sup>           | 2.76                          | 2.86 <sup>acd</sup>           | 2.90 <sup>abc</sup>           | 2.82 <sup>ce</sup>            | 2.84                         | 3.00 <sup>no</sup>           | 2.96                         | 2.95                         | 2.92                         | 3.01 <sup>no</sup>           |
| 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                          | 1.47                         | 1.45                         | 1.46                         | 1.45                         | 1.51                         | 1.49                         |
| 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                          | 0.05                         | 0.05                         | 0.06                         | 0.05                         | 0.06                         | 0.05                         |

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



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

|                                                | FEMALE                       |                                  |                                  |                                    |                                    |                                      |                                    |                               |
|------------------------------------------------|------------------------------|----------------------------------|----------------------------------|------------------------------------|------------------------------------|--------------------------------------|------------------------------------|-------------------------------|
|                                                | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v)     | Wave 9<br>(Nov<br>14)<br>(w)     | Wave 10<br>(May<br>15)<br>(x)      | Wave 11<br>(Nov<br>15)<br>(y)      | Wave 12<br>(May<br>16)<br>(z)        | Wave 13<br>(Nov<br>16)<br>(A)      | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 1000                         | 1060                             | 1010                             | 1073                               | 1043                               | 1060                                 | 1034                               | 1008                          |
| Weighted Base                                  | 940                          | 937                              | 933                              | 953                                | 936                                | 939                                  | 947                                | 943                           |
| The amount of salt in food                     | 451<br>48% <sub>n</sub>      | 487<br>52% <sub>nyA</sub>        | 452<br>48% <sub>n</sub>          | 462<br>49% <sub>n</sub>            | 420<br>45% <sub>n</sub>            | 459<br>49% <sub>n</sub>              | 430<br>45% <sub>n</sub>            | 436<br>46% <sub>n</sub>       |
| The amount of fat in food                      | 417<br>44% <sub>n</sub>      | 429<br>46% <sub>n</sub>          | 418<br>45% <sub>n</sub>          | 410<br>43% <sub>n</sub>            | 394<br>42% <sub>n</sub>            | 433<br>46% <sub>n</sub>              | 414<br>44% <sub>n</sub>            | 402<br>43% <sub>n</sub>       |
| The amount of saturated fat in food            | 398<br>42% <sub>n</sub>      | 396<br>42% <sub>n</sub>          | 385<br>41% <sub>n</sub>          | 391<br>41% <sub>n</sub>            | 358<br>38% <sub>n</sub>            | 407<br>43% <sub>ny</sub>             | 380<br>40% <sub>n</sub>            | 374<br>40% <sub>n</sub>       |
| The amount of sugar in food                    | 444<br>47% <sub>n</sub>      | 492<br>53% <sub>opqr</sub><br>su | 491<br>53% <sub>opqr</sub><br>su | 517<br>54% <sub>nopq</sub><br>rstu | 525<br>56% <sub>nopq</sub><br>rstu | 559<br>59% <sub>nopq</sub><br>rstuvw | 523<br>55% <sub>nopq</sub><br>rstu | 546<br>58% <sub>n</sub>       |
| Foods aimed at children including school meals | 280<br>30% <sub>no</sub>     | 278<br>30% <sub>no</sub>         | 276<br>30% <sub>no</sub>         | 302<br>32% <sub>no</sub>           | 264<br>28% <sub>n</sub>            | 276<br>29% <sub>no</sub>             | 282<br>30% <sub>no</sub>           | 291<br>31% <sub>n</sub>       |
| Net: Any                                       | 676<br>72% <sub>n</sub>      | 678<br>72% <sub>n</sub>          | 671<br>72% <sub>n</sub>          | 691<br>72% <sub>n</sub>            | 668<br>71% <sub>n</sub>            | 689<br>73% <sub>n</sub>              | 665<br>70% <sub>n</sub>            | 687<br>73% <sub>n</sub>       |
| None of these                                  | 195<br>21% <sub>pr</sub>     | 188<br>20% <sub>n</sub>          | 177<br>19% <sub>n</sub>          | 178<br>19% <sub>n</sub>            | 198<br>21% <sub>pr</sub>           | 175<br>19% <sub>n</sub>              | 198<br>21% <sub>pr</sub>           | 174<br>18% <sub>n</sub>       |
| Don't know                                     | 70<br>7% <sub>n</sub>        | 71<br>8% <sub>n</sub>            | 86<br>9% <sub>r</sub>            | 84<br>9% <sub>r</sub>              | 70<br>7% <sub>n</sub>              | 75<br>8% <sub>r</sub>                | 84<br>9% <sub>r</sub>              | 82<br>9% <sub>n</sub>         |
| Average number of mentions                     | 2.95                         | 3.07 <sub>no</sub>               | 3.02 <sub>no</sub>               | 3.02 <sub>no</sub>                 | 2.93                               | 3.09 <sub>nos</sub><br>y             | 3.05 <sub>no</sub>                 | 2.98                          |
| Standard deviation                             | 1.51                         | 1.45                             | 1.52                             | 1.47                               | 1.49                               | 1.45                                 | 1.49                               | 1.46                          |
| Standard error                                 | 0.06                         | 0.05                             | 0.06                             | 0.05                               | 0.05                               | 0.05                                 | 0.06                               | 0.05                          |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 292                          | 249                           | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                  | 291                          | 274                           | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| The amount of salt in food                     | 80<br>27%                    | 109<br>40%acd<br>efhijk<br>lm | 85<br>28%                    | 88<br>30%                    | 75<br>25%                    | 80<br>27%                    | 93<br>32%                    | 86<br>29%                    | 93<br>31%                    | 79<br>27%                     | 86<br>29%                     | 73<br>27%                     | 81<br>28%                     | 103<br>34%e                   | 121<br>39%                   | 145<br>48%oxy<br>AB          | 147<br>48%oxyA<br>B          | 161<br>48%oxyA<br>B          | 132<br>41%                   | 166<br>47%oxyAB              |
| The amount of saturated fat in food            | 78<br>27%                    | 85<br>31%k                    | 86<br>29%k                   | 79<br>28%                    | 75<br>25%                    | 87<br>30%k                   | 78<br>27%                    | 80<br>27%                    | 81<br>27%                    | 75<br>25%                     | 65<br>22%                     | 70<br>26%                     | 74<br>25%                     | 96<br>32%k                    | 102<br>33%                   | 119<br>39%yA                 | 117<br>39%y                  | 140<br>41%owya<br>B          | 118<br>36%                   | 133<br>38%y                  |
| The amount of fat in food                      | 70<br>24%                    | 99<br>36%ace<br>gk            | 76<br>25%                    | 97<br>34%ac                  | 79<br>26%                    | 86<br>29%                    | 76<br>27%                    | 90<br>30%                    | 97<br>33%ac                  | 86<br>29%                     | 82<br>28%                     | 84<br>32%a                    | 89<br>31%                     | 93<br>31%                     | 112<br>36%                   | 132<br>43%wyA                | 118<br>39%                   | 155<br>46%owxy<br>AB         | 127<br>39%A                  | 139<br>40%A                  |
| The amount of sugar in food                    | 59<br>20%                    | 79<br>29%ae                   | 79<br>27%e                   | 68<br>23%                    | 55<br>19%                    | 68<br>23%                    | 81<br>28%ae                  | 75<br>25%                    | 93<br>31%adef                | 98<br>33%adef                 | 103<br>35%acde<br>fh          | 113<br>42%abcd<br>efghij      | 104<br>36%acde<br>fh          | 122<br>40%abcd<br>defghi      | 112<br>36%                   | 118<br>39%                   | 108<br>36%                   | 137<br>40%                   | 106<br>33%                   | 137<br>39%                   |
| Foods aimed at children including school meals | 52<br>18%j                   | 52<br>19%di                   | 45<br>15%                    | 35<br>12%                    | 49<br>16%                    | 47<br>16%                    | 47<br>17%                    | 44<br>15%                    | 33<br>11%                    | 43<br>15%                     | 48<br>16%                     | 46<br>17%j                    | 45<br>15%                     | 72<br>24%cd<br>fhjkm          | 75<br>24%                    | 87<br>29%                    | 86<br>28%                    | 117<br>34%ostw<br>yB         | 83<br>26%                    | 85<br>24%                    |
| Net: Any                                       | 161<br>55%                   | 170<br>62%h                   | 164<br>55%                   | 176<br>61%h                  | 164<br>55%                   | 169<br>58%                   | 153<br>53%                   | 151<br>51%                   | 172<br>58%                   | 164<br>55%                    | 170<br>57%                    | 156<br>59%                    | 154<br>53%                    | 186<br>61%h                   | 211<br>67%                   | 221<br>73%yA                 | 211<br>69%                   | 246<br>73%yA                 | 216<br>67%                   | 239<br>68%                   |
| None of these                                  | 107<br>37%bln                | 75<br>27%                     | 108<br>36%bln                | 95<br>33%ln                  | 97<br>32%                    | 97<br>33%ln                  | 106<br>37%bln                | 114<br>38%bln                | 92<br>31%                    | 94<br>32%                     | 96<br>32%                     | 75<br>28%                     | 92<br>32%                     | 75<br>25%                     | 78<br>25%                    | 60<br>20%                    | 64<br>21%                    | 69<br>20%                    | 74<br>23%                    | 81<br>23%                    |
| Don't know                                     | 23<br>8%                     | 30<br>11%d                    | 26<br>9%                     | 16<br>6%                     | 37<br>12%k                   | 27<br>9%                     | 27<br>9%                     | 32<br>11%k                   | 32<br>11%k                   | 39<br>13%k                    | 31<br>10%k                    | 34<br>13%k                    | 44<br>15%acd                  | 42<br>14%k                    | 26<br>8%                     | 23<br>8%                     | 29<br>10%                    | 24<br>7%                     | 32<br>10%                    | 30<br>8%                     |
| Average number of mentions                     | 2.10                         | 2.50ad                        | 2.26                         | 2.08                         | 2.03                         | 2.18                         | 2.45ade                      | 2.48ade                      | 2.31e                        | 2.32                          | 2.26                          | 2.47ade                       | 2.55ade                       | 2.61ac                        | 2.48                         | 2.72                         | 2.73                         | 2.88o                        | 2.62                         | 2.76                         |
| 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                          | 1.48                         | 1.50                         | 1.47                         | 1.46                         | 1.45                         | 1.48                         |
| 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                         | 0.10                         | 0.10                         | 0.10                         | 0.10                         | 0.10                         |





**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                  | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| The amount of salt in food                     | 134<br>42%                   | 146<br>45%yA                 | 140<br>42%                   | 126<br>37%                    | 126<br>36%                    | 146<br>43%A                   | 125<br>35%                    | 135<br>39%                    |
| The amount of saturated fat in food            | 109<br>35%                   | 116<br>36%                   | 109<br>33%                   | 114<br>34%                    | 105<br>30%                    | 124<br>37%                    | 111<br>31%                    | 116<br>33%                    |
| The amount of fat in food                      | 119<br>38%                   | 134<br>41%A                  | 117<br>35%                   | 120<br>36%                    | 120<br>34%                    | 131<br>39%A                   | 110<br>31%                    | 130<br>37%                    |
| The amount of sugar in food                    | 126<br>40%                   | 150<br>46%oqs                | 153<br>46%oqs                | 157<br>47%oqs                 | 167<br>48%oppqs<br>t          | 185<br>55%oppqr<br>stuw       | 171<br>48%opqr<br>stu         | 169<br>48%opqrstu             |
| Foods aimed at children including school meals | 98<br>31%                    | 96<br>30%                    | 85<br>25%                    | 105<br>31%                    | 87<br>25%                     | 108<br>32%ot                  | 97<br>27%                     | 92<br>26%                     |
| Net: Any                                       | 215<br>68%                   | 218<br>67%                   | 229<br>68%                   | 227<br>67%                    | 223<br>64%                    | 232<br>68%                    | 225<br>64%                    | 233<br>67%                    |
| None of these                                  | 71<br>23%                    | 76<br>23%                    | 76<br>23%                    | 83<br>25%                     | 102<br>29%pprB                | 81<br>24%                     | 91<br>26%                     | 78<br>22%                     |
| Don't know                                     | 28<br>9%                     | 31<br>9%                     | 30<br>9%                     | 28<br>8%                      | 25<br>7%                      | 26<br>8%                      | 38<br>11%                     | 39<br>11%                     |
| Average number of mentions                     | 2.72                         | 2.94os                       | 2.64                         | 2.75                          | 2.71                          | 2.99osw                       | 2.73                          | 2.76                          |
| Standard deviation                             | 1.48                         | 1.51                         | 1.46                         | 1.49                          | 1.45                          | 1.49                          | 1.56                          | 1.45                          |
| Standard error                                 | 0.11                         | 0.10                         | 0.10                         | 0.10                          | 0.10                          | 0.10                          | 0.11                          | 0.10                          |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                  | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| The amount of salt in food                     | 214<br>48%                   | 253<br>55%gik<br>n           | 225<br>50%g                  | 225<br>53%gk                 | 218<br>51%g                  | 219<br>49%g                  | 187<br>42%                   | 220<br>53%gk                 | 193<br>47%                   | 224<br>53%gkn                 | 171<br>45%                    | 212<br>49%g                   | 206<br>50%g                   | 177<br>46%                    | 263<br>58%<br>suy<br>A       | 246<br>55%                   | 249<br>55%                   | 267<br>57%<br>suyA           | 227<br>50%                   | 244<br>58%<br>suyA           |
| The amount of fat in food                      | 190<br>43%                   | 220<br>48%g                  | 205<br>46%                   | 190<br>45%                   | 207<br>48%g                  | 194<br>44%                   | 179<br>40%                   | 190<br>45%                   | 173<br>42%                   | 198<br>47%g                   | 165<br>43%                    | 194<br>45%                    | 193<br>47%g                   | 164<br>42%                    | 236<br>52%<br>syz<br>AB      | 223<br>50%                   | 218<br>48%                   | 239<br>51%<br>y              | 206<br>46%                   | 232<br>55%<br>qsu<br>wxy     |
| The amount of sugar in food                    | 185<br>42%                   | 201<br>44%                   | 182<br>41%                   | 192<br>45%                   | 194<br>45%                   | 206<br>47%                   | 199<br>44%                   | 216<br>52%<br>abog           | 208<br>50%<br>ac             | 254<br>60%<br>abcd            | 209<br>55%<br>abcd            | 267<br>61%<br>abcd            | 245<br>60%<br>abcd            | 227<br>59%<br>abc             | 215<br>48%                   | 226<br>50%                   | 212<br>47%                   | 227<br>48%                   | 214<br>47%                   | 227<br>54%<br>q              |
| The amount of saturated fat in food            | 184<br>41%                   | 224<br>48%<br>ahj<br>kn      | 202<br>45%                   | 186<br>44%                   | 189<br>44%                   | 196<br>44%                   | 188<br>42%                   | 170<br>41%                   | 173<br>42%                   | 174<br>41%                    | 148<br>39%                    | 200<br>46%<br>k               | 191<br>47%<br>k               | 157<br>41%                    | 218<br>48%<br>y              | 210<br>47%                   | 217<br>48%                   | 240<br>51%<br>xyz<br>A<br>B  | 205<br>45%                   | 214<br>51%<br>xyz<br>AB      |
| Foods aimed at children including school meals | 130<br>29%                   | 147<br>32%                   | 149<br>33%                   | 136<br>32%                   | 153<br>35%                   | 148<br>34%                   | 142<br>32%                   | 150<br>36%                   | 142<br>34%                   | 133<br>32%                    | 121<br>32%                    | 157<br>36%<br>a               | 160<br>39%<br>abd<br>g<br>j   | 138<br>36%                    | 107<br>24%                   | 121<br>27%                   | 111<br>24%                   | 133<br>28%                   | 112<br>25%                   | 130<br>31%<br>oq<br>p        |
| Net: Any                                       | 314<br>71%                   | 345<br>75%                   | 322<br>72%                   | 323<br>76%                   | 326<br>76%                   | 323<br>73%                   | 331<br>74%                   | 309<br>74%                   | 293<br>71%                   | 323<br>77%                    | 276<br>72%                    | 328<br>76%                    | 297<br>72%                    | 289<br>75%                    | 340<br>75%                   | 341<br>76%                   | 338<br>74%                   | 369<br>79%<br>su<br>wy<br>A  | 322<br>71%                   | 320<br>76%                   |
| None of these                                  | 97<br>22%<br>ef              | 80<br>17%                    | 97<br>22%<br>ef              | 70<br>16%                    | 70<br>16%                    | 67<br>15%                    | 91<br>20%                    | 76<br>18%                    | 71<br>17%                    | 70<br>17%                     | 77<br>20%                     | 80<br>18%                     | 87<br>21%<br>f                | 68<br>18%                     | 73<br>16%                    | 78<br>17%                    | 81<br>18%                    | 67<br>14%                    | 89<br>20%<br>r               | 64<br>15%                    |
| Don't know                                     | 32<br>7%                     | 38<br>8%                     | 29<br>6%                     | 33<br>8%                     | 36<br>8%                     | 52<br>12%<br>acg<br>jk<br>lm | 26<br>6%                     | 34<br>8%                     | 48<br>12%<br>acg<br>l<br>m   | 28<br>7%                      | 28<br>7%                      | 26<br>6%                      | 27<br>7%                      | 29<br>8%                      | 37<br>8%                     | 30<br>7%                     | 37<br>8%                     | 33<br>7%                     | 40<br>9%                     | 38<br>9%                     |
| 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<br>defghi<br>kn       | 2.98g                         | 3.06                         | 3.01                         | 2.98                         | 3.00                         | 2.99                         | 3.27pqrszA                   |
| 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                          | 1.44                         | 1.46                         | 1.43                         | 1.44                         | 1.44                         | 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                          | 0.08                         | 0.08                         | 0.08                         | 0.07                         | 0.08                         | 0.08                         |

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



## 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                  | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| The amount of salt in food                     | 223<br>50%                   | 260<br>57%A                  | 239<br>53%                   | 263<br>59%suAyA               | 234<br>50%                    | 237<br>52%                    | 219<br>48%                    | 247<br>53%                    |
| The amount of fat in food                      | 205<br>46%                   | 214<br>47%                   | 211<br>47%                   | 209<br>47%                    | 208<br>46%                    | 206<br>46%                    | 202<br>45%                    | 210<br>45%                    |
| The amount of sugar in food                    | 225<br>51%                   | 285<br>62%opqrs<br>stu       | 251<br>56%oqrs               | 262<br>58%opqrs<br>su         | 279<br>60%opqrs<br>su         | 270<br>60%opqrs<br>su         | 266<br>59%opqrs<br>su         | 279<br>60%opqrs<br>su         |
| The amount of saturated fat in food            | 217<br>49%yAB                | 216<br>47%                   | 213<br>47%                   | 195<br>43%                    | 194<br>41%                    | 198<br>44%                    | 191<br>42%                    | 196<br>42%                    |
| Foods aimed at children including school meals | 129<br>29%                   | 125<br>27%                   | 130<br>29%                   | 137<br>31%oqs                 | 131<br>28%                    | 124<br>27%                    | 122<br>27%                    | 137<br>29%                    |
| Net: Any                                       | 319<br>72%                   | 350<br>76%                   | 320<br>71%                   | 334<br>75%                    | 340<br>72%                    | 340<br>75%                    | 330<br>73%                    | 348<br>75%                    |
| None of these                                  | 90<br>20%rB                  | 73<br>16%                    | 86<br>19%                    | 79<br>18%                     | 95<br>20%r                    | 75<br>17%                     | 86<br>19%                     | 71<br>15%                     |
| Don't know                                     | 34<br>8%                     | 37<br>8%                     | 45<br>10%                    | 35<br>8%                      | 34<br>7%                      | 37<br>8%                      | 38<br>8%                      | 47<br>10%                     |
| Average number of mentions                     | 3.13                         | 3.14                         | 3.26pqr<br>s                 | 3.19                          | 3.08                          | 3.05                          | 3.04                          | 3.07                          |
| Standard deviation                             | 1.45                         | 1.40                         | 1.48                         | 1.47                          | 1.45                          | 1.46                          | 1.45                          | 1.49                          |
| Standard error                                 | 0.08                         | 0.07                         | 0.08                         | 0.08                          | 0.08                          | 0.08                          | 0.08                          | 0.08                          |

## 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                  | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| The amount of salt in food                     | 151<br>46%                   | 156<br>48%                   | 157<br>48%                   | 161<br>52%km              | 145<br>45%                | 166<br>50%                | 164<br>50%                | 150<br>46%                | 153<br>47%                | 168<br>50%                 | 146<br>44%                 | 154<br>46%                 | 146<br>44%                 | 157<br>47%                 |
| The amount of sugar in food                    | 140<br>42%                   | 133<br>41%                   | 133<br>40%                   | 149<br>48%bc              | 148<br>46%                | 161<br>48%bc              | 163<br>49%abc             | 157<br>48%bc              | 163<br>50%abc             | 179<br>53%abce             | 168<br>51%abc              | 176<br>53%abc              | 175<br>53%abce             | 180<br>54%abcde            |
| The amount of fat in food                      | 134<br>41%                   | 141<br>43%k                  | 138<br>42%                   | 154<br>49%acijklm<br>n    | 138<br>43%k               | 155<br>46%kn              | 147<br>44%kn              | 140<br>43%k               | 137<br>42%                | 141<br>42%k                | 117<br>36%                 | 132<br>39%                 | 133<br>40%                 | 124<br>38%                 |
| The amount of saturated fat in food            | 131<br>40%n                  | 128<br>39%                   | 130<br>40%                   | 131<br>42%n               | 121<br>38%                | 137<br>41%n               | 130<br>39%                | 124<br>38%                | 139<br>42%n               | 132<br>39%n                | 126<br>38%                 | 126<br>38%                 | 126<br>38%                 | 110<br>33%                 |
| Foods aimed at children including school meals | 46<br>14%                    | 63<br>19%a                   | 47<br>14%                    | 66<br>21%acg              | 63<br>20%ac               | 66<br>20%ac               | 52<br>16%                 | 63<br>19%ac               | 82<br>25%acghl            | 76<br>23%acg               | 70<br>21%acg               | 63<br>19%a                 | 78<br>23%acg               | 70<br>21%acg               |
| Net: Any                                       | 213<br>65%                   | 224<br>68%                   | 215<br>65%                   | 221<br>71%hkl             | 211<br>66%                | 225<br>67%                | 223<br>67%                | 203<br>62%                | 215<br>66%                | 225<br>67%                 | 209<br>63%                 | 214<br>64%                 | 222<br>67%                 | 217<br>66%                 |
| None of these                                  | 86<br>26%                    | 70<br>22%                    | 75<br>23%                    | 67<br>22%                 | 70<br>22%                 | 80<br>24%                 | 87<br>26%                 | 99<br>31%bcdefj           | 84<br>26%                 | 76<br>23%                  | 90<br>27%                  | 86<br>26%                  | 83<br>25%                  | 83<br>25%                  |
| Don't know                                     | 31<br>9%                     | 33<br>10%                    | 39<br>12%dgh                 | 24<br>8%                  | 40<br>12%dghm             | 29<br>9%                  | 21<br>6%                  | 23<br>7%                  | 29<br>9%                  | 35<br>10%g                 | 27<br>9%                   | 35<br>10%g                 | 27<br>8%                   | 30<br>9%                   |
| Average number of mentions                     | 2.83                         | 2.78                         | 2.81                         | 3.00                      | 2.91                      | 3.04b                     | 2.94                      | 3.13abc                   | 3.13abc                   | 3.10abc                    | 3.00                       | 3.05bc                     | 2.96                       | 2.95                       |
| Standard deviation                             | 1.41                         | 1.42                         | 1.36                         | 1.41                      | 1.47                      | 1.37                      | 1.43                      | 1.37                      | 1.46                      | 1.42                       | 1.44                       | 1.37                       | 1.50                       | 1.36                       |
| 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                       |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                  | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| The amount of salt in food                     | 757<br>45%k                  | 834<br>50%ace<br>gijklm<br>n | 780<br>46%km                 | 814<br>49%egik<br>mn         | 724<br>44%                   | 807<br>48%egik<br>mn         | 727<br>44%                   | 794<br>47%ekm                | 730<br>44%                   | 780<br>46%km                  | 696<br>41%                    | 759<br>45%k                   | 689<br>42%                    | 721<br>44%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of fat in food                      | 671<br>40%                   | 754<br>45%ace<br>gijklm<br>n | 692<br>41%                   | 758<br>45%aceg<br>ijklmn     | 694<br>42%k                  | 746<br>44%agij<br>kmm        | 657<br>40%                   | 709<br>42%k                  | 658<br>40%                   | 679<br>40%                    | 635<br>38%                    | 694<br>41%k                   | 648<br>40%                    | 637<br>39%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of saturated fat in food            | 646<br>39%k                  | 702<br>42%caeh<br>ijklmn     | 691<br>41%ijkmn              | 693<br>41%ijkmn              | 641<br>39%k                  | 705<br>42%hijk<br>mn         | 662<br>40%jk                 | 642<br>38%k                  | 634<br>38%k                  | 613<br>36%                    | 577<br>34%                    | 665<br>40%jk                  | 616<br>38%                    | 602<br>37%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of sugar in food                    | 642<br>38%                   | 688<br>41%                   | 651<br>39%                   | 705<br>42%a                  | 650<br>39%                   | 734<br>43%ace                | 719<br>43%ace                | 805<br>48%abcd<br>efg        | 777<br>47%abcd<br>ef         | 860<br>51%abcd<br>efgi        | 854<br>51%abcd<br>efgi        | 934<br>56%abcd<br>efghijk     | 854<br>52%abcd<br>efghi       | 869<br>53%abcd<br>efghi       | -                            | -                            | -                            | -                            | -                            | -                            |
| Foods aimed at children including school meals | 369<br>22%                   | 430<br>26%a                  | 390<br>23%                   | 437<br>26%a                  | 414<br>25%                   | 438<br>26%a                  | 430<br>26%a                  | 437<br>26%a                  | 416<br>25%                   | 439<br>26%a                   | 409<br>24%                    | 451<br>27%ac                  | 434<br>27%ac                  | 446<br>27%ac                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                       | 1136<br>68%                  | 1192<br>72%acg<br>hikm       | 1141<br>68%                  | 1222<br>73%acef<br>ghijkm    | 1138<br>69%                  | 1176<br>69%                  | 1133<br>68%                  | 1128<br>67%                  | 1111<br>67%                  | 1164<br>69%                   | 1121<br>67%                   | 1174<br>70%                   | 1099<br>67%                   | 1140<br>70%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| None of these                                  | 393<br>24%bdn                | 323<br>19%                   | 391<br>23%bdn                | 336<br>20%                   | 349<br>21%                   | 355<br>21%                   | 406<br>25%bdef<br>ln         | 401<br>24%bdln               | 376<br>23%bn                 | 377<br>22%bn                  | 420<br>25%bdef<br>ln          | 356<br>21%                    | 379<br>23%bdn                 | 316<br>19%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                     | 140<br>8%                    | 150<br>9% <i>d</i>           | 149<br>9% <i>d</i>           | 118<br>7%                    | 174<br>10%adgk               | 163<br>10% <i>dg</i>         | 119<br>7%                    | 150<br>9% <i>d</i>           | 175<br>11%adgk               | 152<br>9% <i>d</i>            | 137<br>8%                     | 148<br>9%                     | 158<br>10% <i>dg</i>          | 178<br>11%adgk<br><i>l</i>    | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                     | 2.71                         | 2.86a                        | 2.81                         | 2.79                         | 2.74                         | 2.92ade                      | 2.82                         | 3.00abc<br>degkn             | 2.90ae                       | 2.90ae                        | 2.83                          | 2.98abc<br>degk               | 2.95acd<br>eg                 | 2.87ae                        | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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



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

|                                                | SCOTLAND                     |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Average number of mentions</b>              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard deviation</b>                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard error</b>                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                  | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| The amount of salt in food                     | 47<br>48%lm                  | 36<br>39%                    | 47<br>47%lm                  | 58<br>56%bfg<br>lm           | 37<br>35%                    | 36<br>40%                    | 38<br>38%                    | 36<br>45%lm                  | 54<br>55%bfg<br>lm           | 44<br>50%elm                  | 39<br>44%lm                   | 31<br>35%                     | 28<br>29%                     | 41<br>45%lm                   | 26<br>43%                    | 40<br>67%ov<br>B             | 36<br>69%ovB                 | 30<br>55%                    | 36<br>63%oy                  | 32<br>57%                    |
| The amount of saturated fat in food            | 47<br>48%bfg<br>lmn          | 31<br>33%                    | 38<br>38%lm                  | 56<br>54%bcef<br>ghlmn       | 39<br>37%lm                  | 30<br>33%                    | 27<br>26%                    | 31<br>38%lm                  | 53<br>54%bcef<br>ghlmn       | 44<br>50%blgl<br>mn           | 37<br>42%glm                  | 23<br>26%                     | 22<br>23%                     | 25<br>28%                     | 20<br>33%                    | 33<br>56%o                   | 23<br>43%                    | 28<br>52%o                   | 27<br>47%                    | 31<br>55%oy                  |
| The amount of fat in food                      | 46<br>47%bef<br>lm           | 30<br>33%                    | 37<br>36%                    | 49<br>47%bef<br>m            | 34<br>33%                    | 30<br>33%                    | 39<br>38%j                   | 29<br>36%                    | 44<br>44%lm                  | 41<br>47%bef<br>m             | 34<br>39%j                    | 21<br>24%                     | 27<br>29%                     | 32<br>36%                     | 23<br>39%                    | 32<br>54%                    | 25<br>47%                    | 28<br>53%                    | 28<br>49%                    | 30<br>53%y                   |
| The amount of sugar in food                    | 46<br>47%                    | 33<br>35%                    | 37<br>36%                    | 43<br>42%                    | 39<br>37%                    | 36<br>39%                    | 43<br>42%                    | 45<br>56%bcef                | 55<br>56%bcef                | 51<br>58%bode<br>fgm          | 44<br>50%                     | 43<br>49%                     | 40<br>42%                     | 42<br>46%                     | 24<br>41%                    | 36<br>60%o                   | 26<br>50%                    | 24<br>45%                    | 27<br>48%                    | 30<br>53%                    |
| Foods aimed at children including school meals | 25<br>25%                    | 14<br>15%                    | 31<br>31%bgn                 | 36<br>35%bfg<br>lm           | 23<br>22%                    | 18<br>20%                    | 18<br>17%                    | 19<br>23%                    | 32<br>33%bfgl<br>m           | 26<br>30%bg                   | 27<br>31%bg                   | 17<br>19%                     | 18<br>18%                     | 22<br>24%                     | 16<br>27%                    | 25<br>42%                    | 16<br>31%                    | 14<br>28%                    | 23<br>39%                    | 20<br>35%                    |
| Net: Any                                       | 69<br>70%em                  | 54<br>58%                    | 66<br>66%                    | 74<br>71%em                  | 57<br>54%                    | 57<br>63%                    | 63<br>62%                    | 56<br>70%em                  | 75<br>77%bfg<br>lmn          | 64<br>74%bem                  | 60<br>69%em                   | 54<br>61%                     | 51<br>54%                     | 56<br>62%                     | 33<br>55%                    | 54<br>91%ors<br>tuvwy<br>zAB | 42<br>79%oy                  | 39<br>72%                    | 44<br>77%oy                  | 44<br>77%oy                  |
| None of these                                  | 23<br>23%                    | 37<br>40%adg<br>jk           | 27<br>27%j                   | 25<br>24%j                   | 40<br>38%adgi<br>jk          | 27<br>30%j                   | 23<br>22%                    | 21<br>27%j                   | 17<br>18%                    | 11<br>13%                     | 18<br>20%                     | 26<br>30%j                    | 29<br>31%j                    | 26<br>29%j                    | 24<br>39%pqrs<br>tx          | 4<br>6%                      | 8<br>15%                     | 7<br>14%                     | 11<br>19%p                   | 8<br>14%                     |
| Don't know                                     | 6<br>6%                      | 2<br>2%                      | 7<br>7%                      | 4<br>4%                      | 9<br>8%                      | 7<br>8%                      | 16<br>15%abdhi               | 3<br>4%                      | 6<br>6%                      | 12<br>14%bdh                  | 10<br>11%b                    | 8<br>9%b                      | 14<br>15%abdhi                | 7<br>8%                       | 4<br>6%A                     | 2<br>3%                      | 3<br>6%                      | 8<br>14%ovuy<br>zAB          | 2<br>4%                      | 5<br>9%xAB                   |
| Average number of mentions                     | 3.06i                        | 2.67                         | 2.85                         | 3.27bfg<br>lm                | 3.03i                        | 2.65                         | 2.61                         | 2.85                         | 3.15glm                      | 3.19fgl<br>m                  | 2.99                          | 2.51                          | 2.61                          | 2.86                          | 3.32                         | 3.07                         | 3.03                         | 3.21                         | 3.20                         | 3.28                         |
| 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                          | 1.53                         | 1.42                         | 1.45                         | 1.35                         | 1.38                         | 1.50                         |
| 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                          | 0.25                         | 0.19                         | 0.23                         | 0.22                         | 0.20                         | 0.15                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                  | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| The amount of salt in food                     | 35<br>54%                    | 33<br>51%                    | 35<br>55%                    | 37<br>61%oy                   | 28<br>47%                     | 31<br>52%                     | 60<br>56%                     | 58<br>51%                     |
| The amount of saturated fat in food            | 31<br>49%o                   | 33<br>51%o                   | 29<br>45%                    | 33<br>55%oy                   | 24<br>41%                     | 31<br>52%o                    | 56<br>52%o                    | 49<br>44%                     |
| The amount of fat in food                      | 30<br>46%                    | 31<br>46%                    | 33<br>52%                    | 35<br>58%oy                   | 24<br>40%                     | 32<br>53%y                    | 53<br>48%                     | 52<br>46%                     |
| The amount of sugar in food                    | 31<br>48%                    | 34<br>53%                    | 36<br>57%o                   | 38<br>63%oruy                 | 29<br>48%                     | 34<br>57%                     | 67<br>62%ouy                  | 66<br>58%o                    |
| Foods aimed at children including school meals | 21<br>33%                    | 22<br>34%                    | 24<br>37%                    | 29<br>49%oqrt<br>uvw          | 21<br>35%                     | 31<br>51%oqrt<br>uvwB         | 50<br>46%oru                  | 42<br>37%                     |
| Net: Any                                       | 45<br>70%o                   | 46<br>73%o                   | 44<br>69%                    | 45<br>75%oy                   | 36<br>60%                     | 42<br>70%                     | 77<br>71%o                    | 77<br>68%                     |
| None of these                                  | 17<br>26%pt                  | 15<br>23%p                   | 16<br>25%p                   | 14<br>23%p                    | 22<br>36%pqrs<br>tvx          | 16<br>27%pt                   | 31<br>28%pt                   | 33<br>29%pt                   |
| Don't know                                     | 2<br>4%                      | 3<br>4%                      | 4<br>6%A                     | 1<br>2%                       | 2<br>3%                       | 2<br>3%                       | 1<br>1%                       | 2<br>2%                       |
| Average number of mentions                     | 3.27                         | 3.26                         | 3.54                         | 3.81pqr                       | 3.49                          | 3.77pqs                       | 3.70pq                        | 3.45                          |
| Standard deviation                             | 1.54                         | 1.57                         | 1.61                         | 1.45                          | 1.58                          | 1.64                          | 1.63                          | 1.55                          |
| Standard error                                 | 0.15                         | 0.17                         | 0.18                         | 0.14                          | 0.18                          | 0.18                          | 0.18                          | 0.17                          |



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

Base: All adults England/Wales/NI

|                                                | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                              |                              |                             |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|------------------------------------------------|----------------------------------------|------------------------------|------------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                | Wave 1<br>(Nov<br>10)<br>(a)           | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d)   | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                | 1919                                   | 1883                         | 1896                         | 1961                        | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                  | 1828                                   | 1818                         | 1835                         | 1834                        | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| The amount of salt in food                     | 830<br>45%k                            | 910<br>50%aeg<br>ijkimn      | 863<br>47%ekm                | 901<br>49%aegikm<br>n       | 797<br>44%                | 876<br>48%egkm            | 800<br>44%                | 862<br>47%egkm            | 819<br>45%                | 860<br>47%km               | 763<br>42%                 | 822<br>45%                 | 777<br>42%                 | 819<br>45%                 |
| The amount of sugar in food                    | 712<br>39%                             | 757<br>42%                   | 714<br>39%                   | 772<br>42%                  | 717<br>39%                | 800<br>43%ace             | 793<br>43%ace             | 883<br>48%abcdefg         | 868<br>48%abcdefg         | 949<br>52%abcdefg<br>i     | 926<br>51%abcdefg          | 1011<br>55%abcdefg<br>hijk | 961<br>52%abcdefg<br>hi    | 977<br>53%abcdefghi        |
| The amount of fat in food                      | 741<br>41%                             | 816<br>45%ace<br>gjkim<br>n  | 753<br>41%                   | 836<br>46%aceghij<br>kimn   | 756<br>41%k               | 807<br>44%agikmn          | 726<br>40%                | 768<br>42%k               | 735<br>40%                | 755<br>41%                 | 692<br>38%                 | 747<br>41%                 | 728<br>40%                 | 721<br>39%                 |
| The amount of saturated fat in food            | 713<br>39%k                            | 766<br>42%sehj<br>kmn        | 752<br>41%kmm                | 777<br>42%aehjkmn           | 707<br>39%k               | 767<br>42%kmm             | 720<br>39%k               | 706<br>39%k               | 716<br>39%k               | 689<br>37%                 | 638<br>35%                 | 719<br>39%k                | 694<br>38%                 | 676<br>37%                 |
| Foods aimed at children including school meals | 410<br>22%                             | 470<br>26%a                  | 437<br>24%                   | 487<br>27%a                 | 460<br>25%                | 476<br>26%a               | 469<br>26%a               | 478<br>26%a               | 472<br>26%a               | 495<br>27%ac               | 457<br>25%                 | 498<br>27%ac               | 501<br>27%ac               | 510<br>28%ac               |
| Net: Any                                       | 1239<br>68%                            | 1301<br>72%ace<br>ghikm      | 1250<br>68%                  | 1335<br>73%acefghi<br>jkimn | 1240<br>68%               | 1276<br>69%               | 1241<br>68%               | 1231<br>67%               | 1230<br>67%               | 1273<br>69%                | 1218<br>67%                | 1270<br>70%                | 1228<br>67%                | 1274<br>69%                |
| None of these                                  | 440<br>24%bdf<br>n                     | 363<br>20%                   | 426<br>23%bdn                | 369<br>20%                  | 400<br>22%                | 390<br>21%                | 446<br>24%bdfn            | 438<br>24%bdfn            | 409<br>22%                | 402<br>22%                 | 459<br>25%bdefjn           | 398<br>22%                 | 439<br>24%bdn              | 375<br>20%                 |
| Don't know                                     | 150<br>8%                              | 154<br>8%                    | 160<br>9%                    | 130<br>7%                   | 184<br>10%adgk            | 175<br>10%dg              | 137<br>8%                 | 156<br>9%                 | 184<br>10%dkg             | 165<br>9%<br>d             | 149<br>8%                  | 158<br>9%                  | 174<br>9%<br>dg            | 188<br>10%<br>adgk         |
| Average number of mentions                     | 2.75                                   | 2.86                         | 2.82                         | 2.83                        | 2.77                      | 2.92ae                    | 2.83                      | 3.00abcdeg<br>k           | 2.93ae                    | 2.94acdeg                  | 2.86                       | 2.99abcdeg<br>k            | 2.98abcdeg<br>k            | 2.91ae                     |
| 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                       |
| 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                       |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)  | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                     | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                       | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                       | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                       | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food prices                                                         | 976<br>53%ijkl<br>mn      | 1133<br>62%aghi<br>ijklmn | 1114<br>61%ahijklm<br>n   | 1150<br>63%afghijk<br>lmn | 1116<br>61%ahijklm<br>n   | 1094<br>59%ahijklm<br>n    | 1073<br>59%ahijklm<br>n   | 933<br>51%ijklmn          | 915<br>50%ijklmn          | 781<br>42%                 | 771<br>42%                 | 729<br>40%                 | 774<br>42%                 | 844<br>46%ijklm            |
| Food waste                                                          | 766<br>42%                | 805<br>44%                | 806<br>44%                | 835<br>46%sa              | 800<br>44%                | 818<br>44%                 | 925<br>51%abcdefh         | 808<br>44%                | 883<br>48%abcdefh         | 895<br>49%abcdefh          | 898<br>49%abcdefh          | 964<br>53%abcdefh<br>ijklm | 908<br>49%abcdefh          | 941<br>51%abcdefh          |
| Animal welfare                                                      | 747<br>41%                | 732<br>40%                | 707<br>39%                | 761<br>41%                | 698<br>38%                | 732<br>40%                 | 710<br>39%                | 750<br>41%                | 757<br>42%e               | 783<br>43%ceg              | 752<br>41%                 | 826<br>45%abcdefg<br>hik   | 803<br>44%bcdefg           | 808<br>44%bcdefg           |
| Food miles (e.g. the distance food travels)                         | 425<br>23%c               | 452<br>25%coek            | 360<br>20%                | 424<br>23%c               | 401<br>22%                | 438<br>24%ck               | 438<br>24%ck              | 411<br>23%c               | 414<br>23%c               | 468<br>25%cehkl            | 384<br>21%                 | 408<br>22%c                | 420<br>23%c                | 418<br>23%c                |
| Packaging/over packaging                                            | -                         | -                         | -                         | -                         | -                         | 11<br>1%abcde              | 13<br>1%abcde             | 15<br>1%abcdem            | 12<br>1%abcde             | 14<br>1%abcde              | 9<br>*abcde                | 9<br>*abcde                | 5<br>*abcde                | 14<br>1%abcde              |
| Labelling/mislabelling ensuring labelling is correct/not misleading | -                         | -                         | -                         | -                         | -                         | 11<br>1%abcdelmn           | 11<br>1%abcdelmn          | 12<br>1%abcdelmn          | 10<br>1%abcdelmn          | 5<br>*abcdem               | 4<br>*abcdem               | 1<br>*                     | -                          | 2<br>*                     |
| Horse meat scandal/meat not being what it is claimed to be          | -                         | -                         | -                         | -                         | -                         | 87<br>5%abcdeghi<br>ijklmn | 31<br>2%abcdeijk<br>lmn   | 18<br>1%abcdeijkl<br>mn   | 14<br>1%abcdeijkl<br>mn   | *                          | *                          | -                          | -                          | -                          |
| Fair Trade                                                          | -                         | -                         | -                         | -                         | -                         | -                          | -                         | -                         | 3<br>*                    | 1<br>*                     | -                          | -                          | -                          | -                          |
| Farmers not paid fair price/not helped                              | -                         | -                         | -                         | -                         | -                         | -                          | -                         | -                         | 2<br>*                    | 3<br>*                     | 2<br>*                     | 1<br>*                     | -                          | 1<br>*                     |
| Any other issue not previously seen/mentioned                       | -                         | -                         | -                         | -                         | -                         | 8<br>*abcde                | 6<br>*abcde               | 7<br>*abcde               | 13<br>1%abcde             | 11<br>1%abcde              | 14<br>1%abcdel             | 5<br>*abcde                | 10<br>1%abcde              | 9<br>*abcde                |
| Net: Any                                                            | 1435<br>79%km             | 1511<br>83%ahijklm<br>n   | 1481<br>81%hijklmn        | 1523<br>83%ahijklm<br>n   | 1482<br>81%ahijklm<br>n   | 1493<br>81%hijklmn         | 1477<br>81%hijklmn        | 1405<br>77%km             | 1401<br>77%km             | 1397<br>76%km              | 1383<br>76%                | 1383<br>76%                | 1344<br>73%                | 1413<br>77%km              |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1919                         | 1883                         | 1896                         | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base              | 1828                         | 1818                         | 1835                         | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| None of these              | 316<br>17%bcd<br>f           | 229<br>13%                   | 272<br>15%                   | 251<br>14%                | 273<br>15%b               | 270<br>15%                | 286<br>16%b               | 341<br>19%bcdefg          | 319<br>18%bcdef           | 331<br>18%bcdef            | 355<br>19%bcdefg           | 314<br>17%bdf              | 371<br>20%abcdelfg<br>lin  | 314<br>17%bdf              |
| Don't know                 | 76<br>4%                     | 78<br>4%                     | 82<br>4%                     | 60<br>3%                  | 69<br>4%                  | 77<br>4%                  | 60<br>3%                  | 78<br>4%                  | 104<br>6%abdefg           | 113<br>6%abcdelfgh         | 88<br>5%dg                 | 128<br>7%abcdelfgh<br>k    | 125<br>7%abcdelfgh<br>k    | 110<br>6%abcdelfgh         |
| Average number of mentions | 2.03                         | 2.07                         | 2.02                         | 2.08                      | 2.03                      | 2.14acek                  | 2.17abcdek                | 2.10c                     | 2.16abcdek                | 2.12ace                    | 2.05                       | 2.13ace                    | 2.17abcdek                 | 2.15abcdek                 |
| 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                       |
| 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                       |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                     | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                                       | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Food prices                                                         | 459<br>52%hij<br>klmn        | 517<br>59%ahi<br>jklmn       | 487<br>54%hijk<br>lmn        | 506<br>57%ahij<br>klmn       | 521<br>59%ahij<br>klmn       | 501<br>56%hijk<br>lmn        | 484<br>55%hijk<br>lmn        | 417<br>47%ijklm              | 409<br>46%ijklm              | 351<br>40%                    | 343<br>39%                    | 332<br>37%                    | 364<br>41%                    | 384<br>43%kl                  | 517<br>55%nxy<br>zA          | 616<br>66%nov<br>wyzA        | 627<br>67%noww<br>xyzA       | 644<br>68%notu<br>vwxyzA     | 595<br>64%noww<br>xyzA       | 593<br>63%nowwxyz<br>A       |
| Food waste                                                          | 325<br>37%                   | 333<br>38%                   | 345<br>39%                   | 375<br>42%a                  | 377<br>42%a                  | 360<br>40%                   | 420<br>48%abcd<br>efh        | 367<br>41%                   | 402<br>45%abcd               | 387<br>44%abc                 | 402<br>45%abcd                | 439<br>49%abcd<br>efhj        | 413<br>46%abcd<br>h           | 434<br>49%abcd<br>defhj       | 441<br>47%                   | 472<br>50%rs                 | 461<br>49%                   | 460<br>48%                   | 423<br>45%                   | 458<br>48%                   |
| Animal welfare                                                      | 318<br>36%                   | 300<br>34%                   | 282<br>32%                   | 321<br>36%c                  | 306<br>34%                   | 294<br>33%                   | 296<br>33%                   | 331<br>37%c                  | 326<br>37%c                  | 328<br>37%c                   | 330<br>37%c                   | 365<br>41%abcd<br>efg         | 364<br>41%bcdef<br>g          | 356<br>40%bcde<br>fg          | 429<br>45%n                  | 432<br>46%n                  | 425<br>45%n                  | 440<br>46%n                  | 392<br>42%                   | 437<br>46%n                  |
| Food miles (e.g. the distance food travels)                         | 175<br>20%                   | 196<br>22%ck                 | 148<br>17%                   | 178<br>20%c                  | 174<br>20%                   | 181<br>20%c                  | 176<br>20%                   | 170<br>19%                   | 166<br>19%                   | 187<br>21%ck                  | 148<br>17%                    | 184<br>21%ck                  | 188<br>21%ck                  | 173<br>19%                    | 250<br>26%n                  | 256<br>27%nq                 | 213<br>23%                   | 246<br>26%n                  | 227<br>24%n                  | 257<br>27%nq                 |
| Packaging/over packaging                                            | -                            | -                            | -                            | -                            | -                            | 3                            | 4                            | 8<br>1%abcde                 | 4                            | 7<br>1%abcde                  | 3                             | 4                             | 2                             | 5<br>1%abcd<br>eopqrs         | -                            | -                            | -                            | -                            | -                            | 8<br>1%opqrs                 |
| Labelling/mislabelling/ensuring labelling is correct/not misleading | -                            | -                            | -                            | -                            | -                            | 5                            | 6                            | 3                            | 6                            | 3                             | 1                             | -                             | -                             | 5                             | -                            | -                            | -                            | -                            | -                            | 6<br>1%nopqrsA               |
| Horse meat scandal/meat not being what it is claimed to be          | -                            | -                            | -                            | -                            | -                            | 37                           | 13                           | 8                            | 6                            | *                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 50<br>5%nopqrsu<br>vwxyzA    |
| Fair Trade                                                          | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Farmers not paid fair price/not helped                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                             | 1                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Any other issue not previously seen/mentioned                       | -                            | -                            | -                            | -                            | -                            | 6                            | 2                            | 5                            | 6                            | 4                             | 5                             | 2                             | 6                             | 5                             | -                            | -                            | -                            | -                            | -                            | 2                            |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                           | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                                             | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Food prices                                                               | 590<br>63%noww<br>xyzA       | 517<br>55%nyz<br>A           | 506<br>54%nyz<br>A           | 430<br>45%                    | 428<br>46%                    | 397<br>42%                    | 410<br>43%                    | 460<br>49%                    |
| Food waste                                                                | 505<br>54%noqr<br>stv        | 440<br>47%                   | 481<br>52%osv                | 508<br>53%nors<br>tv          | 496<br>53%orst<br>v           | 526<br>56%nopq<br>rstv        | 495<br>52%osv                 | 506<br>54%                    |
| Animal welfare                                                            | 414<br>44%                   | 419<br>45%n                  | 431<br>46%n                  | 455<br>48%ns                  | 422<br>45%n                   | 462<br>49%nsu                 | 439<br>46%n                   | 452<br>48%                    |
| Food miles (e.g. the<br>distance food travels)                            | 262<br>28%nq                 | 241<br>26%n                  | 247<br>27%n                  | 281<br>30%nqsy<br>zA          | 236<br>25%n                   | 225<br>24%n                   | 232<br>24%n                   | 244<br>26%                    |
| Packaging/over packaging                                                  | 10<br>1%opqrs                | 6<br>1%opqrs                 | 8<br>1%opqrs                 | 7<br>1%opqrs                  | 6<br>1%opqrs                  | 5<br>1%opqrs                  | 3<br>*                        | 9<br>1%                       |
| Labelling/mislabelling<br>ensuring labelling is<br>correct/not misleading | 5<br>1%nopqr<br>sA           | 9<br>1%nopqr<br>sxzA         | 4<br>*opqrs<br>A             | 2<br>*                        | 3<br>*                        | 1<br>*                        | -<br>*                        | 2<br>*                        |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be          | 18<br>2%nopqr<br>sxyzA       | 10<br>1%nopqr<br>sxyzA       | 7<br>1%nopqr<br>sxyzA        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        |
| Fair Trade                                                                | -<br>-                       | -<br>-                       | 3<br>*                       | 1<br>*                        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        |
| Farmers not paid fair<br>price/not helped                                 | -<br>-                       | -<br>-                       | 1<br>*                       | 3<br>*                        | 1<br>*                        | -<br>-                        | -<br>-                        | 1<br>*                        |
| Any other issue not<br>previously<br>seen/mentioned                       | 4<br>*opqrs                  | 3<br>*                       | 7<br>1%opqrs                 | 7<br>1%opqrs                  | 9<br>1%opqrs<br>t             | 3<br>*                        | 4<br>*opqrs                   | 3<br>*                        |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base              | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Net: Any                   | 667<br>76%km                 | 701<br>80%hij<br>kilmn       | 681<br>76%jkm                | 697<br>79%hijk<br>ilm        | 698<br>78%hijk<br>lm         | 688<br>77%jkim               | 685<br>78%ijkl<br>m          | 658<br>74%                   | 653<br>73%                   | 636<br>72%                    | 625<br>70%                    | 640<br>72%                    | 634<br>71%                    | 671<br>75%kl                  | 768<br>81%nA                 | 810<br>86%nov<br>wxyzA       | 800<br>85%now<br>xyzA        | 826<br>87%now<br>xyzA        | 784<br>84%nwxyz<br>zA        | 805<br>85%nowxyz<br>A        |
| None of these              | 178<br>20%b                  | 129<br>15%                   | 163<br>18%b                  | 150<br>17%                   | 159<br>18%                   | 158<br>18%                   | 167<br>19%b                  | 196<br>22%bdef               | 184<br>21%b                  | 190<br>21%bd                  | 207<br>23%bcde<br>fgn         | 188<br>21%bd                  | 194<br>22%bdf                 | 164<br>18%bop<br>qrstuw<br>xz | 139<br>15%pqr                | 100<br>11%                   | 109<br>12%                   | 101<br>11%                   | 114<br>12%                   | 112<br>12%                   |
| Don't know                 | 39<br>4%                     | 51<br>6%eg                   | 49<br>5%                     | 36<br>4%                     | 32<br>4%                     | 47<br>5%                     | 31<br>4%                     | 34<br>4%                     | 55<br>6%egh                  | 62<br>7%adegh                 | 58<br>6%degh                  | 59<br>7%adegh                 | 65<br>7%adegh                 | 59<br>7%degh<br>opqrst<br>uy  | 38<br>4%                     | 26<br>3%                     | 33<br>3%                     | 24<br>3%                     | 37<br>4%                     | 30<br>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                         | 1.97c                         | 2.07abc                       | 2.11abc<br>dek                | 2.02c                         | 2.13n                        | 2.19ns                       | 2.16n                        | 2.17n                        | 2.09                         | 2.25nosy                     |
| 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                         | 1.07                         | 1.04                         | 1.08                         | 1.09                         | 1.16                         |
| 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                         |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base              | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Net: Any                   | 792<br>84%<br>nwx<br>zA      | 748<br>80%<br>nA             | 748<br>80%<br>nA             | 761<br>80%<br>nA              | 758<br>81%<br>nA              | 744<br>79%<br>nA              | 710<br>75%                    | 742<br>79%                    |
| None of these              | 119<br>13%                   | 144<br>15%<br>pqrs           | 135<br>15%<br>pr             | 141<br>15%<br>pqr             | 148<br>16%<br>pqrs            | 126<br>13%                    | 177<br>19%<br>kopqr<br>stuvwz | 150<br>16%                    |
| Don't know                 | 29<br>3%                     | 45<br>5%<br>pr               | 50<br>5%<br>prtuy            | 50<br>5%<br>prtuy             | 31<br>3%                      | 69<br>7%<br>kopqrs<br>tuy     | 60<br>6%<br>kopqrs<br>tuy     | 51<br>5%                      |
| Average number of mentions | 2.28<br>noq                  | 2.20<br>ns                   | 2.27<br>noq                  | 2.23<br>nsy                   | 2.11                          | 2.18<br>n                     | 2.23<br>nsy                   | 2.26                          |
| Standard deviation         | 1.11                         | 1.12                         | 1.12                         | 1.09                          | 1.09                          | 1.05                          | 1.09                          | 1.07                          |
| Standard error             | 0.04                         | 0.04                         | 0.04                         | 0.04                          | 0.04                          | 0.04                          | 0.04                          | 0.04                          |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)      | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d)       | Wave 5<br>(Nov<br>12)<br>(e)     | Wave 6<br>(May<br>13)<br>(f)       | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k)   | Wave 12<br>(May<br>16)<br>(l)         | Wave 13<br>(Nov<br>16)<br>(m)      | Wave 14<br>(May<br>17)<br>(n)             | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)        | Wave 3<br>(Nov<br>11)<br>(q)        | Wave 4<br>(May<br>12)<br>(r)          | Wave 5<br>(Nov<br>12)<br>(s)    | Wave 6<br>(May<br>13)<br>(t)          |
| Unweighted Base                                                     | 292                          | 249                               | 308                          | 281                                | 295                              | 305                                | 263                          | 298                          | 310                          | 292                           | 333                             | 308                                   | 296                                | 252                                       | 296                          | 317                                 | 303                                 | 327                                   | 299                             | 349                                   |
| Weighted Base                                                       | 291                          | 274                               | 299                          | 288                                | 298                              | 293                                | 286                          | 297                          | 296                          | 297                           | 297                             | 266                                   | 290                                | 304                                       | 315                          | 304                                 | 304                                 | 339                                   | 322                             | 350                                   |
| Food prices                                                         | 121<br>42%                   | 140<br>51% <sup>ahj</sup><br>klmn | 136<br>45% <sup>kl</sup>     | 149<br>52% <sup>ahij</sup><br>klmn | 148<br>50% <sup>hijkl</sup><br>m | 154<br>53% <sup>ahij</sup><br>klmn | 126<br>44% <sup>kl</sup>     | 114<br>39%                   | 127<br>43% <sup>kl</sup>     | 115<br>39%                    | 102<br>34%                      | 92<br>35%                             | 109<br>38%                         | 126<br>41%                                | 162<br>52% <sup>zA</sup>     | 195<br>64% <sup>loww</sup><br>xyzAB | 192<br>63% <sup>lowwx</sup><br>yzAB | 227<br>67% <sup>lostv</sup><br>wxyzAB | 190<br>59% <sup>wyzA</sup><br>B | 206<br>59% <sup>wyzAB</sup>           |
| Animal welfare                                                      | 94<br>32% <sup>e</sup>       | 84<br>31% <sup>e</sup>            | 80<br>27%                    | 74<br>26%                          | 68<br>23%                        | 90<br>31% <sup>e</sup>             | 81<br>28%                    | 99<br>33% <sup>e</sup>       | 94<br>32% <sup>e</sup>       | 87<br>29%                     | 115<br>39% <sup>cdef</sup><br>g | 104<br>39% <sup>bcde</sup><br>fg      | 117<br>40% <sup>bcde</sup><br>fgij | 133<br>44% <sup>abcd</sup><br>defghi<br>j | 124<br>39% <sup>t</sup>      | 112<br>37% <sup>t</sup>             | 97<br>32%                           | 131<br>39% <sup>t</sup>               | 102<br>32%                      | 88<br>25%                             |
| Food waste                                                          | 68<br>24%                    | 96<br>35% <sup>a</sup>            | 89<br>30%                    | 100<br>35% <sup>a</sup>            | 88<br>29%                        | 96<br>33% <sup>a</sup>             | 109<br>38% <sup>ace</sup>    | 92<br>31%                    | 104<br>35% <sup>a</sup>      | 93<br>31%                     | 111<br>37% <sup>ae</sup>        | 125<br>47% <sup>abcd</sup><br>efghijk | 121<br>42% <sup>acef</sup><br>hj   | 131<br>43% <sup>ace</sup><br>fhi          | 120<br>38%                   | 124<br>41%                          | 121<br>40%                          | 154<br>45%                            | 134<br>42%                      | 140<br>40%                            |
| Food miles (e.g. the distance food travels)                         | 37<br>13%                    | 31<br>11%                         | 26<br>9%                     | 22<br>8%                           | 27<br>9%                         | 35<br>12%                          | 37<br>13%                    | 27<br>9%                     | 35<br>12%                    | 27<br>9%                      | 44<br>15% <sup>cdeh</sup><br>j  | 42<br>16% <sup>cdeh</sup><br>j        | 32<br>11%                          | 38<br>13%                                 | 58<br>18% <sup>sy</sup>      | 55<br>18% <sup>sy</sup>             | 48<br>16%                           | 69<br>20% <sup>esty</sup>             | 38<br>12%                       | 47<br>13%                             |
| Packaging/over packaging                                            | -                            | -                                 | -                            | -                                  | -                                | 1                                  | -                            | -                            | -                            | 1                             | -                               | -                                     | -                                  | -                                         | -                            | -                                   | -                                   | -                                     | -                               | 1                                     |
| Labelling/mislabelling/ensuring labelling is correct/not misleading | -                            | -                                 | -                            | -                                  | -                                | 1                                  | 1                            | 2                            | *                            | 1                             | -                               | -                                     | -                                  | -                                         | -                            | -                                   | -                                   | -                                     | -                               | -                                     |
| Horse meat scandal/meat not being what it is claimed to be          | -                            | -                                 | -                            | -                                  | -                                | 4<br>2% <sup>acejk</sup><br>lm     | 3<br>1%                      | 2<br>1%                      | 1<br>*                       | -                             | -                               | -                                     | -                                  | -                                         | -                            | -                                   | -                                   | -                                     | -                               | 13<br>4% <sup>opqrsuv</sup><br>wxyzAB |
| Fair Trade                                                          | -                            | -                                 | -                            | -                                  | -                                | -                                  | -                            | -                            | -                            | -                             | -                               | -                                     | -                                  | -                                         | -                            | -                                   | -                                   | -                                     | -                               | -                                     |
| Farmers not paid fair price/not helped                              | -                            | -                                 | -                            | -                                  | -                                | -                                  | -                            | -                            | -                            | -                             | -                               | -                                     | -                                  | -                                         | -                            | -                                   | -                                   | -                                     | -                               | -                                     |
| Any other issue not previously seen/mentioned                       | -                            | -                                 | -                            | -                                  | -                                | 1                                  | -                            | 1                            | 4                            | 1                             | 1                               | -                                     | -                                  | -                                         | -                            | -                                   | -                                   | -                                     | -                               | 1                                     |

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





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                      | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food prices                                                        | 190<br>60%xyz<br>AB          | 179<br>55%xyzA<br>B          | 184<br>55%xyzA<br>B          | 151<br>45%                    | 159<br>46%                    | 145<br>43%                    | 154<br>43%                    | 162<br>46%                    |
| Animal welfare                                                     | 101<br>32%                   | 106<br>33%t                  | 110<br>33%t                  | 111<br>33%t                   | 121<br>35%t                   | 133<br>39%t                   | 129<br>36%t                   | 141<br>40%qstuv               |
| Food waste                                                         | 147<br>47%o                  | 130<br>40%                   | 148<br>44%                   | 153<br>45%                    | 148<br>42%                    | 168<br>50%oppq<br>v           | 156<br>44%                    | 160<br>46%                    |
| Food miles (e.g. the distance food travels)                        | 51<br>16%                    | 53<br>16%                    | 56<br>17%                    | 61<br>18%s                    | 43<br>12%                     | 57<br>17%                     | 60<br>17%                     | 67<br>19%ssy                  |
| Packaging/over packaging                                           | -                            | 1                            | -                            | 2                             | -                             | -                             | 2                             | 3                             |
| Labeling/mislabelling/ensuring labelling is correct/not misleading | 1                            | -                            | 1                            | 1                             | 1                             | -                             | -                             | -                             |
| Horse meat scandal/meat not being what it is claimed to be         | 3<br>1%                      | 1                            | 3<br>1%                      | -                             | -                             | -                             | -                             | -                             |
| Fair Trade                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Farmers not paid fair price/not helped                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             |
| Any other issue not previously seen/mentioned                      | 1                            | 1                            | 1                            | 1                             | 3<br>1%                       | -                             | 1                             | 1                             |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 283                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base              | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Net: Any                   | 195<br>67%                   | 204<br>74%hj                 | 205<br>69%                   | 207<br>72%                   | 216<br>73%h                  | 206<br>70%                   | 195<br>68%                   | 191<br>64%                   | 204<br>69%                   | 194<br>65%                    | 202<br>68%                    | 180<br>68%                    | 197<br>68%                    | 212<br>70%                    | 239<br>76%                   | 256<br>84%oqt<br>vwxyzA<br>B | 237<br>78%A                  | 286<br>84%oqst<br>vwxyzAB    | 251<br>78%A                  | 266<br>76%                   |
| None of these              | 76<br>26%                    | 55<br>20%                    | 74<br>25%                    | 64<br>22%                    | 66<br>22%                    | 75<br>26%                    | 80<br>26%                    | 91<br>31%bden                | 81<br>27%                    | 74<br>25%                     | 76<br>26%                     | 63<br>24%                     | 75<br>26%                     | 65<br>21%                     | 63<br>20%pr                  | 37<br>12%                    | 48<br>16%                    | 39<br>12%                    | 59<br>18%pr                  | 63<br>18%pr                  |
| Don't know                 | 20<br>7%                     | 15<br>5%                     | 19<br>6%                     | 17<br>6%                     | 15<br>5%                     | 12<br>4%                     | 12<br>4%                     | 14<br>5%                     | 11<br>4%                     | 30<br>10%efghi                | 19<br>6%                      | 23<br>9%fji                   | 18<br>6%                      | 27<br>9%lgi                   | 12<br>4%                     | 11<br>4%                     | 20<br>6%                     | 13<br>4%                     | 12<br>4%                     | 21<br>6%                     |
| 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                       | 1.93abc                       | 2.02ab                        | 1.94                         | 1.90                         | 1.93                         | 2.03sy                       | 1.85                         | 1.86                         |
| 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                          | 0.96                         | 1.01                         | 1.03                         | 1.02                         | 0.94                         | 1.01                         |
| 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                          | 0.06                         | 0.06                         | 0.07                         | 0.06                         | 0.06                         | 0.06                         |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base              | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Net: Any                   | 254<br>81%xA                 | 249<br>77%                   | 247<br>74%                   | 241<br>71%                    | 259<br>74%                    | 249<br>74%                    | 249<br>70%                    | 262<br>75%                    |
| None of these              | 48<br>15%                    | 57<br>17%r                   | 64<br>19%pr                  | 71<br>21%pr                   | 74<br>21%pr                   | 63<br>19%pr                   | 76<br>22%pr                   | 66<br>19%pr                   |
| Don't know                 | 13<br>4%                     | 19<br>6%                     | 24<br>7%                     | 25<br>7%                      | 16<br>5%                      | 26<br>8%p                     | 28<br>8%oprsu                 | 21<br>6%                      |
| Average number of mentions | 1.94                         | 1.88                         | 2.03y                        | 1.99                          | 1.84                          | 2.02                          | 2.01                          | 2.04sy                        |
| Standard deviation         | 1.01                         | 1.03                         | 1.04                         | 0.94                          | 0.98                          | 1.04                          | 1.06                          | 1.02                          |
| Standard error             | 0.07                         | 0.07                         | 0.07                         | 0.06                          | 0.06                          | 0.07                          | 0.07                          | 0.07                          |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                                     | 427                       | 467                       | 430                       | 409                       | 404                       | 441                       | 440                       | 410                       | 399                       | 408                        | 373                        | 408                        | 398                        | 365                        | 453                       | 445                       | 441                       | 497                       | 454                       | 448                       |
| Weighted Base                                                       | 443                       | 463                       | 448                       | 427                       | 431                       | 442                       | 448                       | 418                       | 413                       | 421                        | 382                        | 434                        | 411                        | 387                        | 450                       | 450                       | 455                       | 469                       | 452                       | 422                       |
| Food prices                                                         | 274<br>62%hjk<br>lmn      | 306<br>66%hij<br>klmn     | 301<br>67%hijk<br>lmn     | 277<br>65%hjdk<br>mn      | 302<br>70%afgh<br>ijklmn  | 274<br>62%hjdk<br>mn      | 285<br>64%hjdk<br>mn      | 225<br>54%l               | 240<br>58%ijklm           | 196<br>47%                 | 193<br>51%                 | 194<br>45%                 | 203<br>49%                 | 200<br>52%                 | 237<br>53%xyz<br>A        | 289<br>64%ow<br>xyzAB     | 305<br>67%lowwx<br>yzAB   | 308<br>66%lowwx<br>yzAB   | 288<br>64%lowwx<br>yzAB   | 265<br>63%owxyzAB         |
| Food waste                                                          | 193<br>44%                | 219<br>47%                | 214<br>48%                | 192<br>45%                | 206<br>48%                | 191<br>43%                | 219<br>49%                | 184<br>44%                | 207<br>50%                | 212<br>50%l                | 191<br>50%                 | 242<br>56%abcd<br>efh      | 227<br>55%abcd<br>efh      | 195<br>50%l                | 247<br>55%                | 223<br>50%                | 234<br>51%                | 246<br>53%                | 224<br>50%                | 231<br>55%                |
| Animal welfare                                                      | 181<br>41%                | 208<br>45%                | 190<br>42%                | 180<br>42%                | 199<br>46%                | 176<br>40%                | 179<br>40%                | 183<br>44%                | 184<br>45%                | 195<br>46%                 | 162<br>42%                 | 210<br>48%afgn             | 203<br>49%acdf<br>gn       | 154<br>40%                 | 219<br>49%                | 203<br>45%                | 215<br>47%                | 243<br>52%p               | 207<br>46%                | 234<br>55%opqsuy          |
| Food miles (e.g. the distance food travels)                         | 108<br>24%c               | 137<br>30%ck              | 84<br>19%                 | 105<br>25%c               | 117<br>27%ck              | 107<br>24%                | 106<br>24%                | 111<br>26%ck              | 92<br>22%                 | 117<br>28%ck               | 75<br>20%                  | 105<br>24%                 | 119<br>29%ck               | 93<br>24%                  | 139<br>31%                | 135<br>30%                | 128<br>28%                | 138<br>29%                | 139<br>31%                | 150<br>36%qyzAB           |
| Packaging/over packaging                                            | -                         | -                         | -                         | -                         | -                         | 3<br>1%                   | 2<br>*                    | 8<br>2%abcde<br>m         | 4<br>1%                   | 4<br>1%bc                  | 2<br>1%                    | 2<br>1%                    | -                          | 4<br>1%b                   | -                         | -                         | -                         | -                         | -                         | 6<br>1%oprs               |
| Labelling/mislabelling/ensuring labelling is correct/not misleading | -                         | -                         | -                         | -                         | -                         | 4<br>1%                   | 3<br>1%                   | 3<br>1%                   | 1<br>*                    | 2<br>1%                    | -                          | -                          | -                          | -                          | -                         | -                         | -                         | -                         | -                         | 4<br>1%opqrszA            |
| Horse meat scandal/meat not being what it is claimed to be          | -                         | -                         | -                         | -                         | -                         | 20<br>4%abcde<br>hijklmn  | 10<br>2%abcde<br>ijklmn   | 3<br>1%                   | 6<br>1%abcde<br>ijklmn    | -                          | -                          | -                          | -                          | -                          | -                         | -                         | -                         | -                         | -                         | 37<br>9%opqrsuv<br>wxyzAB |
| Fair Trade                                                          | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | -                         | -                          | -                          | -                          | -                          | -                          | -                         | -                         | -                         | -                         | -                         | -                         |
| Farmers not paid fair price/not helped                              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          | -                         | -                         | -                         | -                         | -                         | -                         |
| Any other issue not previously seen/mentioned                       | -                         | -                         | -                         | -                         | -                         | 3<br>1%                   | -                         | 3<br>1%                   | 3<br>1%                   | 3<br>1%                    | -                          | -                          | 2<br>*                     | -                          | -                         | -                         | -                         | -                         | -                         | 2<br>1%                   |



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 7<br>(Nov<br>13)<br>(u)           | Wave 8<br>(May<br>14)<br>(v)         | Wave 9<br>(Nov<br>14)<br>(w)      | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 499                                    | 464                                  | 441                               | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                      | 443                                    | 459                                  | 452                               | 449                           | 469                           | 452                           | 454                           | 466                           |
| Food prices                                                        | 285<br>64% <i>ovwx</i><br><i>yzAB</i>  | 262<br>57% <i>wxyz</i><br><i>AB</i>  | 217<br>48% <i>zA</i>              | 197<br>44%                    | 203<br>43%                    | 183<br>41%                    | 180<br>40%                    | 218<br>47% <i>A</i>           |
| Food waste                                                         | 276<br>62% <i>opqr</i><br><i>stvwA</i> | 246<br>54%                           | 246<br>54%                        | 259<br>58% <i>ps</i>          | 268<br>57% <i>ps</i>          | 259<br>57% <i>ps</i>          | 248<br>55%                    | 278<br>60% <i>pqrs</i>        |
| Animal welfare                                                     | 213<br>48%                             | 227<br>49%                           | 224<br>50%                        | 237<br>53% <i>ps</i>          | 220<br>47%                    | 239<br>53% <i>ps</i>          | 221<br>49%                    | 244<br>52% <i>p</i>           |
| Food miles (e.g. the distance food travels)                        | 151<br>34% <i>yz</i>                   | 142<br>31%                           | 130<br>29%                        | 154<br>34% <i>yz</i>          | 130<br>28%                    | 124<br>27%                    | 129<br>28%                    | 135<br>29%                    |
| Packaging/over packaging                                           | 9<br>2% <i>opqrs</i>                   | 4<br>1% <i>opqrs</i>                 | 6<br>1% <i>opqrs</i>              | 7<br>2% <i>opqrs</i>          | 5<br>1% <i>opqrs</i>          | 6<br>1% <i>opqrs</i>          | 3<br>1%                       | 5<br>1% <i>opqrs</i>          |
| Labeling/mislabelling/ensuring labelling is correct/not misleading | 4<br>1% <i>opqrs</i><br><i>zA</i>      | 5<br>1% <i>opqrs</i><br><i>zA</i>    | 5<br>1% <i>opqrs</i><br><i>zA</i> | 1<br>*                        | 1<br>*                        | -                             | -                             | 1<br>*                        |
| Horse meat scandal/meat not being what it is claimed to be         | 12<br>3% <i>opqrs</i><br><i>wxyzAB</i> | 7<br>2% <i>opqrs</i><br><i>xyzAB</i> | 4<br>1% <i>rB</i>                 | -                             | -                             | -                             | -                             | -                             |
| Fair Trade                                                         | -                                      | -                                    | 1<br>*                            | -                             | -                             | -                             | -                             | -                             |
| Farmers not paid fair price/not helped                             | -                                      | -                                    | 1<br>*                            | 3<br>1%                       | 1<br>*                        | -                             | -                             | -                             |
| Any other issue not previously seen/mentioned                      | 1<br>*                                 | 2<br>*                               | 3<br>1%                           | 2<br>1%                       | 7<br>1% <i>opqrs</i>          | 4<br>1%                       | 4<br>1%                       | 7<br>2% <i>opqrsu</i>         |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base              | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Net: Any                   | 366<br>83%                   | 398<br>86%hjk<br>lmn         | 386<br>86%hki<br>mn          | 362<br>85%mn                 | 379<br>88%ahij<br>klmn       | 374<br>85%lmn                | 379<br>84%mn                 | 338<br>81%                   | 336<br>81%                   | 335<br>79%                    | 305<br>80%                    | 349<br>80%                    | 319<br>78%                    | 303<br>78%                    | 386<br>86%yzA                | 388<br>86%wyz<br>A           | 390<br>86%yzA                | 417<br>89%wyz<br>AB          | 385<br>85%yA                 | 376<br>89%wyzAB              |
| None of these              | 68<br>15%e                   | 50<br>11%                    | 51<br>11%                    | 51<br>12%                    | 43<br>10%                    | 54<br>12%                    | 62<br>14%                    | 63<br>15%e                   | 59<br>14%                    | 67<br>16%be                   | 56<br>15%                     | 63<br>15%e                    | 71<br>17%bcde<br>f            | 62<br>16%be                   | 44<br>10%                    | 44<br>10%                    | 50<br>11%                    | 44<br>9%                     | 52<br>11%                    | 34<br>8%                     |
| Don't know                 | 8<br>2%                      | 14<br>3%                     | 11<br>2%                     | 13<br>3%                     | 9<br>2%                      | 14<br>3%                     | 7<br>2%                      | 17<br>4%g                    | 18<br>4%ag                   | 20<br>5%ag                    | 21<br>5%acag                  | 23<br>5%acag                  | 22<br>5%acag                  | 21<br>6%acag                  | 20<br>5%r                    | 18<br>4%r                    | 15<br>3%                     | 7<br>2%                      | 15<br>3%                     | 12<br>3%                     |
| 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                          | 2.36abc<br>defghjk<br>ln      | 2.13                          | 2.18                         | 2.19                         | 2.26                         | 2.24                         | 2.23                         | 2.47opqrsyzA                 |
| 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                          | 1.07                         | 1.07                         | 1.08                         | 1.09                         | 1.08                         | 1.22                         |
| Standard error             | 0.06                         | 0.06                         | 0.05                         | 0.06                         | 0.06                         | 0.06                         | 0.05                         | 0.06                         | 0.06                         | 0.06                          | 0.06                          | 0.06                          | 0.06                          | 0.06                          | 0.05                         | 0.05                         | 0.06                         | 0.05                         | 0.05                         | 0.06                         |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base              | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Net: Any                   | 387<br>87%wxyz<br>A          | 389<br>85%yA                 | 366<br>81%                   | 369<br>82%                    | 373<br>80%                    | 365<br>81%                    | 349<br>77%                    | 386<br>83%A                   |
| None of these              | 44<br>10%                    | 57<br>12%t                   | 60<br>13%t                   | 62<br>14%rt                   | 76<br>16%opqr<br>stu          | 59<br>13%t                    | 76<br>17%lopqr<br>stu         | 58<br>12%t                    |
| Don't know                 | 13<br>3%                     | 13<br>3%                     | 25<br>6%rv                   | 18<br>4%r                     | 20<br>4%r                     | 28<br>6%qrstu<br>v            | 29<br>6%qrstu<br>v            | 22<br>5%r                     |
| Average number of mentions | 2.46opq<br>rswyzA            | 2.30                         | 2.30                         | 2.34o                         | 2.24                          | 2.23                          | 2.24                          | 2.30                          |
| Standard deviation         | 1.16                         | 1.12                         | 1.10                         | 1.10                          | 1.09                          | 1.05                          | 1.13                          | 1.13                          |
| Standard error             | 0.06                         | 0.06                         | 0.06                         | 0.05                          | 0.06                          | 0.05                          | 0.06                          | 0.06                          |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                    | 451                       | 405                       | 414                       | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                                      | 330                       | 327                       | 329                       | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Food prices                                                        | 182<br>55%hij<br>klnn     | 203<br>62%ach<br>ijklmn   | 180<br>55%hijklmn         | 190<br>61%hijklmn         | 189<br>59%hijklmn         | 195<br>58%hijklmn         | 188<br>57%hijklmn         | 154<br>47%ijklm           | 148<br>45%ijkl            | 121<br>36%                 | 114<br>35%                 | 114<br>34%                 | 129<br>39%                 | 138<br>42%kl               |
| Food waste                                                         | 138<br>42%                | 144<br>44%                | 149<br>45%                | 143<br>46%                | 147<br>46%                | 160<br>48%                | 175<br>53%abcde           | 155<br>48%                | 177<br>54%abcdem          | 178<br>53%abcde            | 180<br>55%abcdefh<br>m     | 171<br>51%ab               | 156<br>47%                 | 176<br>53%abcdem           |
| Animal welfare                                                     | 129<br>39%                | 126<br>38%                | 126<br>38%                | 133<br>43%                | 121<br>38%                | 143<br>43%                | 136<br>41%                | 135<br>42%                | 145<br>44%e               | 154<br>46%abce             | 134<br>41%                 | 141<br>42%                 | 133<br>40%                 | 135<br>41%                 |
| Food miles (e.g. the distance food travels)                        | 83<br>25%                 | 93<br>29%                 | 74<br>23%                 | 90<br>29%c                | 80<br>25%                 | 100<br>30%c               | 93<br>28%                 | 79<br>24%                 | 101<br>31%cehim           | 109<br>32%acehilmn         | 92<br>28%                  | 81<br>24%                  | 81<br>24%                  | 85<br>26%                  |
| Packaging/over packaging                                           | -                         | -                         | -                         | -                         | -                         | 1                         | 1                         | 2                         | 2                         | 1                          | 1                          | 1                          | *                          | 2                          |
| Labeling/mislabelling/ensuring labelling is correct/not misleading | -                         | -                         | -                         | -                         | -                         | 3                         | 1                         | 2                         | 1                         | 1                          | 2                          | 1                          | -                          | 1                          |
| Horse meat scandal/meat not being what it is claimed to be         | -                         | -                         | -                         | -                         | -                         | 13<br>4%abcdeghij<br>klmn | 2<br>1%                   | 5<br>1%abcdeijk<br>lmn    | *                         | *                          | -                          | -                          | -                          | -                          |
| Fair Trade                                                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | *                         | 1                          | -                          | -                          | -                          | -                          |
| Farmers not paid fair price/not helped                             | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1                         | -                          | 1                          | 1                          | -                          | -                          |
| Any other issue not previously seen/mentioned                      | -                         | -                         | -                         | -                         | -                         | 2                         | 4<br>1%abcden             | 1                         | 2<br>1%                   | 4<br>1%abcden              | 4<br>1%abcden              | 2<br>1%                    | 3<br>1%abcden              | -                          |
| Net: Any                                                           | 249<br>76%sm              | 265<br>81%chkl<br>mn      | 262<br>80%chlm            | 251<br>80%shklm           | 249<br>78%slm             | 271<br>81%shklmn          | 264<br>80%shlm            | 237<br>73%                | 247<br>76%sm              | 258<br>77%sm               | 244<br>74%                 | 240<br>72%                 | 230<br>69%                 | 249<br>75%sm               |
| None of these                                                      | 65<br>20%bf               | 42<br>13%                 | 50<br>15%                 | 52<br>17%                 | 54<br>17%                 | 45<br>13%                 | 52<br>16%                 | 72<br>22%bcdefgi<br>j     | 55<br>17%                 | 57<br>17%                  | 72<br>22%bcfgi             | 67<br>20%bf                | 73<br>22%bcdfgij           | 63<br>19%bf                |





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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base              | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Don't know                 | 15<br>5%                     | 20<br>6% <sup>d</sup>        | 17<br>5%                     | 9<br>3%                   | 17<br>5%                  | 19<br>6%                  | 15<br>5%                  | 15<br>5%                  | 25<br>8% <sup>dk</sup>    | 21<br>6% <sup>d</sup>      | 13<br>4%                   | 28<br>9% <sup>acdghk</sup> | 29<br>9% <sup>acdghk</sup> | 18<br>6% <sup>d</sup>      |
| Average number of mentions | 2.13                         | 2.14                         | 2.01                         | 2.21 <sup>c</sup>         | 2.15                      | 2.28 <sup>c</sup>         | 2.27 <sup>c</sup>         | 2.25 <sup>c</sup>         | 2.35 <sup>abcckl</sup>    | 2.20 <sup>c</sup>          | 2.16                       | 2.13                       | 2.19 <sup>c</sup>          | 2.16                       |
| 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                       |
| 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                       |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                     | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                       | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food prices                                                         | 883<br>53%ijk<br>lmn         | 1026<br>62%ahi<br>jkln       | 1026<br>61%ahij<br>klmn      | 1035<br>62%ahij<br>klmn      | 1018<br>61%ahij<br>klmn      | 998<br>59%ahij<br>klmn       | 974<br>59%ahij<br>klmn       | 852<br>51%ijk<br>lmn         | 815<br>49%ijk<br>lmn         | 694<br>41%                    | 699<br>42%                    | 670<br>40%                    | 689<br>42%                    | 761<br>47%ijk<br>lmn          | -                            | -                            | -                            | -                            | -                            | -                            |
| Food waste                                                          | 688<br>41%                   | 748<br>45%a                  | 751<br>45%a                  | 754<br>45%a                  | 726<br>44%                   | 753<br>44%                   | 848<br>51%abcd<br>efh        | 746<br>44%                   | 799<br>48%aefh               | 820<br>48%abcd<br>efh         | 832<br>50%abcd<br>efh         | 904<br>54%abcd<br>efhijk      | 814<br>50%abcd<br>efh         | 843<br>52%abcd<br>efhij       | -                            | -                            | -                            | -                            | -                            | -                            |
| Animal welfare                                                      | 677<br>41%                   | 671<br>40%                   | 647<br>39%                   | 701<br>42%                   | 639<br>38%                   | 669<br>40%                   | 647<br>39%                   | 690<br>41%                   | 679<br>41%                   | 703<br>42%                    | 687<br>41%                    | 765<br>46%abcd<br>efghijk     | 703<br>43%cefg                | 710<br>43%cefg                | -                            | -                            | -                            | -                            | -                            | -                            |
| Food miles (e.g. the distance food travels)                         | 383<br>23%c                  | 412<br>25%ck                 | 334<br>20%                   | 391<br>23%c                  | 372<br>22%                   | 401<br>24%c                  | 404<br>24%ck                 | 385<br>23%c                  | 374<br>22%                   | 423<br>25%ck                  | 349<br>21%                    | 378<br>23%                    | 361<br>22%                    | 363<br>22%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Packaging/over packaging                                            | -                            | -                            | -                            | -                            | -                            | 9<br>1%abcde                 | 11<br>1%abcde                | 15<br>1%abcde<br>m           | 9<br>1%abcde                 | 14<br>1%abcde                 | 9<br>1%abcde                  | 9<br>1%abcde                  | 5<br>*abcde                   | 12<br>e                       | -                            | -                            | -                            | -                            | -                            | -                            |
| Labelling/mislabelling/ensuring labelling is correct/not misleading | -                            | -                            | -                            | -                            | -                            | 11<br>1%abcde<br>klmn        | 11<br>1%abcde<br>klmn        | 6<br>1%abcde<br>klmn         | 4<br>*abcde<br>m             | 3<br>*                        | 1<br>*                        | 1<br>*                        | -                             | 2<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat scandal/meat not being what it is claimed to be          | -                            | -                            | -                            | -                            | -                            | 78<br>5%abcde<br>ghijkl<br>n | 29<br>2%abcde<br>hijklmn     | 14<br>1%abcde<br>ijklmn      | 14<br>1%abcde<br>ijklmn      | *                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Fair Trade                                                          | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2<br>*                       | 1<br>*                       | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Farmers not paid fair price/not helped                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2<br>*                       | 3<br>*                       | 2<br>*                        | 1<br>*                        | -                             | 1<br>*                        | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Any other issue not previously seen/mentioned                       | -                            | -                            | -                            | -                            | -                            | 8<br>*abcde                  | 5<br>*abcde                  | 7<br>*abcde                  | 12<br>1%abcde                | 9<br>1%abcde                  | 13<br>1%abcde                 | 5<br>*abcde                   | 10<br>1%abcde                 | 5<br>*abcd<br>e               | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                              | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Food prices                                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food waste                                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Animal welfare                                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food miles (e.g. the<br>distance food travels)                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Packaging/over packaging                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Labelling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Fair Trade                                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Farmers not paid fair<br>price/not helped                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Any other issue not<br>previously<br>seen/mentioned                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base              | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Net: Any                   | 1305<br>78%jm                | 1384<br>83%ahi<br>jkimn      | 1365<br>81%ahij<br>kimm      | 1389<br>83%ahij<br>kimm      | 1358<br>82%ahij<br>kimm      | 1370<br>81%hijk<br>lmn       | 1341<br>81%hijk<br>lmn       | 1291<br>77%um                | 1265<br>76%                  | 1272<br>75%                   | 1263<br>75%                   | 1284<br>77%                   | 1205<br>74%                   | 1270<br>78%lm                 | -                            | -                            | -                            | -                            | -                            | -                            |
| None of these              | 291<br>17%bcd<br>ef          | 209<br>13%                   | 246<br>15%                   | 232<br>14%                   | 240<br>14%                   | 250<br>15%                   | 262<br>16%ab                 | 314<br>19%bcde<br>fgr        | 295<br>18%bcde<br>f          | 318<br>19%bcde<br>fgr         | 328<br>20%bcde<br>fgrn        | 275<br>16%bd                  | 328<br>20%bcde<br>fgrn        | 261<br>16%ab                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                 | 73<br>4%                     | 71<br>4%                     | 71<br>4%                     | 54<br>3%                     | 64<br>4%                     | 74<br>4%                     | 55<br>3%                     | 74<br>4%                     | 102<br>6%abcde<br>fgh        | 103<br>6%abcde<br>fgh         | 87<br>5%dg                    | 119<br>7%abcde<br>fghk        | 103<br>6%abcde<br>fgh         | 102<br>6%abcd<br>efgh         | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                       | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/mn - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base              | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Net: Any                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None of these              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Average number of mentions | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard deviation         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard error             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                            | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                              | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Food prices                                                                | 60<br>61%lmn                 | 60<br>65%lmn                 | 54<br>54%lmn                 | 73<br>70%ckl<br>mn           | 60<br>57%lmn                 | 56<br>61%lmn                 | 60<br>59%lmn                 | 45<br>57%lmn                 | 61<br>63%lmn                 | 48<br>55%lmn                  | 45<br>52%lmn                  | 26<br>29%                     | 23<br>24%                     | 25<br>28%                     | 33<br>55%                    | 47<br>79%ouv<br>wyzAB        | 33<br>62%y                   | 42<br>79%ouvw<br>yzAB        | 39<br>68%yB                  | 40<br>71%ovzAB               |
| Food waste                                                                 | 51<br>52%bch<br>lmn          | 26<br>28%                    | 37<br>37%                    | 57<br>55%bcef<br>himn        | 41<br>39%                    | 36<br>39%                    | 43<br>42%bl                  | 30<br>37%                    | 52<br>53%boeh<br>lmn         | 37<br>42%bl                   | 38<br>43%bl                   | 24<br>27%                     | 31<br>32%                     | 34<br>37%                     | 27<br>44%                    | 31<br>52%                    | 18<br>34%                    | 24<br>45%                    | 33<br>57%q                   | 29<br>51%q                   |
| Animal welfare                                                             | 49<br>50%beg<br>lm           | 26<br>28%                    | 37<br>36%                    | 39<br>38%                    | 37<br>35%                    | 36<br>39%                    | 36<br>35%                    | 35<br>43%b                   | 52<br>52%bode<br>glm         | 47<br>54%bode<br>glm          | 44<br>50%begl<br>m            | 28<br>32%                     | 31<br>33%                     | 44<br>49%blm                  | 22<br>36%                    | 35<br>59%ors<br>uwvy         | 23<br>43%                    | 20<br>36%                    | 21<br>37%                    | 27<br>47%                    |
| Food miles (e.g. the<br>distance food travels)                             | 34<br>35%ceh<br>lmn          | 22<br>24%l                   | 19<br>19%                    | 23<br>22%l                   | 19<br>18%                    | 22<br>24%l                   | 23<br>23%l                   | 15<br>19%                    | 22<br>22%l                   | 26<br>30%alm                  | 25<br>29%l                    | 8<br>10%                      | 17<br>17%                     | 18<br>20%l                    | 8<br>13%                     | 17<br>29%oy                  | 8<br>15%                     | 10<br>18%                    | 10<br>17%                    | 15<br>27%oy                  |
| Packaging/over packaging                                                   | -                            | -                            | -                            | -                            | -                            | 1<br>1%                      | 2<br>2%                      | -                            | 2<br>2%                      | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Labelling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1<br>2%                      | 4<br>4%acdeg<br>lm           | 1<br>1%                       | 1<br>1%                       | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be           | -                            | -                            | -                            | -                            | -                            | 9<br>10%abcde<br>ghijklmn    | 2<br>2%                      | 1<br>2%                      | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Fair Trade                                                                 | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Farmers not paid fair<br>price/not helped                                  | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Any other issue not<br>previously<br>seen/mentioned                        | -                            | -                            | -                            | -                            | -                            | -                            | 1<br>1%                      | -                            | 2<br>2%                      | 1<br>1%                       | 1<br>1%                       | 1<br>1%                       | -                             | 2<br>3%                       | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/mn - o/p/q/r/s/t/u/v/w/x/y/z/AB  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                           | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                                             | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Food prices                                                               | 40<br>62%y                   | 36<br>56%                    | 38<br>60%y                   | 39<br>64%yB                   | 27<br>45%                     | 33<br>55%                     | 62<br>57%                     | 58<br>51%                     |
| Food waste                                                                | 34<br>54%q                   | 32<br>50%                    | 31<br>49%                    | 39<br>64%oqrt<br>vwy          | 28<br>47%                     | 36<br>61%ooy                  | 64<br>59%q                    | 64<br>56%q                    |
| Animal welfare                                                            | 27<br>42%                    | 26<br>40%                    | 27<br>42%                    | 33<br>55%orsu<br>vwy          | 21<br>34%                     | 33<br>55%orsu<br>vwy          | 68<br>63%oqrs<br>tuvwB        | 54<br>48%y                    |
| Food miles (e.g. the<br>distance food travels)                            | 11<br>18%                    | 12<br>18%                    | 18<br>29%oy                  | 19<br>32%oqsu<br>vy           | 10<br>16%                     | 22<br>37%oqrs<br>uvy          | 42<br>39%oqrs<br>uvy          | 36<br>32%oqsu<br>vwy          |
| Packaging/over packaging                                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>1%                       |
| Labelling/mislabelling<br>ensuring labelling is<br>correct/not misleading | -                            | -                            | -                            | -                             | 1<br>1%                       | -                             | -                             | -                             |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be          | -                            | 2<br>4%uxAB                  | -                            | -                             | -                             | -                             | -                             | -                             |
| Fair Trade                                                                | -                            | -                            | 1<br>1%                      | -                             | -                             | -                             | -                             | -                             |
| Farmers not paid fair<br>price/not helped                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Any other issue not<br>previously<br>seen/mentioned                       | -                            | -                            | -                            | 1<br>2%                       | -                             | -                             | -                             | 1<br>1%                       |

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

|                            | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                                |                               | NI                           |                                 |                              |                              |                              |                              |
|----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|-------------------------------|------------------------------|---------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m)  | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)    | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                            | 99                            | 64                           | 63                              | 53                           | 53                           | 60                           | 127                          |
| Weighted Base              | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                            | 90*                           | 60*                          | 60*                             | 53*                          | 54*                          | 57*                          | 57                           |
| Net: Any                   | 84<br>86%<br>cel<br>mn       | 71<br>76%<br>lm              | 75<br>74%<br>lm              | 87<br>84%<br>lmn             | 77<br>73%<br>m               | 75<br>83%<br>lmn             | 85<br>83%<br>lmn             | 60<br>75%<br>lm              | 87<br>89%<br>kboeh<br>lmn    | 73<br>84%<br>lmn              | 76<br>87%<br>celm<br>n        | 53<br>60%                     | 53<br>55%                      | 61<br>67%                     | 46<br>76%                    | 56<br>94%<br>oqs<br>uvwyzA<br>B | 42<br>79%                    | 46<br>86%                    | 47<br>81%                    | 48<br>85%<br>yE              |
| None of these              | 12<br>12%                    | 16<br>17%<br>j               | 17<br>17%<br>j               | 11<br>10%                    | 25<br>24%<br>adg<br>j        | 13<br>15%                    | 12<br>12%                    | 18<br>23%<br>dij             | 9<br>10%                     | 6<br>7%                       | 11<br>13%                     | 27<br>31%<br>abcd<br>fgijk    | 21<br>22%<br>dij               | 23<br>26%<br>adg<br>jk        | 13<br>22%<br>p               | 4<br>6%                         | 9<br>18%                     | 8<br>14%                     | 9<br>15%                     | 7<br>13%                     |
| Don't know                 | 2<br>2%                      | 6<br>7%<br>k                 | 9<br>9%<br>ahik              | 6<br>5%<br>k                 | 3<br>3%                      | 2<br>2%                      | 4<br>4%                      | 2<br>2%                      | 2<br>2%                      | 8<br>9%<br>afhik              | -                             | 8<br>9%<br>afhi<br>k          | 21<br>22%<br>abcde<br>fghijkln | 6<br>7%<br>k                  | 2<br>3%                      | -                               | 2<br>4%                      | -                            | 2<br>4%                      | 1<br>2%                      |
| Average number of mentions | 2.30<br>bl<br>m              | 1.91                         | 1.97                         | 2.20                         | 2.03                         | 2.12                         | 1.97                         | 2.12                         | 2.24                         | 2.18                          | 2.01                          | 1.64                          | 1.92                           | 2.03                          | 1.96                         | 2.33<br>y                       | 1.96                         | 2.11                         | 2.21                         | 2.29<br>y                    |
| 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                          | 1.05                         | 1.07                            | 1.04                         | 1.03                         | 1.08                         | 1.17                         |
| 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                          | 0.15                         | 0.14                            | 0.16                         | 0.15                         | 0.15                         | 0.11                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base              | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Net: Any                   | 51<br>80%                    | 54<br>84%yB                  | 49<br>76%                    | 51<br>86%yB                   | 44<br>73%                     | 46<br>77%                     | 86<br>79%                     | 82<br>73%                     |
| None of these              | 11<br>18%p                   | 8<br>13%                     | 15<br>24%ptvx                | 7<br>12%                      | 16<br>26%ptvx                 | 13<br>21%p                    | 22<br>20%p                    | 30<br>26%ptvx                 |
| Don't know                 | 1<br>2%                      | 2<br>3%                      | -                            | 2<br>3%                       | 1<br>1%                       | 1<br>2%                       | 1<br>1%                       | 2<br>1%                       |
| Average number of mentions | 2.19                         | 2.00                         | 2.39ovy                      | 2.55oqr<br>uvy                | 1.95                          | 2.71oqr<br>stuvy              | 2.73opq<br>rstuvy             | 2.61oqruby                    |
| Standard deviation         | 1.07                         | 1.09                         | 1.25                         | 1.20                          | 1.05                          | 1.15                          | 1.20                          | 1.21                          |
| Standard error             | 0.10                         | 0.11                         | 0.13                         | 0.11                          | 0.11                          | 0.12                          | 0.12                          | 0.13                          |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)    | Wave 3<br>(Nov 11)<br>(c)   | Wave 4<br>(May 12)<br>(d)     | Wave 5<br>(Nov 12)<br>(e)   | Wave 6<br>(May 13)<br>(f)     | Wave 7<br>(Nov 13)<br>(g)   | Wave 8<br>(May 14)<br>(h)   | Wave 9<br>(Nov 14)<br>(i)   | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)     | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                     | 1919                      | 1883                         | 1896                        | 1961                          | 1884                        | 2036                          | 1974                        | 1944                        | 1984                        | 2091                       | 1980                       | 2044                           | 1967                       | 1991                       |
| Weighted Base                                                       | 1828                      | 1818                         | 1835                        | 1834                          | 1824                        | 1841                          | 1824                        | 1824                        | 1824                        | 1840                       | 1826                       | 1826                           | 1841                       | 1837                       |
| Animal welfare                                                      | 747<br>41%                | 732<br>40%                   | 707<br>39%                  | 761<br>41%                    | 698<br>38%                  | 732<br>40%                    | 710<br>39%                  | 750<br>41%                  | 757<br>42%e                 | 783<br>43%ceg              | 752<br>41%                 | 826<br>45%abcdefg<br>hk        | 803<br>44%bcefg            | 808<br>44%bcefg            |
| Food prices                                                         | 976<br>53%<br>jkl<br>mn   | 1133<br>62%<br>agh<br>ijklmn | 1114<br>61%<br>ahijklm<br>n | 1150<br>63%<br>afghijk<br>lmn | 1116<br>61%<br>ahijklm<br>n | 1094<br>59%<br>ahijklm<br>n   | 1073<br>59%<br>ahijklm<br>n | 933<br>51%<br>ijklmn        | 915<br>50%<br>ijklmn        | 781<br>42%                 | 771<br>42%                 | 729<br>40%                     | 774<br>42%                 | 844<br>46%<br>ijklm        |
| Food waste                                                          | 766<br>42%                | 805<br>44%                   | 806<br>44%                  | 835<br>46%<br>a               | 800<br>44%                  | 818<br>44%                    | 925<br>51%<br>abcdefh       | 808<br>44%                  | 883<br>48%<br>abcfeh        | 895<br>49%<br>abcfeh       | 898<br>49%<br>abcdefh      | 964<br>53%<br>abcdefh<br>ijklm | 908<br>49%<br>abcdefh      | 941<br>51%<br>abcdefh      |
| Food miles (e.g. the distance food travels)                         | 425<br>23%<br>c           | 452<br>25%<br>ceak           | 360<br>20%                  | 424<br>23%<br>c               | 401<br>22%                  | 438<br>24%<br>ck              | 438<br>24%<br>ck            | 411<br>23%<br>c             | 414<br>23%<br>c             | 468<br>25%<br>cehkl        | 384<br>21%                 | 408<br>22%<br>c                | 420<br>23%<br>c            | 418<br>23%<br>c            |
| Packaging/over packaging                                            | -                         | -                            | -                           | -                             | -                           | 11<br>1%<br>abcde             | 13<br>1%<br>abcde           | 15<br>1%<br>abcdem          | 12<br>1%<br>abcde           | 14<br>1%<br>abcde          | 9<br>*<br>abcde            | 9<br>*<br>abcde                | 5<br>*<br>abcde            | 14<br>1%<br>abcde          |
| Labelling/mislabelling/ensuring labelling is correct/not misleading | -                         | -                            | -                           | -                             | -                           | 11<br>1%<br>abcdelmn          | 11<br>1%<br>abcdelmn        | 12<br>1%<br>abcdelmn        | 10<br>1%<br>abcdelmn        | 5<br>*<br>abcde            | 4<br>*<br>abcdem           | 1<br>*<br>abcde                | -                          | 2<br>*<br>abcde            |
| Horse meat scandal/meat not being what it is claimed to be          | -                         | -                            | -                           | -                             | -                           | 87<br>5%<br>abcdeghij<br>klmn | 31<br>2%<br>abcdeijk<br>lmn | 18<br>1%<br>abcdeijkl<br>mn | 14<br>1%<br>abcdeijkl<br>mn | -                          | -                          | -                              | -                          | -                          |
| Fair Trade                                                          | -                         | -                            | -                           | -                             | -                           | -                             | -                           | -                           | 3<br>*<br>abcde             | 1<br>*<br>abcde            | -                          | -                              | -                          | -                          |
| Farmers not paid fair price/not helped                              | -                         | -                            | -                           | -                             | -                           | -                             | -                           | -                           | 2<br>*<br>abcde             | 3<br>*<br>abcde            | 2<br>*<br>abcde            | 1<br>*<br>abcde                | -                          | 1<br>*<br>abcde            |
| Any other issue not previously seen/mentioned                       | -                         | -                            | -                           | -                             | -                           | 8<br>*<br>abcde               | 6<br>*<br>abcde             | 7<br>*<br>abcde             | 13<br>1%<br>abcde           | 11<br>1%<br>abcde          | 14<br>1%<br>abcdef         | 5<br>*<br>abcde                | 10<br>1%<br>abcde          | 9<br>*<br>abcde            |
| Net: Any                                                            | 1435<br>79%<br>km         | 1511<br>83%<br>ahijklmn      | 1481<br>81%<br>hijklmn      | 1523<br>83%<br>ahijklm<br>n   | 1482<br>81%<br>ahijklm<br>n | 1493<br>81%<br>hijklmn        | 1477<br>81%<br>hijklmn      | 1405<br>77%<br>km           | 1401<br>77%<br>m            | 1397<br>76%<br>m           | 1383<br>76%<br>m           | 1383<br>76%<br>m               | 1344<br>73%<br>m           | 1413<br>77%<br>m           |



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<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1919                                   | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base              | 1828                                   | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| None of these              | 316<br>17%bcd<br>f                     | 229<br>13%                | 272<br>15%                | 251<br>14%                | 273<br>15%b               | 270<br>15%                | 286<br>16%b               | 341<br>19%bcdefg          | 319<br>18%bcdef           | 331<br>18%bcdef            | 355<br>19%bcdefg           | 314<br>17%bdf              | 371<br>20%abcdefg<br>in    | 314<br>17%bdf              |
| Don't know                 | 76<br>4%                               | 78<br>4%                  | 82<br>4%                  | 60<br>3%                  | 69<br>4%                  | 77<br>4%                  | 60<br>3%                  | 78<br>4%                  | 104<br>6%abcdefg          | 113<br>6%abcdefgh          | 88<br>5%dg                 | 128<br>7%abcdefgh<br>k     | 125<br>7%abcdefgh<br>k     | 110<br>6%abcdefgh          |
| Average number of mentions | 2.03                                   | 2.07                      | 2.02                      | 2.08                      | 2.03                      | 2.14acek                  | 2.17abcdek                | 2.10c                     | 2.16abcdek                | 2.12ace                    | 2.05                       | 2.13ace                    | 2.17abcdek                 | 2.15abcdek                 |
| 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                       |
| 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                       |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)        | Wave 3<br>(Nov 11)<br>(c)    | Wave 4<br>(May 12)<br>(d)     | Wave 5<br>(Nov 12)<br>(e)   | Wave 6<br>(May 13)<br>(f)    | Wave 7<br>(Nov 13)<br>(g)    | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)     | Wave 13<br>(Nov 16)<br>(m)  | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                     | 1919                      | 1883                             | 1896                         | 1961                          | 1884                        | 2036                         | 1974                         | 1944                      | 1984                      | 2091                       | 1980                       | 2044                           | 1967                        | 1991                       |
| Weighted Base                                                       | 1828                      | 1818                             | 1835                         | 1834                          | 1824                        | 1841                         | 1824                         | 1824                      | 1824                      | 1840                       | 1826                       | 1826                           | 1841                        | 1837                       |
| Food prices                                                         | 976<br>53%<br>ijkl<br>mn  | 1133<br>62%<br>sagh<br>ijklmn    | 1114<br>61%<br>cahijklm<br>n | 1150<br>63%<br>afghijk<br>lmn | 1116<br>61%<br>ahijklm<br>n | 1094<br>59%<br>cahijklm<br>n | 1073<br>59%<br>cahijklm<br>n | 933<br>51%<br>ijklmn      | 915<br>50%<br>ijklmn      | 781<br>42%                 | 771<br>42%                 | 729<br>40%                     | 774<br>42%                  | 844<br>46%<br>ijklm        |
| The amount of salt in food                                          | 830<br>45%<br>k           | 910<br>50%<br>saeg<br>ijklmn     | 863<br>47%<br>ekm            | 901<br>49%<br>saagiklm<br>n   | 797<br>44%                  | 876<br>48%<br>segkm          | 800<br>44%                   | 862<br>47%<br>segkm       | 819<br>45%                | 860<br>47%<br>km           | 763<br>42%                 | 822<br>45%                     | 777<br>42%                  | 819<br>45%                 |
| Food waste                                                          | 766<br>42%                | 805<br>44%                       | 806<br>44%                   | 835<br>46%<br>a               | 800<br>44%                  | 818<br>44%                   | 925<br>51%<br>abcdefgh       | 808<br>44%                | 883<br>48%<br>abcfeh      | 895<br>49%<br>abcfeh       | 898<br>49%<br>abcdefgh     | 964<br>53%<br>abcdefgh<br>ijk  | 908<br>49%<br>abcdefgh      | 941<br>51%<br>abcdefgh     |
| Animal welfare                                                      | 747<br>41%                | 732<br>40%                       | 707<br>39%                   | 761<br>41%                    | 698<br>38%                  | 732<br>40%                   | 710<br>39%                   | 750<br>41%                | 757<br>42%<br>e           | 783<br>43%<br>ceg          | 752<br>41%                 | 826<br>45%<br>abcdefg          | 803<br>44%<br>bcdefg        | 808<br>44%<br>bcdefg       |
| The amount of fat in food                                           | 741<br>41%                | 816<br>45%<br>ace<br>gijklm<br>n | 753<br>41%                   | 836<br>46%<br>aceghij<br>klmn | 756<br>41%<br>k             | 807<br>44%<br>agiklmn        | 726<br>40%                   | 768<br>42%<br>k           | 735<br>40%                | 755<br>41%                 | 692<br>38%                 | 747<br>41%                     | 728<br>40%                  | 721<br>39%                 |
| The amount of saturated fat in food                                 | 713<br>39%<br>k           | 766<br>42%<br>ehj<br>kmn         | 752<br>41%<br>jkmn           | 777<br>42%<br>caehjkmn        | 707<br>39%<br>k             | 767<br>42%<br>jkmn           | 720<br>39%<br>k              | 706<br>39%<br>k           | 716<br>39%<br>k           | 689<br>37%                 | 638<br>35%                 | 719<br>39%<br>k                | 694<br>38%                  | 676<br>37%                 |
| The amount of sugar in food                                         | 712<br>39%                | 757<br>42%                       | 714<br>39%                   | 772<br>42%                    | 717<br>39%                  | 800<br>43%<br>ace            | 793<br>43%<br>ace            | 883<br>48%<br>abcdefg     | 868<br>48%<br>abcdefg     | 949<br>52%<br>abcdefg<br>i | 926<br>51%<br>abcdefg      | 1011<br>55%<br>abcdefg<br>hijk | 961<br>52%<br>abcdefg<br>hi | 977<br>53%<br>abcdefghi    |
| Food miles (e.g. the distance food travels)                         | 425<br>23%<br>c           | 452<br>25%<br>ceak               | 360<br>20%                   | 424<br>23%<br>c               | 401<br>22%                  | 438<br>24%<br>ck             | 438<br>24%<br>ck             | 411<br>23%<br>c           | 414<br>23%<br>c           | 468<br>25%<br>cehkl        | 384<br>21%                 | 408<br>22%<br>c                | 420<br>23%<br>c             | 418<br>23%<br>c            |
| Foods aimed at children including school meals                      | 410<br>22%                | 470<br>26%<br>a                  | 437<br>24%                   | 487<br>27%<br>a               | 460<br>25%                  | 476<br>26%<br>a              | 469<br>26%<br>a              | 478<br>26%<br>a           | 472<br>26%<br>a           | 495<br>27%<br>ac           | 457<br>25%                 | 498<br>27%<br>ac               | 501<br>27%<br>ac            | 510<br>28%<br>ac           |
| Packaging/over packaging                                            | -                         | -                                | -                            | -                             | -                           | 11<br>1%<br>abcde            | 13<br>1%<br>abcde            | 15<br>1%<br>abcde         | 12<br>1%<br>abcde         | 14<br>1%<br>abcde          | 9<br>*<br>abcde            | 9<br>*<br>abcde                | 5<br>*<br>abcde             | 14<br>1%<br>abcde          |
| Labelling/mislabelling ensuring labelling is correct/not misleading | -                         | -                                | -                            | -                             | -                           | 11<br>1%<br>abcdelmn         | 11<br>1%<br>abcdelmn         | 12<br>1%<br>abcdelmn      | 10<br>1%<br>abcdelmn      | 5<br>*<br>abcdem           | 4<br>*<br>abcdem           | 1<br>*<br>abcdem               | -                           | 2<br>*<br>abcdem           |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)                 | Wave 3<br>(Nov<br>11)<br>(c)   | Wave 4<br>(May 12)<br>(d)               | Wave 5<br>(Nov 12)<br>(e)      | Wave 6<br>(May 13)<br>(f)      | Wave 7<br>(Nov 13)<br>(g)    | Wave 8<br>(May 14)<br>(h)    | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j)  | Wave 11<br>(Nov 15)<br>(k)     | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m)             | Wave 14<br>(May 17)<br>(n)  |
| Unweighted Base                                            | 1919                         | 1883                                         | 1896                           | 1961                                    | 1884                           | 2036                           | 1974                         | 1944                         | 1984                      | 2091                        | 1980                           | 2044                       | 1967                                   | 1991                        |
| Weighted Base                                              | 1828                         | 1818                                         | 1835                           | 1834                                    | 1824                           | 1841                           | 1824                         | 1824                         | 1824                      | 1840                        | 1826                           | 1826                       | 1841                                   | 1837                        |
| Horse meat scandal/meat not being what it is claimed to be | -                            | -                                            | -                              | -                                       | -                              | 87                             | 31                           | 18                           | 14                        | *                           | -                              | -                          | -                                      | -                           |
| Any other issue not previously seen/mentioned              | -                            | -                                            | -                              | -                                       | -                              | 5%abcdeghi<br>jklnm            | 2%abcdejkl<br>lmn            | 1%abcdejkld<br>mn            | 1%abcdejkld<br>mn         | 11                          | 14                             | 5                          | 10                                     | 9                           |
| 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                           |
| Net: Any                                                   | 1538<br>84% <sub>m</sub>     | 1597<br>88% <sub>aaag<br/>hijklm<br/>n</sub> | 1576<br>86% <sub>hijklmn</sub> | 1614<br>88% <sub>aaaghijk<br/>lmn</sub> | 1560<br>86% <sub>hijklmn</sub> | 1590<br>86% <sub>hijklmn</sub> | 1552<br>85% <sub>hklmn</sub> | 1507<br>83%                  | 1515<br>83% <sub>m</sub>  | 1522<br>83%                 | 1492<br>82%                    | 1509<br>83%                | 1479<br>80%                            | 1519<br>83%                 |
| None of these                                              | 249<br>14% <sub>bd</sub>     | 175<br>10%                                   | 219<br>12% <sub>b</sub>        | 196<br>11%                              | 229<br>13% <sub>b</sub>        | 215<br>12% <sub>b</sub>        | 244<br>13% <sub>bd</sub>     | 279<br>15% <sub>bcdelf</sub> | 253<br>14% <sub>bd</sub>  | 257<br>14% <sub>bdf</sub>   | 293<br>16% <sub>abcdelfg</sub> | 259<br>14% <sub>bcdf</sub> | 304<br>16% <sub>abcdelfg<br/>ijn</sub> | 258<br>14% <sub>bdf</sub>   |
| Don't know                                                 | 41<br>2% <sub>d</sub>        | 46<br>3% <sub>dg</sub>                       | 40<br>2% <sub>d</sub>          | 24<br>1%                                | 35<br>2%                       | 36<br>2%                       | 28<br>2%                     | 39<br>2%                     | 56<br>3% <sub>defg</sub>  | 61<br>3% <sub>cdelfgh</sub> | 41<br>2% <sub>d</sub>          | 58<br>3% <sub>defg</sub>   | 57<br>3% <sub>delfg</sub>              | 61<br>3% <sub>cdelfgh</sub> |
| Average number of mentions                                 | 4.11                         | 4.28                                         | 4.13                           | 4.30 <sub>a</sub>                       | 4.14                           | 4.35 <sub>ace</sub>            | 4.33 <sub>ace</sub>          | 4.42 <sub>acek</sub>         | 4.38 <sub>ace</sub>       | 4.41 <sub>acek</sub>        | 4.23                           | 4.47 <sub>abcek</sub>      | 4.45 <sub>acek</sub>                   | 4.44 <sub>acek</sub>        |
| 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                        |
| 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                        |

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  
 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

|                                                | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                  | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Food prices                                    | 459<br>52%hij<br>klmn        | 517<br>59%ahi<br>jklmn       | 487<br>54%hijk<br>lmn        | 506<br>57%ahij<br>klmn       | 521<br>59%ahij<br>klmn       | 501<br>56%hijk<br>lmn        | 484<br>55%hijk<br>lmn        | 417<br>47%ijklm              | 409<br>46%ijklm              | 351<br>40%                    | 343<br>39%                    | 332<br>37%                    | 364<br>41%                    | 384<br>43%kl                  | 517<br>55%nxy<br>zA          | 616<br>66%nov<br>wxyzA       | 627<br>67%noww<br>xyzA       | 644<br>68%notu<br>vwxyzA     | 595<br>64%noww<br>xyzA       | 593<br>63%nowwxyz<br>A       |
| The amount of salt in food                     | 361<br>41%                   | 393<br>45%legk<br>m          | 367<br>41%                   | 376<br>43%                   | 352<br>40%                   | 386<br>43%k                  | 349<br>40%                   | 376<br>42%                   | 367<br>41%                   | 398<br>45%legkm               | 343<br>39%                    | 362<br>41%                    | 347<br>39%                    | 383<br>43%                    | 469<br>50%ny                 | 516<br>55%nos<br>uwxyzA      | 496<br>53%nsuy<br>A          | 525<br>55%nosu<br>vwxyzA     | 445<br>48%n                  | 489<br>52%nyA                |
| Food waste                                     | 325<br>37%                   | 333<br>38%                   | 345<br>39%                   | 375<br>42%a                  | 377<br>42%a                  | 360<br>40%                   | 420<br>48%abcd<br>efh        | 367<br>41%                   | 402<br>45%abcf               | 387<br>44%abc                 | 402<br>45%abcf                | 439<br>49%abcd<br>efhj        | 413<br>46%abcf<br>h           | 434<br>49%abcd<br>defhj       | 441<br>47%                   | 472<br>50%a                  | 461<br>49%                   | 460<br>48%                   | 423<br>45%                   | 458<br>48%                   |
| Animal welfare                                 | 318<br>36%                   | 300<br>34%                   | 282<br>32%                   | 321<br>36%c                  | 306<br>34%                   | 294<br>33%                   | 296<br>33%                   | 331<br>37%c                  | 326<br>37%c                  | 328<br>37%c                   | 330<br>37%c                   | 411%abcd<br>efg               | 365<br>41%abcd<br>g           | 356<br>41%bcef<br>fg          | 429<br>45%n                  | 432<br>46%n                  | 425<br>45%n                  | 440<br>46%n                  | 392<br>42%                   | 437<br>46%n                  |
| The amount of fat in food                      | 311<br>35%                   | 336<br>38%                   | 325<br>36%                   | 365<br>41%acgij<br>klmn      | 336<br>38%                   | 352<br>39%k                  | 308<br>35%                   | 339<br>38%k                  | 317<br>36%                   | 345<br>39%k                   | 299<br>34%                    | 314<br>35%                    | 314<br>35%                    | 319<br>36%                    | 430<br>46%n                  | 480<br>51%noq<br>suwxyzA     | 428<br>45%n                  | 470<br>49%nuwx<br>yA         | 420<br>45%n                  | 455<br>48%ny                 |
| The amount of saturated fat in food            | 309<br>35%                   | 320<br>36%k                  | 318<br>36%                   | 337<br>38%jk                 | 322<br>36%k                  | 348<br>39%jkn                | 322<br>36%k                  | 310<br>35%                   | 331<br>37%k                  | 298<br>34%                    | 280<br>31%                    | 312<br>35%                    | 314<br>35%                    | 302<br>34%                    | 404<br>43%ny                 | 446<br>48%nos<br>uwxyzA      | 434<br>46%nsww<br>yA         | 440<br>46%nsww<br>yA         | 385<br>41%n                  | 419<br>44%ny                 |
| The amount of sugar in food                    | 300<br>34%                   | 317<br>36%                   | 298<br>33%                   | 329<br>37%                   | 308<br>35%                   | 337<br>38%                   | 349<br>39%ace                | 392<br>44%abcd<br>ef         | 377<br>42%abcd<br>efg        | 432<br>49%abcd<br>efg         | 401<br>45%abcd<br>efg         | 452<br>51%abcd<br>efghik      | 438<br>49%abcd<br>efghi       | 431<br>48%abcd<br>defgjo      | 412<br>44%                   | 440<br>47%                   | 416<br>44%                   | 444<br>47%                   | 409<br>44%                   | 463<br>49%oqs                |
| Food miles (e.g. the distance food travels)    | 175<br>20%                   | 196<br>22%ck                 | 148<br>17%                   | 178<br>20%c                  | 174<br>20%                   | 181<br>20%c                  | 176<br>20%                   | 170<br>19%                   | 166<br>19%                   | 187<br>21%ck                  | 148<br>17%                    | 184<br>21%ck                  | 188<br>21%ck                  | 173<br>19%                    | 250<br>26%n                  | 256<br>27%nq                 | 213<br>23%                   | 246<br>26%n                  | 227<br>24%n                  | 257<br>27%nq                 |
| Foods aimed at children including school meals | 174<br>20%                   | 205<br>23%c                  | 170<br>19%                   | 191<br>22%                   | 185<br>21%                   | 192<br>21%                   | 188<br>21%                   | 199<br>22%                   | 196<br>22%                   | 192<br>22%                    | 193<br>22%                    | 223<br>25%ac                  | 219<br>25%ac                  | 219<br>24%ac                  | 237<br>25%                   | 265<br>28%                   | 267<br>26%                   | 296<br>31%no                 | 272<br>29%no                 | 284<br>30%no                 |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                  | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Food prices                                    | 590<br>63%noww<br>xyzA       | 517<br>55%nyz<br>A           | 506<br>54%nyz<br>A           | 430<br>45%                    | 428<br>46%                    | 397<br>42%                    | 410<br>43%                    | 460<br>49%                    |
| The amount of salt in food                     | 451<br>48%<br>n              | 487<br>52%<br>nyA            | 452<br>48%<br>n              | 462<br>49%<br>n               | 420<br>45%                    | 459<br>49%<br>n               | 430<br>45%                    | 436<br>46%                    |
| Food waste                                     | 505<br>54%<br>noqr<br>stv    | 440<br>47%                   | 481<br>52%<br>osv            | 508<br>53%<br>nors<br>tv      | 496<br>53%<br>orst<br>v       | 526<br>56%<br>nopq<br>rstv    | 495<br>52%<br>osv             | 506<br>54%                    |
| Animal welfare                                 | 414<br>44%                   | 419<br>45%<br>n              | 431<br>46%<br>n              | 455<br>48%<br>ns              | 422<br>45%<br>n               | 462<br>49%<br>nsu             | 439<br>46%<br>n               | 452<br>48%                    |
| The amount of fat in food                      | 417<br>44%<br>n              | 429<br>46%<br>n              | 418<br>45%<br>n              | 410<br>43%<br>n               | 394<br>42%<br>n               | 433<br>46%<br>n               | 414<br>44%<br>n               | 402<br>43%                    |
| The amount of saturated fat in food            | 398<br>42%<br>n              | 396<br>42%<br>n              | 385<br>41%<br>n              | 391<br>41%<br>n               | 358<br>38%<br>n               | 407<br>43%<br>ny              | 380<br>40%<br>n               | 374<br>40%                    |
| The amount of sugar in food                    | 444<br>47%                   | 492<br>53%<br>opqr<br>su     | 491<br>53%<br>opqr<br>su     | 517<br>54%<br>nopq<br>rstu    | 525<br>56%<br>nopq<br>rstu    | 559<br>59%<br>nopq<br>rstuvw  | 523<br>55%<br>nopq<br>rstu    | 546<br>58%                    |
| Food miles (e.g. the distance food travels)    | 262<br>28%<br>nq             | 241<br>26%<br>n              | 247<br>27%<br>n              | 281<br>30%<br>nqsy            | 236<br>25%<br>n               | 225<br>24%<br>n               | 232<br>24%<br>n               | 244<br>26%                    |
| Foods aimed at children including school meals | 280<br>30%<br>no             | 278<br>30%<br>no             | 276<br>30%<br>no             | 302<br>32%<br>no              | 264<br>28%                    | 276<br>29%<br>no              | 282<br>30%<br>no              | 291<br>31%                    |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                    | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                                      | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Packaging/over packaging                                           | -                            | -                            | -                            | -                            | -                            | 3                            | 4                            | 8                            | 4                            | 7                             | 3                             | 4                             | 2                             | 5                             | -                            | -                            | -                            | -                            | -                            | 8                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | 1%abcde                      | *                            | 1%abcde                      | *                             | *                             | *                             | *                             | 1%abcd                        | -                            | -                            | -                            | -                            | -                            | 1%opqrs                      |
| Labeling/mislabelling/ensuring labelling is correct/not misleading | -                            | -                            | -                            | -                            | -                            | 5                            | 6                            | 3                            | 6                            | 3                             | 1                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 6                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 1%abcde                      | 1%abcde                      | *                            | 1%abcde                      | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | 1%nopqrsA                    |
| Horse meat scandal/meat not being what it is claimed to be         | -                            | -                            | -                            | -                            | -                            | 37                           | 13                           | 8                            | 6                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 50                           |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 4%abcde                      | 1%abcde                      | 1%abcde                      | 1%abcde                      | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | 5%nopqrsu                    |
|                                                                    | -                            | -                            | -                            | -                            | -                            | ghijklm                      | jkimn                        | jkimn                        | jkimn                        | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | wxyzA                        |
| Any other issue not previously seen/mentioned                      | -                            | -                            | -                            | -                            | -                            | 6                            | 2                            | 5                            | 6                            | 4                             | 5                             | 2                             | 6                             | 5                             | -                            | -                            | -                            | -                            | -                            | 2                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 1%abcde                      | *                            | 1%abcde                      | 1%abcde                      | *abcde                        | 1%abcde                       | *                             | 1%abcde                       | 1%abcd                        | -                            | -                            | -                            | -                            | -                            | *                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Fair Trade                                                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | 1                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                                           | 710                          | 747                          | 734                          | 749                          | 742                          | 743                          | 724                          | 707                          | 707                          | 703                           | 685                           | 706                           | 694                           | 721                           | 828                          | 850                          | 842                          | 865                          | 818                          | 847                          |
|                                                                    | 80%                          | 85%ahijklmn                  | 82%km                        | 85%ahijklmn                  | 83%ijklm                     | 83%ijkm                      | 82%km                        | 80%                          | 79%                          | 79%                           | 77%                           | 80%                           | 78%                           | 81%                           | 88%nA                        | 91%nosvwxyzA                 | 89%nvxyzA                    | 91%nosvwxyzA                 | 88%nA                        | 89%vwxyzA                    |
| None of these                                                      | 151                          | 100                          | 134                          | 115                          | 130                          | 129                          | 144                          | 164                          | 148                          | 150                           | 179                           | 156                           | 167                           | 135                           | 98                           | 75                           | 85                           | 80                           | 99                           | 86                           |
|                                                                    | 17%bd                        | 11%                          | 15%b                         | 13%                          | 15%                          | 14%                          | 16%b                         | 19%bdef                      | 17%bd                        | 17%bd                         | 20%bcde                       | 18%bd                         | 19%bcde                       | 15%bopqrstuvw                 | 10%                          | 8%                           | 9%                           | 8%                           | 11%                          | 9%                           |

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





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                                              | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Packaging/over packaging                                                   | 10<br>1%opqrs                | 6<br>1%opqrs                 | 8<br>1%opqrs                 | 7<br>1%opqrs                  | 6<br>1%opqrs                  | 5<br>1%opqrs                  | 3<br>1%opqrs                  | 9<br>1%                       |
| Labelling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | 5<br>1%nopqr<br>sA           | 9<br>1%nopqr<br>sxzA         | 4<br>*opqrs<br>A             | 2<br>*                        | 3<br>*                        | 1<br>*                        | -                             | 2<br>*                        |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be           | 18<br>2%nopqr<br>swyzA       | 10<br>1%nopqr<br>sxyzA       | 7<br>1%nopqr<br>sxyzA        | -                             | -                             | -                             | -                             | -                             |
| Any other issue not<br>previously<br>seen/mentioned                        | 4<br>*opqrs                  | 3<br>*                       | 7<br>1%opqrs                 | 7<br>1%opqrs                  | 9<br>1%opqrs<br>t             | 3<br>*                        | 4<br>*opqrs                   | 3<br>*                        |
| Fair Trade                                                                 | -                            | -                            | 3<br>*                       | 1<br>*                        | -                             | -                             | -                             | -                             |
| Farmers not paid fair<br>price/not helped                                  | -                            | -                            | 1<br>*                       | 3<br>*                        | 1<br>*                        | -                             | -                             | 1<br>*                        |
| Additives/preservatives/<br>chemicals in food                              | -                            | -                            | -                            | 2<br>*                        | -                             | -                             | -                             | -                             |
| Allergies/intolerances<br>(gluten, dairy etc)                              | -                            | -                            | -                            | -                             | -                             | -                             | 2<br>*                        | 1<br>*                        |
| Net: Any                                                                   | 828<br>88%nA                 | 800<br>85%n                  | 809<br>87%nA                 | 819<br>86%n                   | 807<br>86%nA                  | 803<br>86%n                   | 786<br>83%                    | 798<br>85%                    |
| None of these                                                              | 99<br>11%                    | 114<br>12%pqrt               | 105<br>11%pr                 | 107<br>11%pr                  | 114<br>12%pqrt                | 104<br>11%p                   | 137<br>14%opqr<br>stuwz       | 123<br>13%                    |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)     | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                               | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base              | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                               | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Don't know                 | 22<br>3%                     | 34<br>4%degh                 | 26<br>3%                     | 18<br>2%                     | 18<br>2%                     | 22<br>2%                     | 15<br>2%                     | 16<br>2%                     | 36<br>4%degh                 | 34<br>4%degh                  | 26<br>3%                      | 25<br>3%                      | 33<br>4%degh                  | 38<br>4%degh<br>hoppars<br>tuwyaA | 19<br>2%r                    | 12<br>1%                     | 14<br>2%                     | 6<br>1%                      | 18<br>2%r                    | 14<br>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                           | 4.34                         | 4.62no                       | 4.47n                        | 4.59no                       | 4.36                         | 4.63nos                      |
| 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                              | 2.49                         | 2.46                         | 2.46                         | 2.49                         | 2.58                         | 2.62                         |
| 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                              | 0.08                         | 0.08                         | 0.08                         | 0.08                         | 0.09                         | 0.09                         |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)                 | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)                                                                        | Wave 13<br>(Nov<br>16)<br>(A)      | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 1000                         | 1060                         | 1010                         | 1073                                          | 1043                          | 1060                                                                                                 | 1034                               | 1008                          |
| Weighted Base              | 940                          | 937                          | 933                          | 953                                           | 936                           | 939                                                                                                  | 947                                | 943                           |
| Don't know                 | 13<br>1%                     | 22<br>2% <sub>r</sub>        | 20<br>2% <sub>r</sub>        | 27<br>3% <sub>p</sub> r <u>t</u> <sub>u</sub> | 14<br>2%                      | 32<br>3% <sub>o</sub> p <u>q</u> <sub>r</sub> <sub>s</sub><br><sub>t</sub> <sub>u</sub> <sub>y</sub> | 24<br>3% <sub>p</sub> <sub>r</sub> | 22<br>2%                      |
| Average number of mentions | 4.59 <sub>no</sub>           | 4.66 <sub>nos</sub>          | 4.60 <sub>no</sub>           | 4.61 <sub>nos</sub>                           | 4.41                          | 4.67 <sub>nos</sub>                                                                                  | 4.60 <sub>no</sub>                 | 4.67                          |
| Standard deviation         | 2.57                         | y<br>2.54                    | 2.63                         | 2.52                                          | 2.47                          | y<br>2.41                                                                                            | 2.57                               | 2.46                          |
| Standard error             | 0.09                         | 0.08                         | 0.09                         | 0.08                                          | 0.08                          | 0.08                                                                                                 | 0.09                               | 0.08                          |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 292                          | 249                           | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                  | 291                          | 274                           | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Food prices                                    | 121<br>42%                   | 140<br>51%ahj<br>klmn         | 136<br>45%kl                 | 149<br>52%ahij<br>klmn       | 148<br>50%hijkl<br>m         | 154<br>53%ahij<br>klmn       | 126<br>44%kl                 | 114<br>39%                   | 127<br>43%kl                 | 115<br>39%                    | 102<br>34%                    | 92<br>35%                     | 109<br>38%                    | 126<br>41%                    | 162<br>52%za                 | 195<br>64%loww<br>xyzAB      | 192<br>63%lowwx<br>yzAB      | 227<br>67%ostv<br>wxyzAB     | 190<br>59%vxyzA<br>B         | 206<br>59%vxyzAB             |
| Animal welfare                                 | 94<br>32%e                   | 84<br>31%e                    | 80<br>27%                    | 74<br>26%                    | 68<br>23%                    | 90<br>31%e                   | 81<br>28%                    | 99<br>33%e                   | 94<br>32%e                   | 87<br>29%                     | 115<br>39%cdef<br>g           | 104<br>39%bcde<br>fgij        | 117<br>40%bcde<br>fghi        | 133<br>44%abcd<br>efghij<br>j | 124<br>39%t                  | 112<br>37%t                  | 97<br>32%                    | 131<br>39%t                  | 102<br>32%                   | 88<br>25%                    |
| The amount of salt in food                     | 80<br>27%                    | 109<br>40%acd<br>efhijk<br>lm | 85<br>28%                    | 88<br>30%                    | 75<br>25%                    | 80<br>27%                    | 93<br>32%                    | 86<br>29%                    | 93<br>31%                    | 79<br>27%                     | 86<br>29%                     | 73<br>27%                     | 81<br>28%                     | 103<br>34%e                   | 121<br>39%                   | 145<br>48%oxy<br>AB          | 147<br>48%oxyA<br>B          | 161<br>48%oxyA<br>B          | 132<br>41%                   | 166<br>47%oxyAB              |
| The amount of saturated fat in food            | 78<br>27%                    | 85<br>31%k                    | 86<br>29%k                   | 79<br>28%                    | 75<br>25%                    | 87<br>30%k                   | 78<br>27%                    | 80<br>27%                    | 81<br>27%                    | 75<br>25%                     | 65<br>22%                     | 70<br>26%                     | 74<br>25%                     | 96<br>32%k                    | 102<br>33%                   | 119<br>39%yA                 | 117<br>39%y                  | 140<br>41%owxA<br>B          | 118<br>36%                   | 133<br>38%y                  |
| The amount of fat in food                      | 70<br>24%                    | 99<br>36%ace<br>gk            | 76<br>25%                    | 97<br>34%ac                  | 79<br>26%                    | 86<br>29%                    | 76<br>27%                    | 90<br>30%                    | 97<br>33%ac                  | 86<br>29%                     | 82<br>28%                     | 84<br>32%a                    | 89<br>31%                     | 93<br>31%                     | 112<br>36%                   | 132<br>43%wyA                | 118<br>39%                   | 155<br>46%lowxy<br>AB        | 127<br>39%A                  | 139<br>40%A                  |
| Food waste                                     | 68<br>24%                    | 96<br>35%a                    | 89<br>30%                    | 100<br>35%a                  | 88<br>29%                    | 96<br>33%a                   | 109<br>38%ace                | 92<br>31%                    | 104<br>35%a                  | 93<br>31%                     | 111<br>37%ae                  | 125<br>47%abcd<br>efghijk     | 121<br>42%acdef<br>h          | 131<br>43%acde<br>fgh         | 120<br>38%                   | 124<br>41%                   | 121<br>40%                   | 154<br>45%                   | 134<br>42%                   | 140<br>40%                   |
| The amount of sugar in food                    | 59<br>20%                    | 79<br>29%ae                   | 79<br>27%e                   | 68<br>23%                    | 55<br>19%                    | 68<br>23%                    | 81<br>28%ae                  | 75<br>25%                    | 93<br>31%adef                | 98<br>33%adef                 | 103<br>35%acde<br>fh          | 113<br>42%abcd<br>efghij      | 104<br>36%acde<br>fgh         | 122<br>40%abcd<br>efghij      | 112<br>36%                   | 118<br>39%                   | 108<br>36%                   | 137<br>40%                   | 106<br>33%                   | 137<br>39%                   |
| Foods aimed at children including school meals | 52<br>18%i                   | 52<br>19%di                   | 45<br>15%                    | 35<br>12%                    | 49<br>16%                    | 47<br>16%                    | 47<br>17%                    | 44<br>15%                    | 33<br>11%                    | 43<br>15%                     | 48<br>16%                     | 46<br>17%i                    | 45<br>15%                     | 72<br>24%cdde<br>fhijkm       | 75<br>24%                    | 87<br>29%                    | 86<br>28%                    | 117<br>34%ostw<br>yB         | 83<br>26%                    | 85<br>24%                    |
| Food miles (e.g. the distance food travels)    | 37<br>13%                    | 31<br>11%                     | 26<br>9%                     | 22<br>8%                     | 27<br>9%                     | 35<br>12%                    | 37<br>13%                    | 27<br>9%                     | 35<br>12%                    | 27<br>9%                      | 44<br>15%cdeh                 | 42<br>16%cdeh                 | 32<br>11%                     | 38<br>13%                     | 58<br>18%sy                  | 55<br>18%sy                  | 48<br>16%                    | 69<br>20%sty                 | 38<br>12%                    | 47<br>13%                    |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                  | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food prices                                    | 190<br>60%xyz<br>AB          | 179<br>55%xyzA<br>B          | 184<br>55%xyzA<br>B          | 151<br>45%                    | 159<br>46%                    | 145<br>43%                    | 154<br>43%                    | 162<br>46%                    |
| Animal welfare                                 | 101<br>32%                   | 106<br>33%t                  | 110<br>33%t                  | 111<br>33%t                   | 121<br>35%t                   | 133<br>39%t                   | 129<br>36%t                   | 141<br>40%qstuv               |
| The amount of salt in food                     | 134<br>42%                   | 146<br>45%yA                 | 140<br>42%                   | 126<br>37%                    | 126<br>36%                    | 146<br>43%A                   | 125<br>35%                    | 135<br>39%                    |
| The amount of saturated fat in food            | 109<br>35%                   | 116<br>36%                   | 109<br>33%                   | 114<br>34%                    | 105<br>30%                    | 124<br>37%                    | 111<br>31%                    | 116<br>33%                    |
| The amount of fat in food                      | 119<br>38%                   | 134<br>41%A                  | 117<br>35%                   | 120<br>36%                    | 120<br>34%                    | 131<br>39%A                   | 110<br>31%                    | 130<br>37%                    |
| Food waste                                     | 147<br>47%o                  | 130<br>40%                   | 148<br>44%                   | 153<br>45%                    | 148<br>42%                    | 168<br>50%oppqt<br>v          | 156<br>44%                    | 160<br>46%                    |
| The amount of sugar in food                    | 126<br>40%                   | 150<br>46%oqs                | 153<br>46%oqs                | 157<br>47%oqs                 | 167<br>48%oppqs<br>t          | 185<br>55%oppqr<br>stuvw      | 171<br>48%opqpr<br>stu        | 169<br>48%opqrstu             |
| Foods aimed at children including school meals | 98<br>31%                    | 96<br>30%                    | 85<br>25%                    | 105<br>31%                    | 87<br>25%                     | 108<br>32%ot                  | 97<br>27%                     | 92<br>26%                     |
| Food miles (e.g. the distance food travels)    | 51<br>16%                    | 53<br>16%                    | 56<br>17%                    | 61<br>18%<br>s                | 43<br>12%                     | 57<br>17%                     | 60<br>17%                     | 67<br>19%<br>ssy              |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                    | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                                      | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Packaging/over packaging                                           | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                             | 1                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1                            |
| Labeling/mislabelling/ensuring 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                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 13                           |
| Any other issue not previously seen/mentioned                      | -                            | -                            | -                            | -                            | -                            | 2%                           | 1%                           | 1%                           | *                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 4%                           |
| Fair Trade                                                         | -                            | -                            | -                            | -                            | -                            | lm                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | wxyzAB                       |
| Farmers not paid fair price/not helped                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Additives/preservatives/chemicals in food                          | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Allergies/intolerances (gluten, dairy etc)                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                                           | 214<br>73%                   | 222<br>81%hjm                | 223<br>74%                   | 228<br>79%h                  | 236<br>79%h                  | 226<br>77%h                  | 213<br>74%                   | 205<br>69%                   | 227<br>77%h                  | 217<br>73%                    | 227<br>76%                    | 197<br>74%                    | 211<br>73%                    | 231<br>76%                    | 260<br>83%                   | 268<br>88%swx<br>yzAB        | 260<br>86%yA                 | 293<br>87%xyzA               | 265<br>82%                   | 291<br>83%                   |
| None of these                                                      | 66<br>23%b                   | 39<br>14%                    | 67<br>22%b                   | 56<br>19%                    | 58<br>19%                    | 60<br>21%                    | 70<br>24%b                   | 84<br>28%bdef<br>lin         | 60<br>20%                    | 62<br>21%                     | 65<br>22%b                    | 54<br>21%                     | 70<br>24%b                    | 54<br>18%                     | 48<br>15%p                   | 29<br>10%                    | 35<br>11%                    | 34<br>10%                    | 47<br>15%                    | 52<br>15%p                   |
| Don't know                                                         | 12<br>4%e                    | 14<br>5%deg                  | 9<br>3%                      | 4<br>2%                      | 4<br>1%                      | 7<br>2%                      | 4<br>1%                      | 8<br>3%                      | 10<br>3%                     | 19<br>6%defgh<br>k            | 6<br>2%                       | 15<br>6%defgk                 | 10<br>3%                      | 18<br>6%defg<br>k             | 7<br>2%                      | 7<br>2%                      | 9<br>3%                      | 11<br>3%                     | 11<br>3%                     | 6<br>2%                      |
| 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<br>efijk              | 3.66acd<br>e                  | 3.96ac<br>defglij<br>k        | 3.80                         | 4.06                         | 3.97                         | 4.40oqs<br>ty                | 3.89                         | 3.97                         |
| 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                          | 2.33                         | 2.40                         | 2.37                         | 2.44                         | 2.33                         | 2.37                         |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                              | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Packaging/over packaging                                                   | -                            | 1                            | -                            | 2                             | -                             | -                             | 2                             | 3                             |
|                                                                            | -                            | *                            | -                            | 1%                            | -                             | -                             | 1%                            | 1%                            |
| Labelling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | 1                            | -                            | 1                            | 1                             | 1                             | -                             | -                             | -                             |
|                                                                            | *                            | -                            | *                            | *                             | *                             | -                             | -                             | -                             |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be           | 3                            | 1                            | 3                            | -                             | -                             | -                             | -                             | -                             |
|                                                                            | 1%                           | *                            | 1%                           | -                             | -                             | -                             | -                             | -                             |
| Any other issue not<br>previously<br>seen/mentioned                        | 1                            | 1                            | 1                            | 1                             | 3                             | -                             | 1                             | 1                             |
|                                                                            | *                            | *                            | *                            | *                             | 1%                            | -                             | *                             | *                             |
| Fair Trade                                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|                                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Farmers not paid fair<br>price/not helped                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             |
|                                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | *                             |
| Additives/preservatives/<br>chemicals in food                              | -                            | -                            | -                            | *                             | -                             | -                             | -                             | -                             |
|                                                                            | -                            | -                            | -                            | *                             | -                             | -                             | -                             | -                             |
| Allergies/intolerances<br>(gluten, dairy etc)                              | -                            | -                            | -                            | -                             | -                             | -                             | 1                             | -                             |
|                                                                            | -                            | -                            | -                            | -                             | -                             | -                             | *                             | -                             |
| Net: Any                                                                   | 265                          | 270                          | 272                          | 269                           | 275                           | 273                           | 277                           | 284                           |
|                                                                            | 84%                          | 83%                          | 81%                          | 80%                           | 79%                           | 81%                           | 78%                           | 81%                           |
| None of these                                                              | 43                           | 46                           | 50                           | 56                            | 65                            | 55                            | 64                            | 57                            |
|                                                                            | 14%                          | 14%                          | 15%                          | 17%pr                         | 19%pqr                        | 16%pr                         | 18%ppqr                       | 16%pr                         |
| Don't know                                                                 | 6                            | 9                            | 13                           | 12                            | 10                            | 11                            | 13                            | 9                             |
|                                                                            | 2%                           | 3%                           | 4%                           | 4%                            | 3%                            | 3%                            | 4%                            | 3%                            |
| <b>Average number of<br/>mentions</b>                                      | <b>4.06</b>                  | <b>4.12</b>                  | <b>4.07</b>                  | <b>4.10</b>                   | <b>3.93</b>                   | <b>4.38osy</b>                | <b>4.03</b>                   | <b>4.15</b>                   |
| <b>Standard deviation</b>                                                  | <b>2.36</b>                  | <b>2.53</b>                  | <b>2.40</b>                  | <b>2.38</b>                   | <b>2.36</b>                   | <b>2.50</b>                   | <b>2.50</b>                   | <b>2.35</b>                   |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base   | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| 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                          | 0.15                         | 0.14                         | 0.15                         | 0.15                         | 0.15                         | 0.14                         |





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base   | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Standard error  | 0.15                         | 0.15                         | 0.15                         | 0.15                          | 0.14                          | 0.16                          | 0.15                          | 0.14                          |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t)             |
| Unweighted Base                                | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                                      |
| Weighted Base                                  | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                                      |
| Food prices                                    | 274<br>62%hjk<br>lmn         | 306<br>66%hij<br>klmn        | 301<br>67%hijk<br>lmn        | 277<br>65%hjkl<br>mn         | 302<br>70%afgh<br>ijklmn     | 274<br>62%shjkl<br>mn        | 285<br>64%shjkl<br>mn        | 225<br>54%l                  | 240<br>58%klmn               | 196<br>47%                    | 193<br>51%                    | 194<br>45%                    | 203<br>49%                    | 200<br>52%                    | 237<br>53%xyz<br>A           | 289<br>64%low<br>xyzAB       | 305<br>67%lowwx<br>yzAB      | 308<br>66%lowwx<br>yzAB      | 288<br>64%lowwx<br>yzAB      | 265<br>63%owxyzAB                        |
| The amount of salt in food                     | 214<br>48%                   | 253<br>55%gk<br>n            | 225<br>50%g                  | 225<br>53%gk                 | 218<br>51%g                  | 219<br>49%g                  | 187<br>42%                   | 220<br>53%gk                 | 193<br>47%                   | 224<br>53%gkn                 | 171<br>45%                    | 212<br>49%g                   | 206<br>50%g                   | 177<br>46%                    | 263<br>58%<br>suy<br>A       | 246<br>55%                   | 249<br>55%                   | 267<br>57%<br>suy<br>A       | 227<br>50%                   | 244<br>58%<br>suy<br>A                   |
| Food waste                                     | 193<br>44%                   | 219<br>47%                   | 214<br>48%                   | 192<br>45%                   | 206<br>48%                   | 191<br>43%                   | 219<br>49%                   | 184<br>44%                   | 207<br>50%                   | 212<br>50%<br>f               | 191<br>50%                    | 242<br>56%<br>abcd<br>efh     | 227<br>55%<br>abcd<br>efh     | 195<br>50%<br>f               | 247<br>55%                   | 223<br>50%                   | 234<br>51%                   | 246<br>53%                   | 224<br>50%                   | 231<br>55%                               |
| The amount of fat in food                      | 190<br>43%                   | 220<br>48%g                  | 205<br>46%                   | 190<br>45%                   | 207<br>48%g                  | 194<br>44%                   | 179<br>40%                   | 190<br>45%                   | 173<br>42%                   | 198<br>47%g                   | 165<br>43%                    | 194<br>45%                    | 193<br>47%g                   | 164<br>42%                    | 236<br>52%<br>syz<br>AB      | 223<br>50%                   | 218<br>46%                   | 239<br>51%<br>y              | 206<br>46%                   | 232<br>55%<br>q<br>su<br>wv<br>xy<br>zAB |
| The amount of sugar in food                    | 185<br>42%                   | 201<br>44%                   | 182<br>41%                   | 192<br>45%                   | 194<br>45%                   | 206<br>47%                   | 199<br>44%                   | 216<br>52%<br>abog           | 208<br>50%<br>ac             | 254<br>60%<br>abcd<br>efgh    | 209<br>55%<br>abcd<br>efg     | 267<br>61%<br>abcd<br>efghi   | 245<br>60%<br>abcd<br>efghi   | 227<br>59%<br>abcd<br>defgi   | 215<br>48%                   | 226<br>50%                   | 212<br>47%                   | 227<br>48%                   | 214<br>47%                   | 227<br>54%<br>q                          |
| The amount of saturated fat in food            | 184<br>41%                   | 224<br>48%<br>ahj<br>kn      | 202<br>45%                   | 186<br>44%                   | 189<br>44%                   | 196<br>44%                   | 188<br>42%                   | 170<br>41%                   | 173<br>42%                   | 174<br>41%                    | 148<br>39%                    | 200<br>46%<br>k               | 191<br>47%<br>k               | 157<br>41%                    | 218<br>48%<br>y              | 210<br>47%                   | 217<br>48%                   | 240<br>51%<br>xyz<br>A<br>B  | 205<br>45%                   | 214<br>51%<br>xyz<br>AB                  |
| Animal welfare                                 | 181<br>41%                   | 208<br>45%                   | 190<br>42%                   | 180<br>42%                   | 199<br>46%                   | 176<br>40%                   | 179<br>40%                   | 183<br>44%                   | 184<br>45%                   | 195<br>46%                    | 162<br>42%                    | 210<br>48%<br>afgn            | 203<br>49%<br>acdf<br>gn      | 154<br>40%                    | 219<br>49%                   | 203<br>45%                   | 215<br>47%                   | 243<br>52%<br>p              | 207<br>46%                   | 234<br>55%<br>opq<br>suy                 |
| Foods aimed at children including school meals | 130<br>29%                   | 147<br>32%                   | 149<br>33%                   | 136<br>32%                   | 153<br>35%                   | 148<br>34%                   | 142<br>32%                   | 150<br>36%                   | 142<br>34%                   | 133<br>32%                    | 121<br>32%                    | 157<br>36%<br>a               | 160<br>39%<br>abdg<br>jk      | 138<br>36%                    | 107<br>24%                   | 121<br>27%                   | 111<br>24%                   | 133<br>28%                   | 112<br>25%                   | 130<br>31%<br>oqs                        |
| Food miles (e.g. the distance food travels)    | 108<br>24%<br>c              | 137<br>30%<br>cik            | 84<br>19%                    | 105<br>25%<br>c              | 117<br>27%<br>ck             | 107<br>24%                   | 106<br>24%                   | 111<br>26%<br>ck             | 92<br>22%                    | 117<br>28%<br>ck              | 75<br>20%                     | 105<br>24%                    | 119<br>29%<br>cik             | 93<br>24%                     | 139<br>31%                   | 135<br>30%                   | 128<br>28%                   | 138<br>29%                   | 139<br>31%                   | 150<br>36%<br>q<br>wyz<br>AB             |

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



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 7<br>(Nov<br>13)<br>(u)          | Wave 8<br>(May<br>14)<br>(v)         | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)       | Wave 11<br>(Nov<br>15)<br>(y)       | Wave 12<br>(May<br>16)<br>(z)       | Wave 13<br>(Nov<br>16)<br>(A)       | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 499                                   | 464                                  | 441                          | 497                                 | 450                                 | 491                                 | 407                                 | 488                           |
| Weighted Base                                  | 443                                   | 459                                  | 452                          | 449                                 | 469                                 | 452                                 | 454                                 | 466                           |
| Food prices                                    | 285<br>64% <i>ovwx</i><br><i>yzAB</i> | 262<br>57% <i>wxyz</i><br><i>AB</i>  | 217<br>48% <i>zA</i>         | 197<br>44%                          | 203<br>43%                          | 183<br>41%                          | 180<br>40%                          | 218<br>47% <i>A</i>           |
| The amount of salt in food                     | 223<br>50%                            | 260<br>57% <i>A</i>                  | 239<br>53%                   | 263<br>59% <i>suyA</i>              | 234<br>50%                          | 237<br>52%                          | 219<br>48%                          | 247<br>53%                    |
| Food waste                                     | 276<br>62% <i>opqr</i><br><i>stwA</i> | 246<br>54%                           | 246<br>54%                   | 259<br>58% <i>ps</i>                | 259<br>57% <i>ps</i>                | 268<br>57% <i>ps</i>                | 259<br>55%                          | 278<br>60% <i>pqrs</i>        |
| The amount of fat in food                      | 205<br>46%                            | 214<br>47%                           | 211<br>47%                   | 209<br>47%                          | 208<br>44%                          | 206<br>46%                          | 202<br>45%                          | 210<br>45%                    |
| The amount of sugar in food                    | 225<br>51%                            | 285<br>62% <i>opqr</i><br><i>stu</i> | 251<br>56% <i>oqrs</i>       | 262<br>58% <i>opqr</i><br><i>su</i> | 279<br>60% <i>opqr</i><br><i>su</i> | 270<br>60% <i>opqr</i><br><i>su</i> | 266<br>59% <i>opqr</i><br><i>su</i> | 279<br>60% <i>opqrsu</i>      |
| The amount of saturated fat in food            | 217<br>49% <i>yAB</i>                 | 216<br>47%                           | 213<br>47%                   | 195<br>43%                          | 194<br>41%                          | 198<br>44%                          | 191<br>42%                          | 196<br>42%                    |
| Animal welfare                                 | 213<br>48%                            | 227<br>49%                           | 224<br>50%                   | 237<br>53% <i>ps</i>                | 220<br>47%                          | 239<br>53% <i>ps</i>                | 221<br>49%                          | 244<br>52% <i>p</i>           |
| Foods aimed at children including school meals | 129<br>29%                            | 125<br>27%                           | 130<br>29%                   | 137<br>31% <i>oqs</i>               | 131<br>28%                          | 124<br>27%                          | 122<br>27%                          | 137<br>29%                    |
| Food miles (e.g. the distance food travels)    | 151<br>34% <i>yz</i>                  | 142<br>31%                           | 130<br>29%                   | 154<br>34% <i>yz</i>                | 130<br>28%                          | 124<br>27%                          | 129<br>28%                          | 135<br>29%                    |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                    | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                                      | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Packaging/over packaging                                           | -                            | -                            | -                            | -                            | -                            | 3                            | 2                            | 8                            | 4                            | 4                             | 2                             | 2                             | -                             | 4                             | -                            | -                            | -                            | -                            | -                            | 6                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 1%                           | *                            | 2%abcde                      | 1%                           | 1%abc                         | 1%                            | 1%                            | -                             | 1%b                           | -                            | -                            | -                            | -                            | -                            | 1%opqrs                      |
| Labeling/mislabelling/ensuring labelling is correct/not misleading | -                            | -                            | -                            | -                            | -                            | 4                            | 3                            | 3                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 4                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 1%                           | 1%                           | 1%                           | *                            | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%opqrsZA                    |
| Horse meat scandal/meat not being what it is claimed to be         | -                            | -                            | -                            | -                            | -                            | 20                           | 10                           | 3                            | 6                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 37                           |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 4%abcde                      | 2%abcde                      | 1%                           | 1%abcde                      | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 9%opqrsuv                    |
|                                                                    | -                            | -                            | -                            | -                            | -                            | hijklmn                      | ijklmn                       | ijklmn                       | ijklmn                       | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | wxyzAB                       |
| Any other issue not previously seen/mentioned                      | -                            | -                            | -                            | -                            | -                            | 3                            | 3                            | 3                            | 3                            | -                             | -                             | 2                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 2                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | 1%                           | -                            | 1%                           | 1%                           | 1%                            | -                             | *                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Fair Trade                                                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Farmers not paid fair price/not helped                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Additives/preservatives/chemicals in food                          | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Allergies/intolerances (gluten, dairy etc)                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                                           | 389                          | 416                          | 400                          | 389                          | 391                          | 396                          | 395                          | 363                          | 361                          | 365                           | 328                           | 379                           | 343                           | 331                           | 406                          | 405                          | 408                          | 435                          | 400                          | 390                          |
|                                                                    | 88%                          | 90% <sup>m</sup>             | 89% <sup>m</sup>             | 91% <sup>jkmn</sup>          | 91% <sup>mn</sup>            | 90% <sup>m</sup>             | 88%                          | 87%                          | 87%                          | 87%                           | 86%                           | 87%                           | 84%                           | 85%                           | 90% <sup>wjyA</sup>          | 90% <sup>A</sup>             | 90% <sup>A</sup>             | 93% <sup>suwx</sup>          | 89%                          | 92% <sup>wxyzAB</sup>        |
| None of these                                                      | 50                           | 39                           | 43                           | 35                           | 37                           | 38                           | 49                           | 49                           | 45                           | 47                            | 46                            | 50                            | 61                            | 48                            | 33                           | 35                           | 40                           | 32                           | 45                           | 28                           |
|                                                                    | 11%                          | 8%                           | 10%                          | 8%                           | 9%                           | 9%                           | 11%                          | 12%                          | 11%                          | 11%                           | 12%                           | 12%                           | 15% <sup>bcde</sup>           | 12%                           | 7%                           | 8%                           | 9%                           | 7%                           | 10%                          | 7%                           |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | f                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                         | 4                            | 8                            | 6                            | 2                            | 3                            | 8                            | 4                            | 6                            | 7                            | 10                            | 8                             | 5                             | 7                             | 8                             | 11                           | 9                            | 7                            | 2                            | 6                            | 5                            |
|                                                                    | 1%                           | 2%                           | 1%                           | 1%                           | 1%                           | 2%                           | 1%                           | 1%                           | 2%                           | 2% <sup>d</sup>               | 2%                            | 1%                            | 2%                            | 2%                            | 2% <sup>r</sup>              | 2% <sup>r</sup>              | 2%                           | 1%                           | 1%                           | 1%                           |
| Average number of mentions                                         | 4.26                         | 4.60                         | 4.38                         | 4.32                         | 4.57                         | 4.40                         | 4.29                         | 4.59                         | 4.51                         | 4.70 <sup>ag</sup>            | 4.38                          | 4.70 <sup>ag</sup>            | 5.09 <sup>abc</sup>           | 4.57                          | 4.63                         | 4.63                         | 4.63                         | 4.70                         | 4.55                         | 5.07 <sup>opqrsyzA</sup>     |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | 5.09 <sup>abc</sup>           | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | defghik                       | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | n                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                              | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Packaging/over packaging                                                   | 9<br>2%opqrs                 | 4<br>1%opqrs                 | 6<br>1%opqrs                 | 7<br>2%opqrs                  | 5<br>1%opqrs                  | 6<br>1%opqrs                  | 3<br>1%                       | 5<br>1%opqrs                  |
| Labelling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | 4<br>1%opqrs                 | 5<br>1%opqrs                 | 5<br>1%opqrs                 | 1<br>*                        | 1<br>*                        | -                             | -                             | 1<br>*                        |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be           | 12<br>3%opqrs<br>wxyzAB      | 7<br>2%opqrs<br>xyzAB        | 4<br>1%rB                    | -                             | -                             | -                             | -                             | -                             |
| Any other issue not<br>previously<br>seen/mentioned                        | 1<br>*                       | 2<br>*                       | 3<br>1%                      | 2<br>1%                       | 7<br>1%opqrs                  | 4<br>1%                       | 4<br>1%                       | 7<br>2%opqrsu                 |
| Fair Trade                                                                 | -                            | -                            | 1<br>*                       | -                             | -                             | -                             | -                             | -                             |
| Farmers not paid fair<br>price/not helped                                  | -                            | -                            | 1<br>*                       | 3<br>7%                       | 1<br>*                        | -                             | -                             | -                             |
| Additives/preservatives/<br>chemicals in food                              | -                            | -                            | -                            | 1<br>*                        | -                             | 2<br>*                        | -                             | -                             |
| Allergies/intolerances<br>(gluten, dairy etc)                              | -                            | -                            | -                            | -                             | -                             | -                             | 3<br>1%                       | -                             |
| Net: Any                                                                   | 394<br>89%                   | 410<br>89%                   | 387<br>86%                   | 395<br>88%                    | 402<br>86%                    | 394<br>87%                    | 385<br>85%                    | 408<br>87%                    |
| None of these                                                              | 40<br>9%                     | 41<br>9%                     | 49<br>11%rt                  | 45<br>10%                     | 58<br>12%oprt                 | 46<br>10%                     | 54<br>12%ort                  | 42<br>9%                      |
| Don't know                                                                 | 9<br>2%r                     | 8<br>2%                      | 16<br>3%rt                   | 8<br>2%                       | 13<br>2%r                     | 13<br>3%r                     | 15<br>3%rt                    | 16<br>3%rst                   |
| <b>Average number of<br/>mentions</b>                                      | <b>4.95s</b>                 | <b>4.86</b>                  | <b>4.86</b>                  | <b>4.88</b>                   | <b>4.68</b>                   | <b>4.70</b>                   | <b>4.64</b>                   | <b>4.80</b>                   |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base    | 427                       | 467                       | 430                       | 409                       | 404                       | 441                       | 440                       | 410                       | 399                       | 408                        | 373                        | 408                        | 398                        | 365                        | 453                       | 445                       | 441                       | 497                       | 454                       | 448                       |
| Weighted Base      | 443                       | 463                       | 448                       | 427                       | 431                       | 442                       | 448                       | 418                       | 413                       | 421                        | 382                        | 434                        | 411                        | 387                        | 450                       | 450                       | 455                       | 469                       | 452                       | 422                       |
| 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                       | 2.52                      | 2.49                      | 2.46                      | 2.45                      | 2.49                      | 2.69                      |
| 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                       | 0.13                      | 0.12                      | 0.12                      | 0.11                      | 0.12                      | 0.13                      |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base    | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base      | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Standard deviation | 2.63                         | 2.51                         | 2.54                         | 2.54                          | 2.50                          | 2.46                          | 2.57                          | 2.52                          |
| Standard error     | 0.13                         | 0.12                         | 0.13                         | 0.12                          | 0.13                          | 0.12                          | 0.14                          | 0.12                          |



## 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                    | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                                      | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Food prices                                                        | 182<br>55%hij<br>kinn        | 203<br>62%ach<br>ijkinn      | 180<br>55%hijklmn            | 190<br>61%hijklmn         | 189<br>59%hijklmn         | 195<br>58%hijklmn         | 188<br>57%hijklmn         | 154<br>47%jkln            | 148<br>45%jkl             | 121<br>36%                 | 114<br>35%                 | 114<br>34%                 | 129<br>39%                 | 138<br>42%kl               |
| The amount of salt in food                                         | 151<br>46%                   | 156<br>48%                   | 157<br>48%                   | 161<br>52%km              | 145<br>45%                | 166<br>50%                | 164<br>50%                | 150<br>46%                | 153<br>47%                | 168<br>50%                 | 146<br>44%                 | 154<br>46%                 | 146<br>44%                 | 157<br>47%                 |
| The amount of sugar in food                                        | 140<br>42%                   | 133<br>41%                   | 133<br>40%                   | 149<br>48%bc              | 148<br>46%                | 161<br>48%bc              | 163<br>49%abc             | 157<br>48%bc              | 163<br>50%abc             | 179<br>53%abce             | 168<br>51%abc              | 176<br>53%abc              | 175<br>53%abce             | 180<br>54%abcde            |
| Food waste                                                         | 138<br>42%                   | 144<br>44%                   | 149<br>45%                   | 143<br>46%                | 147<br>46%                | 160<br>48%                | 175<br>53%abcde           | 155<br>48%                | 177<br>54%abcdem          | 178<br>53%abcde            | 180<br>55%abcdefh<br>m     | 171<br>51%ab               | 156<br>47%                 | 176<br>53%abcdem           |
| The amount of fat in food                                          | 134<br>41%                   | 141<br>43%k                  | 138<br>42%                   | 154<br>49%acijklm<br>n    | 138<br>43%k               | 155<br>46%kln             | 147<br>44%kn              | 140<br>43%k               | 137<br>42%                | 141<br>42%k                | 117<br>36%                 | 132<br>39%                 | 133<br>40%                 | 124<br>38%                 |
| The amount of saturated fat in food                                | 131<br>40%n                  | 128<br>39%                   | 130<br>40%                   | 131<br>42%kn              | 121<br>38%                | 137<br>41%kn              | 130<br>39%                | 124<br>38%                | 139<br>42%n               | 132<br>39%kn               | 126<br>38%                 | 126<br>38%                 | 126<br>38%                 | 110<br>33%                 |
| Animal welfare                                                     | 129<br>39%                   | 126<br>38%                   | 126<br>38%                   | 133<br>43%                | 121<br>38%                | 143<br>43%                | 136<br>41%                | 135<br>42%                | 145<br>44%e               | 154<br>46%abce             | 134<br>41%                 | 141<br>42%                 | 133<br>40%                 | 135<br>41%                 |
| Food miles (e.g. the distance food travels)                        | 83<br>25%                    | 93<br>29%                    | 74<br>23%                    | 90<br>29%ac               | 80<br>25%                 | 100<br>30%ac              | 93<br>28%                 | 79<br>24%                 | 101<br>31%cehim           | 109<br>32%acehimn          | 92<br>28%                  | 81<br>24%                  | 81<br>24%                  | 85<br>26%                  |
| Foods aimed at children including school meals                     | 46<br>14%                    | 63<br>19%a                   | 47<br>14%                    | 66<br>21%acg              | 63<br>20%ac               | 66<br>20%ac               | 52<br>16%                 | 63<br>19%ac               | 82<br>25%acghi            | 76<br>23%acg               | 70<br>21%acg               | 63<br>19%a                 | 78<br>23%acg               | 70<br>21%acg               |
| Packaging/over packaging                                           | -                            | -                            | -                            | -                         | -                         | 1                         | 2                         | 1                         | 2                         | 1                          | 1                          | 1                          | *                          | 2                          |
| Labeling/mislabelling/ensuring labelling is correct/not misleading | -                            | -                            | -                            | -                         | -                         | 3                         | 1                         | 2                         | 1                         | 1                          | 2                          | 1                          | -                          | 1                          |
| Horse meat scandal/meat not being what it is claimed to be         | -                            | -                            | -                            | -                         | -                         | 13                        | 2                         | 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**

|                                               | 66-                       |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                               | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                               | 451                       | 405                       | 414                       | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                 | 330                       | 327                       | 329                       | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Any other issue not previously seen/mentioned | -                         | -                         | -                         | -                         | -                         | 2                         | 4                         | 1                         | 2                         | 4                          | 4                          | 2                          | 3                          | -                          |
| Fair Trade                                    | -                         | -                         | -                         | -                         | -                         | *                         | 1%abcden                  | -                         | 1%                        | 1%abcden                   | 1%abcden                   | 1%                         | 1%abcden                   | -                          |
| Farmers not paid fair price/not helped        | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1                         | -                          | 1                          | 1                          | -                          | -                          |
| Additives/preservatives/chemicals in food     | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1                          | -                          | -                          | 1                          | 1                          |
| Allergies/intolerances (gluten, dairy etc)    | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Net: Any                                      | 269<br>82%                | 286<br>88%ahjklm          | 285<br>87%ahklmn          | 269<br>86%shklmn          | 268<br>83%                | 287<br>86%hklmn           | 284<br>86%hklmn           | 258<br>79%                | 268<br>82%                | 277<br>83%                 | 261<br>79%                 | 266<br>79%                 | 263<br>79%                 | 266<br>80%                 |
| None of these                                 | 52<br>16%bcf              | 33<br>10%                 | 34<br>10%                 | 40<br>13%                 | 42<br>13%                 | 37<br>11%                 | 42<br>13%                 | 59<br>18%bcdefg           | 49<br>15%bc               | 47<br>14%                  | 60<br>18%bcdefg            | 54<br>16%bcf               | 56<br>17%bcf               | 56<br>17%bcf               |
| Don't know                                    | 8<br>3%                   | 8<br>2%                   | 10<br>3%                  | 4<br>1%                   | 12<br>4% <sup>d</sup>     | 10<br>3%                  | 5<br>2%                   | 8<br>2%                   | 11<br>3% <sup>d</sup>     | 11<br>3% <sup>d</sup>      | 8<br>2%                    | 15<br>4% <sup>dg</sup>     | 13<br>4% <sup>dg</sup>     | 8<br>3%                    |
| Average number of mentions                    | 4.22                      | 4.16                      | 3.97                      | 4.53 <sup>bc</sup>        | 4.30                      | 4.53 <sup>bc</sup>        | 4.42 <sup>c</sup>         | 4.53 <sup>bc</sup>        | 4.67 <sup>abc</sup>       | 4.56 <sup>bc</sup>         | 4.43 <sup>c</sup>          | 4.37 <sup>c</sup>          | 4.42 <sup>c</sup>          | 4.44 <sup>c</sup>          |
| 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                       |
| 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                       |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1782                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                  | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food prices                                    | 883<br>53%ijk<br>lmn         | 1026<br>62%ahi<br>jkln       | 1026<br>61%ahij<br>klmn      | 1035<br>62%ahij<br>klmn      | 1018<br>61%ahij<br>klmn      | 998<br>59%ahij<br>klmn       | 974<br>59%ahij<br>klmn       | 852<br>51%ijk<br>mn          | 815<br>49%ijk<br>lmn         | 694<br>41%                    | 699<br>42%                    | 670<br>40%                    | 689<br>42%                    | 761<br>47%ijk<br>lmn          | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of salt in food                     | 757<br>45%k                  | 834<br>50%ace                | 780<br>46%km                 | 814<br>49%egik<br>mn         | 724<br>44%                   | 807<br>48%legik<br>mn        | 727<br>44%                   | 794<br>47%ekm                | 730<br>44%                   | 780<br>46%km                  | 696<br>41%                    | 759<br>45%k                   | 689<br>42%                    | 721<br>44%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Food waste                                     | 688<br>41%                   | 748<br>45%a                  | 751<br>45%a                  | 754<br>45%a                  | 726<br>44%                   | 753<br>44%                   | 848<br>51%abcd<br>efh        | 746<br>44%                   | 799<br>48%aefh               | 820<br>48%abcd<br>efh         | 832<br>50%abcd<br>efh         | 904<br>54%abcd<br>efhijk      | 814<br>50%abcd<br>efh         | 843<br>52%abcd<br>efhi        | -                            | -                            | -                            | -                            | -                            | -                            |
| Animal welfare                                 | 677<br>41%                   | 671<br>40%                   | 647<br>39%                   | 701<br>42%                   | 639<br>38%                   | 669<br>40%                   | 647<br>39%                   | 690<br>41%                   | 679<br>41%                   | 703<br>42%                    | 687<br>41%                    | 765<br>46%abcd<br>efghijk     | 703<br>43%cefg                | 710<br>43%cefg                | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of fat in food                      | 671<br>40%                   | 754<br>45%ace<br>gijklm<br>n | 692<br>41%                   | 758<br>45%aceg<br>ijklmn     | 694<br>42%k                  | 746<br>44%lagij<br>kmn       | 657<br>40%                   | 709<br>42%k                  | 658<br>40%                   | 679<br>40%                    | 635<br>38%                    | 694<br>41%k                   | 648<br>40%                    | 637<br>39%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of saturated fat in food            | 646<br>39%k                  | 702<br>42%aeh<br>ijklmn      | 691<br>41%ijkmn              | 693<br>41%ijkmn              | 641<br>39%k                  | 705<br>42%hijk<br>mn         | 662<br>40%jk                 | 642<br>38%k                  | 634<br>38%k                  | 613<br>36%                    | 577<br>34%                    | 665<br>40%jk                  | 616<br>38%                    | 602<br>37%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of sugar in food                    | 642<br>38%                   | 688<br>41%                   | 651<br>39%                   | 705<br>42%a                  | 650<br>39%                   | 734<br>43%ace                | 719<br>43%ace                | 805<br>48%abcd<br>efg        | 777<br>47%abcd<br>ef         | 860<br>51%abcd<br>efgi        | 854<br>51%abcd<br>efgi        | 934<br>56%abcd<br>efghijk     | 854<br>52%abcd<br>efghi       | 869<br>53%abcd<br>efghi       | -                            | -                            | -                            | -                            | -                            | -                            |
| Food miles (e.g. the distance food travels)    | 383<br>23%c                  | 412<br>25%ck                 | 334<br>20%                   | 391<br>23%c                  | 372<br>22%                   | 401<br>24%c                  | 404<br>24%ck                 | 385<br>23%c                  | 374<br>22%                   | 423<br>25%ck                  | 349<br>21%                    | 423<br>23%                    | 378<br>22%                    | 361<br>22%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Foods aimed at children including school meals | 369<br>22%                   | 430<br>26%a                  | 390<br>23%                   | 437<br>26%a                  | 414<br>25%                   | 438<br>26%a                  | 430<br>26%a                  | 437<br>26%a                  | 416<br>25%                   | 439<br>26%a                   | 409<br>24%                    | 451<br>27%ac                  | 434<br>27%ac                  | 446<br>27%ac                  | -                            | -                            | -                            | -                            | -                            | -                            |

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  
Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
\*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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)    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Foods aimed at children including school meals | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                           | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                             | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Packaging/over packaging                                                  | -                            | -                            | -                            | -                            | -                            | 9                            | 11                           | 15                           | 9                            | 14                            | 9                             | 9                             | 5                             | 12                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | 1%abcde                      | 1%abcde                      | 1%abcde                      | 1%abcde                      | 1%abcde                       | 1%abcde                       | 1%abcde                       | *abcde                        | 1%abcd                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Labeling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | -                            | -                            | -                            | -                            | -                            | 11                           | 11                           | 10                           | 6                            | 4                             | 3                             | 1                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | 1%abcde                      | 1%abcde                      | 1%abcde                      | *abcde                       | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be          | -                            | -                            | -                            | -                            | -                            | 78                           | 29                           | 14                           | 14                           | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | 5%abcde                      | 2%abcde                      | 1%abcde                      | 1%abcde                      | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | ghijklm<br>n                 | hijklmn                      | ijklmn                       | ijklmn                       | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Any other issue not<br>previously<br>seen/mentioned                       | -                            | -                            | -                            | -                            | -                            | 8                            | 5                            | 7                            | 12                           | 9                             | 13                            | 5                             | 10                            | 5                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | *abcde                       | *abcde                       | *abcde                       | 1%abcde                      | 1%abcde                       | 1%abcde                       | *abcde                        | 1%abcde                       | *abcd                         | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            |                              |                              |                              |                              |                               |                               |                               |                               | e                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Fair Trade                                                                | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2                            | 1                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                            | *                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Farmers not paid fair<br>price/not helped                                 | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2                            | 3                             | 2                             | 1                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Additives/preservatives/<br>chemicals in food                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                             | -                             | 2                             | 1                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Allergies/intolerances<br>(gluten, dairy etc)                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | 4                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                                                  | 1402                         | 1461                         | 1447                         | 1470                         | 1431                         | 1460                         | 1410                         | 1393                         | 1371                         | 1392                          | 1367                          | 1398                          | 1327                          | 1363                          | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | 84% <i>m</i>                 | 88% <i>aghi<br/>ijklmn</i>   | 86% <i>hijk<br/>lmn</i>      | 88% <i>aghi<br/>ijklmn</i>   | 86% <i>hijk<br/>lmn</i>      | 86% <i>hijk<br/>lmn</i>      | 85% <i>hijk<br/>lmn</i>      | 82%                          | 83%                          | 82%                           | 81%                           | 83%                           | 81%                           | 83%                           | -                            | -                            | -                            | -                            | -                            | -                            |
| None of these                                                             | 227                          | 158                          | 198                          | 182                          | 199                          | 199                          | 222                          | 261                          | 235                          | 247                           | 271                           | 227                           | 264                           | 214                           | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | 14% <i>bd</i>                | 9%                           | 12% <i>b</i>                 | 11%                          | 12% <i>b</i>                 | 12% <i>b</i>                 | 13% <i>bd</i>                | 16% <i>bcde<br/>f</i>        | 14% <i>bcdf</i>              | 15% <i>bcde<br/>f</i>         | 16% <i>abcd<br/>efgh</i>      | 14% <i>bd</i>                 | 16% <i>abcd<br/>efgh</i>      | 13% <i>bd</i>                 | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                                | 40                           | 46                           | 36                           | 24                           | 30                           | 34                           | 26                           | 36                           | 55                           | 54                            | 40                            | 53                            | 46                            | 56                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                           | 2% <i>d</i>                  | 3% <i>dg</i>                 | 2%                           | 1%                           | 2%                           | 2%                           | 2%                           | 2%                           | 3% <i>cdefg<br/>h</i>        | 3% <i>defg</i>                | 2% <i>d</i>                   | 3% <i>defg</i>                | 3% <i>dg</i>                  | 3% <i>cde<br/>gh</i>          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                     | **                           | **                           | **                           | **                            | **                            | **                            | **                            | **                            |
| Packaging/over packaging                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Labeling/mislabeling/ensuring 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                                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None of these                                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base              | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Average number of mentions | 4.08                         | 4.29a                        | 4.12                         | 4.28a                        | 4.11                         | 4.35ace                      | 4.34ace                      | 4.41ace                      | 4.32ace                      | 4.34ace                       | 4.22                          | 4.46acd                       | 4.39ace                       | 4.38ace                       | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base              | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Average number of mentions | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard deviation         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard error             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                  | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Food prices                                    | 60<br>61%lmn                 | 60<br>65%lmn                 | 54<br>54%lmn                 | 73<br>70%cjkl<br>mn          | 60<br>57%lmn                 | 56<br>61%lmn                 | 60<br>59%lmn                 | 45<br>57%lmn                 | 61<br>63%lmn                 | 48<br>55%lmn                  | 45<br>52%lmn                  | 26<br>29%                     | 23<br>24%                     | 25<br>28%                     | 33<br>55%                    | 47<br>79%ouvw<br>wyzAB       | 33<br>62%y                   | 42<br>79%ouvw<br>yzAB        | 39<br>68%yB                  | 40<br>71%ovzAB               |
| Food waste                                     | 51<br>52%bch<br>lmn          | 26<br>28%                    | 37<br>37%                    | 57<br>55%bcef<br>hlmn        | 41<br>39%                    | 36<br>39%                    | 43<br>42%bl                  | 30<br>37%                    | 52<br>53%boeh<br>lmn         | 37<br>42%bl                   | 38<br>43%bl                   | 24<br>27%                     | 31<br>32%                     | 34<br>37%                     | 27<br>44%                    | 31<br>52%                    | 18<br>34%                    | 24<br>45%                    | 33<br>57%q                   | 29<br>51%q                   |
| Animal welfare                                 | 49<br>50%beg<br>lm           | 26<br>28%                    | 37<br>36%                    | 39<br>38%                    | 37<br>35%                    | 36<br>39%                    | 36<br>35%                    | 35<br>43%b                   | 52<br>52%bode<br>gim         | 47<br>54%bode<br>gim          | 44<br>39<br>m                 | 28<br>32%                     | 31<br>33%                     | 44<br>49%blm                  | 22<br>36%                    | 35<br>59%ors<br>uwy          | 23<br>43%                    | 20<br>36%                    | 21<br>37%                    | 27<br>47%                    |
| The amount of salt in food                     | 47<br>48%lm                  | 36<br>39%                    | 47<br>47%lm                  | 58<br>56%befg<br>lm          | 37<br>35%                    | 36<br>40%                    | 38<br>38%                    | 36<br>45%lm                  | 54<br>55%befg<br>lm          | 44<br>50%alm                  | 39<br>44%um                   | 31<br>35%                     | 28<br>29%                     | 41<br>45%lm                   | 26<br>43%                    | 40<br>67%ovy<br>B            | 36<br>69%ovyB                | 30<br>55%                    | 36<br>63%oy                  | 32<br>57%                    |
| The amount of saturated fat in food            | 47<br>48%bfg<br>lmn          | 31<br>33%                    | 38<br>38%lm                  | 56<br>54%bcef<br>ghlmn       | 39<br>37%lm                  | 30<br>33%                    | 27<br>26%                    | 31<br>38%lm                  | 53<br>54%bcef<br>ghlmn       | 44<br>50%blgl<br>mn           | 37<br>42%glm                  | 23<br>26%                     | 22<br>23%                     | 25<br>28%                     | 20<br>33%                    | 33<br>56%o                   | 23<br>43%                    | 28<br>52%o                   | 27<br>47%                    | 31<br>55%oy                  |
| The amount of fat in food                      | 46<br>47%bef<br>lm           | 30<br>33%                    | 37<br>36%                    | 49<br>47%befl<br>m           | 34<br>33%                    | 30<br>33%                    | 39<br>38%l                   | 29<br>36%                    | 44<br>44%lm                  | 41<br>47%befl<br>m            | 34<br>39%l                    | 21<br>24%                     | 27<br>29%                     | 32<br>36%                     | 23<br>39%                    | 32<br>54%                    | 25<br>47%                    | 28<br>53%                    | 28<br>49%                    | 30<br>53%y                   |
| The amount of sugar in food                    | 46<br>47%                    | 33<br>35%                    | 37<br>36%                    | 43<br>42%                    | 39<br>37%                    | 36<br>39%                    | 43<br>42%                    | 45<br>56%bcef                | 55<br>56%bcef                | 51<br>58%bode<br>fgm          | 44<br>50%                     | 43<br>49%                     | 40<br>42%                     | 42<br>46%                     | 24<br>41%                    | 36<br>60%o                   | 26<br>50%                    | 24<br>45%                    | 27<br>48%                    | 30<br>53%                    |
| Food miles (e.g. the distance food travels)    | 34<br>35%ceh<br>lmn          | 22<br>24%l                   | 19<br>19%                    | 23<br>22%l                   | 19<br>18%                    | 22<br>24%l                   | 23<br>23%l                   | 15<br>19%                    | 22<br>22%l                   | 26<br>30%elmn                 | 25<br>29%l                    | 8<br>10%                      | 17<br>17%                     | 18<br>20%l                    | 8<br>13%                     | 17<br>29%oy                  | 8<br>15%                     | 10<br>18%                    | 10<br>17%                    | 15<br>27%oy                  |
| Foods aimed at children including school meals | 25<br>25%                    | 14<br>15%                    | 31<br>31%bgm                 | 36<br>35%befg<br>lm          | 23<br>22%                    | 18<br>20%                    | 18<br>17%                    | 19<br>23%                    | 32<br>33%bfgl<br>m           | 26<br>30%bg                   | 27<br>31%bg                   | 17<br>19%                     | 18<br>18%                     | 22<br>24%                     | 16<br>27%                    | 25<br>42%                    | 16<br>31%                    | 14<br>26%                    | 23<br>39%                    | 20<br>35%                    |
| Packaging/over packaging                       | -                            | -                            | -                            | -                            | -                            | 1                            | 2                            | -                            | 2                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                | -                            | -                            | -                            | -                            | -                            | 1%                           | 2%                           | -                            | 2%                           | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |

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  
Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/mn - o/p/q/r/s/t/u/v/w/x/y/z/AB  
\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                  | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Food prices                                    | 40<br>62%y                   | 36<br>56%                    | 38<br>60%y                   | 39<br>64%yB                   | 27<br>45%                     | 33<br>55%                     | 62<br>57%                     | 58<br>51%                     |
| Food waste                                     | 34<br>54%q                   | 32<br>50%                    | 31<br>49%                    | 39<br>64%oqrt<br>vwy          | 28<br>47%                     | 36<br>61%oqy                  | 64<br>59%q                    | 64<br>56%q                    |
| Animal welfare                                 | 27<br>42%                    | 26<br>40%                    | 27<br>42%                    | 33<br>55%orsu<br>vwy          | 21<br>34%                     | 33<br>55%orsu<br>vwy          | 68<br>63%oqrs<br>tuvwB        | 54<br>48%y                    |
| The amount of salt in food                     | 35<br>54%                    | 33<br>51%                    | 35<br>55%                    | 37<br>61%oy                   | 28<br>47%                     | 31<br>52%                     | 60<br>56%                     | 58<br>51%                     |
| The amount of saturated fat in food            | 31<br>49%o                   | 33<br>51%o                   | 29<br>45%                    | 33<br>55%oy                   | 24<br>41%                     | 31<br>52%o                    | 56<br>52%o                    | 49<br>44%                     |
| The amount of fat in food                      | 30<br>46%                    | 31<br>48%                    | 33<br>52%                    | 35<br>58%oy                   | 24<br>40%                     | 32<br>53%y                    | 53<br>48%                     | 52<br>46%                     |
| The amount of sugar in food                    | 31<br>48%                    | 34<br>53%                    | 36<br>57%o                   | 38<br>63%oruy                 | 29<br>48%                     | 34<br>57%                     | 67<br>62%ouy                  | 66<br>58%o                    |
| Food miles (e.g. the distance food travels)    | 11<br>18%                    | 12<br>18%                    | 18<br>29%oy                  | 19<br>32%oqsu<br>vy           | 10<br>16%                     | 22<br>37%oqrs<br>uvy          | 42<br>39%oqrs<br>uvy          | 36<br>32%oqsuvy               |
| Foods aimed at children including school meals | 21<br>33%                    | 22<br>34%                    | 24<br>37%                    | 29<br>49%oqrt<br>vvy          | 21<br>35%                     | 31<br>51%oqrt<br>uvwB         | 50<br>46%oru                  | 42<br>37%                     |
| Packaging/over packaging                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>1%                       |

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

|                                                                            | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                            | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                              | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Labelling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | 4                            | 1                             | 1                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be           | -                            | -                            | -                            | -                            | -                            | 9                            | 2                            | 1                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Any other issue not<br>previously<br>seen/mentioned                        | -                            | -                            | -                            | -                            | -                            | 10%<br>abcde<br>ghijklmn     | 2%                           | 2%                           | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Fair Trade                                                                 | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2                            | 1                            | 1                             | 1                             | -                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Farmers not paid fair<br>price/not helped                                  | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2%                           | 1%                           | 1%                            | 1%                            | -                             | 3%                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Additives/preservatives/<br>chemicals in food                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Allergies/intolerances<br>(gluten, dairy etc)                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                                                   | 88<br>90%<br>cel<br>mn       | 77<br>83%<br>m               | 81<br>80%<br>m               | 94<br>80%<br>celm<br>n       | 79<br>75%                    | 78<br>87%<br>selmn           | 88<br>86%<br>selmn           | 67<br>83%<br>m               | 90<br>92%<br>celm<br>n       | 75<br>86%<br>selmn            | 79<br>90%<br>selmn            | 63<br>72%                     | 64<br>67%                     | 66<br>73%                     | 47<br>78%                    | 58<br>97%<br>osuv<br>wyzAB   | 49<br>92%<br>yB              | 50<br>92%<br>yB              | 50<br>86%                    | 51<br>90%<br>yB              |
| None of these                                                              | 10<br>10%                    | 16<br>17%<br>ij              | 17<br>17%<br>ij              | 9<br>9%                      | 23<br>22%<br>adij<br>k       | 10<br>12%                    | 12<br>12%                    | 13<br>16%<br>j               | 7<br>7%                      | 5<br>6%                       | 9<br>10%                      | 21<br>24%<br>adfg<br>jk       | 21<br>22%<br>adij<br>k        | 20<br>22%<br>adi<br>jk        | 12<br>21%<br>pqvx            | 2<br>3%                      | 3<br>6%                      | 4<br>8%                      | 6<br>11%                     | 6<br>10%                     |
| Don't know                                                                 | -                            | -                            | 3<br>3%                      | 1<br>1%                      | 3<br>3%                      | 1<br>2%                      | 1<br>1%                      | 1<br>1%                      | 1<br>1%                      | 7<br>8%<br>abdfg<br>hk        | -                             | 4<br>5%<br>abk                | 10<br>11%<br>abcde<br>fghik   | 4<br>5%<br>abk                | 1<br>1%                      | -                            | 1<br>2%                      | -                            | 2<br>3%                      | 1<br>1%                      |
| Average number of<br>mentions                                              | 4.58bg<br>lm                 | 3.61                         | 4.18                         | 4.63bgl<br>m                 | 4.17                         | 3.93                         | 3.78                         | 4.31l                        | 4.78bfg<br>lm                | 4.84bfg<br>lm                 | 4.23                          | 3.51                          | 3.69                          | 4.30                          | 4.24                         | 5.13                         | 4.28                         | 4.48                         | 4.94                         | 4.99                         |
| 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                          | 2.82                         | 2.32                         | 2.32                         | 2.36                         | 2.46                         | 2.67                         |
| Standard error                                                             | 0.26                         | 0.26                         | 0.28                         | 0.28                         | 0.25                         | 0.27                         | 0.24                         | 0.28                         | 0.26                         | 0.27                          | 0.27                          | 0.25                          | 0.28                          | 0.30                          | 0.39                         | 0.30                         | 0.34                         | 0.34                         | 0.34                         | 0.25                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)  | Wave 11<br>(Nov<br>15)<br>(y)   | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                   | 141                          | 115                          | 119                          | 135                            | 126                             | 126                           | 120                           | 123                           |
| Weighted Base                                                     | 64                           | 64                           | 64                           | 60                             | 60                              | 60                            | 109                           | 113                           |
| Labeling/mislabeling/ensuring labelling is correct/not misleading | -                            | -                            | -                            | *                              | 1                               | -                             | -                             | -                             |
| Horse meat scandal/meat not being what it is claimed to be        | -                            | 2<br>4% <sup>ux</sup> AB     | -                            | -                              | -                               | -                             | -                             | -                             |
| Any other issue not previously seen/mentioned                     | -                            | -                            | -                            | 1<br>2%                        | -                               | -                             | -                             | 1<br>1%                       |
| Fair Trade                                                        | -                            | -                            | 1<br>1%                      | -                              | -                               | -                             | -                             | -                             |
| Farmers not paid fair price/not helped                            | -                            | -                            | -                            | -                              | -                               | -                             | -                             | -                             |
| Additives/preservatives/chemicals in food                         | -                            | -                            | -                            | *                              | -                               | -                             | -                             | -                             |
| Allergies/intolerances (gluten, dairy etc)                        | -                            | -                            | -                            | 1<br>1%                        | -                               | -                             | -                             | 1<br>1%                       |
| Net: Any                                                          | 54<br>84%                    | 57<br>89% <sup>y</sup>       | 54<br>84%                    | 55<br>91% <sup>oyzA</sup><br>B | 47<br>78%                       | 48<br>81%                     | 89<br>82%                     | 90<br>79%                     |
| None of these                                                     | 10<br>15% <sup>p</sup>       | 5<br>8%                      | 10<br>16% <sup>p</sup>       | 5<br>9%                        | 13<br>22% <sup>pqrt</sup><br>vx | 11<br>19% <sup>pqv</sup>      | 19<br>17% <sup>p</sup>        | 24<br>21% <sup>pqrtv</sup>    |
| Don't know                                                        | 1<br>1%                      | 2<br>3% <sup>B</sup>         | -                            | -                              | 1<br>1%                         | 1<br>1%                       | 1<br>1%                       | -                             |
| Average number of mentions                                        | 4.83                         | 4.56                         | 5.04                         | 5.53 <sup>oqr</sup><br>vy      | 4.54                            | 5.87 <sup>oqr</sup><br>stuvy  | 5.86 <sup>oqr</sup><br>tuvy   | 5.39 <sup>oqv</sup><br>vy     |
| Standard deviation                                                | 2.73                         | 2.60                         | 2.89                         | 3.00                           | 2.77                            | 2.82                          | 2.98                          | 2.89                          |
| Standard error                                                    | 0.25                         | 0.26                         | 0.29                         | 0.27                           | 0.28                            | 0.28                          | 0.30                          | 0.29                          |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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<br>ENGLAND/WALES/NI |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|------------------------------------------------|----------------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                | Wave 1<br>(Nov<br>10)<br>(a)           | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                | 1919                                   | 1883                         | 1896                         | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                  | 1828                                   | 1818                         | 1835                         | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| The amount of salt in food                     | 830<br>45%k                            | 910<br>50%aeg<br>ijklmn      | 863<br>47%ekm                | 901<br>49%aegiklm<br>n    | 797<br>44%                | 876<br>48%egkm            | 800<br>44%                | 862<br>47%egkm            | 819<br>45%                | 860<br>47%km               | 763<br>42%                 | 822<br>45%                 | 777<br>42%                 | 819<br>45%                 |
| The amount of sugar in food                    | 712<br>39%                             | 757<br>42%                   | 714<br>39%                   | 772<br>42%                | 717<br>39%                | 800<br>43%ace             | 793<br>43%ace             | 883<br>48%abcdefg         | 868<br>48%abcdefg         | 949<br>52%abcdefg<br>i     | 926<br>51%abcdefg          | 1011<br>55%abcdefg<br>hijk | 961<br>52%abcdefg<br>hi    | 977<br>53%abcdefghi        |
| The amount of fat in food                      | 741<br>41%                             | 816<br>45%ace<br>gijklm<br>n | 753<br>41%                   | 836<br>46%aceghij<br>klmn | 756<br>41%k               | 807<br>44%agikmn          | 726<br>40%                | 768<br>42%k               | 735<br>40%                | 755<br>41%                 | 692<br>38%                 | 747<br>41%                 | 728<br>40%                 | 721<br>39%                 |
| The amount of saturated fat in food            | 713<br>39%k                            | 766<br>42%sehj<br>kmn        | 752<br>41%jkmn               | 777<br>42%aahjkmn         | 707<br>39%k               | 767<br>42%jkmn            | 720<br>39%k               | 706<br>39%k               | 716<br>39%k               | 689<br>37%                 | 638<br>35%                 | 719<br>39%k                | 694<br>38%                 | 676<br>37%                 |
| Foods aimed at children including school meals | 410<br>22%                             | 470<br>26%a                  | 437<br>24%                   | 487<br>27%a               | 460<br>25%                | 476<br>26%a               | 469<br>26%a               | 478<br>26%a               | 472<br>26%a               | 495<br>27%ac               | 457<br>25%                 | 498<br>27%ac               | 501<br>27%ac               | 510<br>28%ac               |
| Animal welfare                                 | 747<br>41%                             | 732<br>40%                   | 707<br>39%                   | 761<br>41%                | 698<br>38%                | 732<br>40%                | 710<br>39%                | 750<br>41%                | 757<br>42%e               | 783<br>43%ceg              | 752<br>41%                 | 826<br>45%abcdefg<br>hk    | 803<br>44%bcefg            | 808<br>44%bcefg            |
| Food prices                                    | 976<br>53%jkl<br>mn                    | 1133<br>62%agh<br>ijklmn     | 1114<br>61%ahijklm<br>n      | 1150<br>63%afghijk<br>lmn | 1116<br>61%ahijklm<br>n   | 1094<br>59%ahijklm<br>n   | 1073<br>59%ahijklm<br>n   | 933<br>51%ijklmn          | 915<br>50%ijklmn          | 781<br>42%                 | 771<br>42%                 | 729<br>40%                 | 774<br>42%                 | 844<br>46%ijklm            |
| Food waste                                     | 766<br>42%                             | 805<br>44%                   | 806<br>44%                   | 835<br>46%a               | 800<br>44%                | 818<br>44%                | 925<br>51%abcdefh         | 808<br>44%                | 883<br>48%abcefh          | 895<br>49%abcefh           | 898<br>49%abcefh           | 964<br>53%abcefh<br>ijklm  | 908<br>49%abcefh           | 941<br>51%abcefh           |
| Food miles (e.g. the distance food travels)    | 425<br>23%c                            | 452<br>25%ceak               | 360<br>20%                   | 424<br>23%c               | 401<br>22%                | 438<br>24%ck              | 438<br>24%ck              | 411<br>23%c               | 414<br>23%c               | 468<br>25%cehkl            | 384<br>21%                 | 408<br>22%c                | 420<br>23%c                | 418<br>23%c                |
| Packaging/over packaging                       | -                                      | -                            | -                            | -                         | -                         | 11<br>1%abcde             | 13<br>1%abcde             | 15<br>1%abcdem            | 12<br>1%abcde             | 14<br>1%abcde              | 9<br>*abcde                | 9<br>*abcde                | 5<br>*abcde                | 14<br>1%abcde              |



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<br>ENGLAND/WALES/NI |                                              |                                |                                         |                                |                                |                              |                             |                           |                            |                               |                            |                                       |                            |
|---------------------------------------------------------------------------|----------------------------------------|----------------------------------------------|--------------------------------|-----------------------------------------|--------------------------------|--------------------------------|------------------------------|-----------------------------|---------------------------|----------------------------|-------------------------------|----------------------------|---------------------------------------|----------------------------|
|                                                                           | Wave 1<br>(Nov<br>10)<br>(a)           | Wave 2<br>(May<br>11)<br>(b)                 | Wave 3<br>(Nov<br>11)<br>(c)   | Wave 4<br>(May 12)<br>(d)               | Wave 5<br>(Nov 12)<br>(e)      | Wave 6<br>(May 13)<br>(f)      | Wave 7<br>(Nov 13)<br>(g)    | Wave 8<br>(May 14)<br>(h)   | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k)    | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m)            | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                           | 1919                                   | 1883                                         | 1896                           | 1961                                    | 1884                           | 2036                           | 1974                         | 1944                        | 1984                      | 2091                       | 1980                          | 2044                       | 1967                                  | 1991                       |
| Weighted Base                                                             | 1828                                   | 1818                                         | 1835                           | 1834                                    | 1824                           | 1841                           | 1824                         | 1824                        | 1824                      | 1840                       | 1826                          | 1826                       | 1841                                  | 1837                       |
| Labeling/mislabelling/e<br>nsuring labelling is<br>correct/not misleading | -                                      | -                                            | -                              | -                                       | -                              | 11                             | 11                           | 12                          | 10                        | 5                          | 4                             | 1                          | -                                     | 2                          |
| Horse meat scandal/meat<br>not being what it is<br>claimed to be          | -                                      | -                                            | -                              | -                                       | -                              | 87                             | 31                           | 18                          | 14                        | *                          | -                             | -                          | -                                     | -                          |
| Any other issue not<br>previously<br>seen/mentioned                       | -                                      | -                                            | -                              | -                                       | -                              | 8                              | 6                            | 7                           | 13                        | 11                         | 14                            | 5                          | 10                                    | 9                          |
| Fair Trade                                                                | -                                      | -                                            | -                              | -                                       | -                              | -                              | -                            | -                           | 3                         | 1                          | -                             | -                          | -                                     | -                          |
| Farmers not paid fair<br>price/not helped                                 | -                                      | -                                            | -                              | -                                       | -                              | -                              | -                            | -                           | 2                         | 3                          | 2                             | 1                          | -                                     | 1                          |
| Additives (preservatives/<br>chemicals in food)                           | -                                      | -                                            | -                              | -                                       | -                              | -                              | -                            | -                           | 2                         | -                          | 2                             | -                          | 1                                     | 1                          |
| Allergies/intolerances<br>(gluten, dairy etc)                             | -                                      | -                                            | -                              | -                                       | -                              | -                              | -                            | -                           | -                         | -                          | -                             | -                          | 4                                     | 2                          |
| Net: Any                                                                  | 1538<br>84% <sup>m</sup>               | 1597<br>88% <sup>saag<br/>hijklm<br/>n</sup> | 1576<br>86% <sup>hijklmn</sup> | 1614<br>88% <sup>saeghijk<br/>lmn</sup> | 1560<br>86% <sup>hijklmn</sup> | 1590<br>86% <sup>hijklmn</sup> | 1552<br>85% <sup>hklmn</sup> | 1507<br>83%                 | 1515<br>83% <sup>m</sup>  | 1522<br>83%                | 1492<br>82%                   | 1509<br>83%                | 1479<br>80%                           | 1519<br>83%                |
| None of these                                                             | 249<br>14% <sup>bd</sup>               | 175<br>10%                                   | 219<br>12% <sup>b</sup>        | 196<br>11%                              | 229<br>13% <sup>b</sup>        | 215<br>12% <sup>b</sup>        | 244<br>13% <sup>bd</sup>     | 279<br>15% <sup>bcdef</sup> | 253<br>14% <sup>bd</sup>  | 257<br>14% <sup>bdf</sup>  | 293<br>16% <sup>abcdefg</sup> | 259<br>14% <sup>bdf</sup>  | 304<br>16% <sup>abcdefg<br/>ijn</sup> | 258<br>14% <sup>bdf</sup>  |
| Don't know                                                                | 41<br>2% <sup>d</sup>                  | 46<br>3% <sup>dg</sup>                       | 40<br>2% <sup>d</sup>          | 24<br>1%                                | 35<br>2%                       | 36<br>2%                       | 28<br>2%                     | 39<br>2%                    | 56<br>3% <sup>defg</sup>  | 61<br>3% <sup>cdefgh</sup> | 41<br>2% <sup>d</sup>         | 58<br>3% <sup>defg</sup>   | 57<br>3% <sup>defg</sup>              | 61<br>3% <sup>cdefgh</sup> |
| Average number of<br>mentions                                             | 4.11                                   | 4.28                                         | 4.13                           | 4.30 <sup>a</sup>                       | 4.14                           | 4.35 <sup>ace</sup>            | 4.33 <sup>ace</sup>          | 4.42 <sup>acek</sup>        | 4.38 <sup>ace</sup>       | 4.41 <sup>acek</sup>       | 4.23                          | 4.47 <sup>abcek</sup>      | 4.45 <sup>acek</sup>                  | 4.44 <sup>acek</sup>       |
| 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                       |
| 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                       |



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

|                                                                             | WAVE                      |                              |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------------------------------|---------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                             | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)    | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                             | 1919                      | 1883                         | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                               | 1828                      | 1818                         | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food prices                                                                 | 976<br>53%kl<br>mn        | 1133<br>62%lgh<br>ijklmn     | 1114<br>61%ahijklm<br>n   | 1150<br>63%afghijk<br>lmn | 1116<br>61%ahijklm<br>n   | 1094<br>59%ahijklm<br>n   | 1073<br>59%ahijklm<br>n   | 933<br>51%ijklmn          | 915<br>50%ijklmn          | 781<br>42%                 | 771<br>42%                 | 729<br>40%                 | 774<br>42%                 | 844<br>46%ijklm            |
| The amount of salt in food                                                  | 830<br>45%k               | 910<br>50%aeg<br>ijklmn      | 863<br>47%ekm             | 901<br>49%aagiklm<br>n    | 797<br>44%                | 876<br>48%egkm            | 800<br>44%                | 862<br>47%egkm            | 819<br>45%                | 860<br>47%km               | 763<br>42%                 | 822<br>45%                 | 777<br>42%                 | 819<br>45%                 |
| Food waste                                                                  | 766<br>42%                | 805<br>44%                   | 806<br>44%                | 835<br>46%a               | 800<br>44%                | 818<br>44%                | 925<br>51%abcdefh         | 808<br>44%                | 883<br>48%abcefh          | 895<br>49%abcefh           | 898<br>49%abodefh          | 964<br>53%abodefh<br>ijk   | 908<br>49%abodefh          | 941<br>51%abcdefh          |
| Animal welfare                                                              | 747<br>41%                | 732<br>40%                   | 707<br>39%                | 761<br>41%                | 698<br>38%                | 732<br>40%                | 710<br>39%                | 750<br>41%                | 757<br>42%e               | 783<br>43%ceg              | 752<br>41%                 | 826<br>45%abodefg<br>hk    | 803<br>44%bcefg            | 808<br>44%bcefg            |
| The amount of fat in food                                                   | 741<br>41%                | 816<br>45%ace<br>gijklm<br>n | 753<br>41%                | 836<br>46%aceghj<br>klmn  | 756<br>41%k               | 807<br>44%agikmn          | 726<br>40%                | 768<br>42%k               | 735<br>40%                | 755<br>41%                 | 692<br>38%                 | 747<br>41%                 | 728<br>40%                 | 721<br>39%                 |
| The amount of saturated fat in food                                         | 713<br>39%k               | 766<br>42%ehj<br>kmn         | 752<br>41%jkmn            | 777<br>42%aahjkmn         | 707<br>39%k               | 767<br>42%jkmn            | 720<br>39%k               | 706<br>39%k               | 716<br>39%k               | 689<br>37%                 | 638<br>35%                 | 719<br>39%k                | 694<br>38%                 | 676<br>37%                 |
| The amount of sugar in food                                                 | 712<br>39%                | 757<br>42%                   | 714<br>39%                | 772<br>42%                | 717<br>39%                | 800<br>43%ace             | 793<br>43%ace             | 883<br>48%abodefg         | 868<br>48%abodefg         | 949<br>52%abodefg<br>i     | 926<br>51%abodefg          | 1011<br>55%abodefg<br>hjk  | 961<br>52%abodefg<br>hi    | 977<br>53%abodefghi        |
| Food hygiene when eating out                                                | 679<br>37%                | 689<br>38%k                  | 666<br>36%                | 716<br>39%ek              | 641<br>35%                | 755<br>41%aceghkm<br>n    | 667<br>37%                | 665<br>36%                | 728<br>40%ceghkn          | 702<br>38%k                | 633<br>35%                 | 694<br>38%k                | 688<br>37%                 | 662<br>36%                 |
| Food poisoning such as Salmonella and E.Coli                                | 541<br>30%g               | 550<br>30%g                  | 560<br>31%g               | 574<br>31%eghk            | 507<br>28%                | 547<br>30%g               | 471<br>26%                | 515<br>28%                | 590<br>32%eghijk          | 524<br>28%                 | 506<br>28%                 | 544<br>30%g                | 572<br>31%egk              | 537<br>29%g                |
| The use of additives (such as preservatives and colouring) in food products | 516<br>28%                | 521<br>29%                   | 495<br>27%                | 506<br>28%                | 470<br>26%                | 499<br>27%                | 481<br>26%                | 510<br>28%                | 542<br>30%egk             | 536<br>29%ek               | 476<br>26%                 | 531<br>29%ek               | 569<br>31%cdefgk           | 535<br>29%ek               |



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

|                                                        | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                        | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                        | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                          | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| The use of pesticides to grow food                     | 455<br>25%                | 475<br>26%ce              | 424<br>23%                | 464<br>25%                | 424<br>23%                | 470<br>26%                | 465<br>25%                | 446<br>24%                | 493<br>27%cek             | 509<br>28%cehk             | 426<br>23%                 | 497<br>27%cek              | 532<br>29%acdefghk         | 516<br>28%acehk            |
| Food miles (e.g. the distance food travels)            | 425<br>23%c               | 452<br>25%cek             | 360<br>20%                | 424<br>23%c               | 401<br>22%                | 438<br>24%ck              | 438<br>24%ck              | 411<br>23%c               | 414<br>23%c               | 468<br>25%cehkl            | 384<br>21%                 | 408<br>22%c                | 420<br>23%c                | 418<br>23%c                |
| Foods aimed at children including school meals         | 410<br>22%                | 470<br>26%a               | 437<br>24%                | 487<br>27%a               | 460<br>25%                | 476<br>26%a               | 469<br>26%a               | 478<br>26%a               | 472<br>26%a               | 495<br>27%ac               | 457<br>25%                 | 498<br>27%ac               | 501<br>27%ac               | 510<br>28%ac               |
| Date labels, such as "best before" and "use by" labels | 396<br>22%                | 489<br>27%acg             | 436<br>24%                | 475<br>26%aj              | 471<br>26%a               | 509<br>28%acgiklmn        | 427<br>23%                | 500<br>27%acgiklmn        | 532<br>29%acdegjk         | 424<br>23%                 | 430<br>24%                 | 436<br>24%                 | 449<br>24%                 | 433<br>24%                 |
| Genetically Modified (GM) foods                        | 379<br>21%                | 405<br>22%e               | 375<br>20%                | 408<br>22%e               | 353<br>19%                | 373<br>20%                | 372<br>20%                | 390<br>21%                | 453<br>25%acefgh          | 444<br>24%acefg            | 405<br>22%e                | 426<br>23%cef              | 489<br>27%abdefghkl        | 436<br>24%acefg            |
| Food hygiene at home                                   | 370<br>20%ghkn            | 375<br>21%ghkn            | 354<br>19%gk              | 357<br>19%gk              | 397<br>22%ghkn            | 390<br>21%ghkn            | 278<br>15%                | 316<br>17%                | 362<br>20%gkn             | 366<br>20%gkn              | 281<br>15%                 | 354<br>19%gk               | 369<br>20%ghkn             | 314<br>17%                 |
| Hormones/steroids /antibiotics in food                 | 357<br>20%                | 355<br>20%                | 324<br>18%                | 384<br>21%ce              | 332<br>18%                | 409<br>22%bcag            | 353<br>19%                | 436<br>24%abcdegk         | 471<br>26%abcdefgk        | 469<br>25%abcdefgk         | 385<br>21%ce               | 447<br>24%abcdegk          | 501<br>27%abdefghk         | 493<br>27%abcdefghk        |
| The feed given to livestock                            | 356<br>19%seg             | 360<br>20%segk            | 320<br>17%                | 318<br>17%                | 290<br>16%                | 375<br>20%cdegk           | 304<br>17%                | 330<br>18%                | 372<br>20%cdegk           | 346<br>19%e                | 311<br>17%                 | 396<br>22%cddegghjk        | 397<br>22%cddegghjkn       | 338<br>18%e                |
| BSE ('mad cow disease')                                | 277<br>15%eakn            | 321<br>18%saeghklmnn      | 287<br>16%egkn            | 324<br>18%saeghklmnn      | 205<br>11%                | 290<br>16%egkn            | 233<br>13%                | 271<br>15%en              | 306<br>17%egklm           | 271<br>15%e                | 230<br>13%                 | 255<br>14%e                | 274<br>15%en               | 231<br>13%                 |
| Chemicals from the environment, such as lead, in food  | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 515<br>28%abcdefgh         | 474<br>26%abcdefgh         | 541<br>30%abcdefgh         | 534<br>29%abcdefgh         | 557<br>30%abcdefghik       |
| Food not being what the label says it is               | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 522<br>28%abcdefghikmn     | 456<br>25%abcdefgh         | 492<br>27%abcdefgh         | 453<br>25%abcdefgh         | 441<br>24%abcdefghil       |



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

|                            | WAVE                      |                                    |                           |                               |                           |                           |                           |                            |                           |                            |                            |                            |                            |                            |
|----------------------------|---------------------------|------------------------------------|---------------------------|-------------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)          | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d)     | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h)  | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1919                      | 1883                               | 1896                      | 1961                          | 1884                      | 2036                      | 1974                      | 1944                       | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base              | 1828                      | 1818                               | 1835                      | 1834                          | 1824                      | 1841                      | 1824                      | 1824                       | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Net: Any                   | 1582<br>87%               | 1637<br>90%<br>ace<br>ghijkl<br>mn | 1614<br>88%<br>hjkimn     | 1644<br>90%<br>saghijkl<br>mn | 1599<br>88%<br>hjkimn     | 1622<br>88%<br>hjkimn     | 1586<br>87%<br>km         | 1547<br>85%                | 1571<br>86%               | 1572<br>85%                | 1544<br>85%                | 1561<br>85%                | 1554<br>84%                | 1561<br>85%                |
| None                       | 199<br>11%<br>bd          | 138<br>8%                          | 175<br>10%<br>b           | 156<br>8%                     | 168<br>9%                 | 170<br>9%                 | 196<br>11%<br>bd          | 240<br>13%<br>abcdefg<br>i | 207<br>11%<br>bdef        | 208<br>11%<br>bdef         | 241<br>13%<br>abcdefg<br>i | 201<br>11%<br>bd           | 236<br>13%<br>bcdef        | 213<br>12%<br>bdef         |
| Don't know                 | 47<br>3%                  | 42<br>2%                           | 46<br>3%                  | 34<br>2%                      | 56<br>3%<br>dh            | 49<br>3%                  | 42<br>2%                  | 37<br>2%                   | 46<br>3%                  | 60<br>3%<br>dh             | 41<br>2%                   | 64<br>4%<br>bdghk          | 51<br>3%                   | 62<br>3%<br>dghk           |
| Average number of mentions | 6.73                      | 6.95e                              | 6.66                      | 6.98e                         | 6.59                      | 7.05ce                    | 6.75                      | 7.10aceg                   | 7.28aceg                  | 7.83abcdef                 | 7.33abcdeg                 | 7.81abcdef                 | 7.97abcdef                 | 7.82abcdefghik             |
| 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                       |
| 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                       |





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

|                                              | MALE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | FEMALE                    |                           |                           |                           |                           |                           |
|----------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                                              | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                              | 879                       | 858                       | 919                       | 948                       | 876                       | 992                       | 974                       | 884                       | 974                       | 1018                       | 937                        | 984                        | 933                        | 983                        | 1040                      | 1025                      | 977                       | 1013                      | 1008                      | 1044                      |
| Weighted Base                                | 883                       | 881                       | 894                       | 882                       | 889                       | 894                       | 884                       | 887                       | 891                       | 887                        | 890                        | 887                        | 894                        | 894                        | 945                       | 937                       | 941                       | 951                       | 935                       | 947                       |
| Food prices                                  | 459<br>52%hij<br>klmn     | 517<br>59%ahi<br>jklmn    | 487<br>54%hijk<br>lmn     | 506<br>57%ahij<br>klmn    | 521<br>59%ahij<br>klmn    | 501<br>56%hijk<br>lmn     | 484<br>55%hijk<br>lmn     | 417<br>47%ijklm           | 409<br>46%ijklm           | 351<br>40%                 | 343<br>39%                 | 332<br>37%                 | 364<br>41%                 | 384<br>43%kl               | 517<br>55%nxy<br>zA       | 616<br>66%nov<br>wxyzA    | 627<br>67%noww<br>xyzA    | 644<br>68%notu<br>wxyzA   | 595<br>64%noww<br>xyzA    | 593<br>63%nowwxyz<br>A    |
| The amount of salt in food                   | 361<br>41%                | 393<br>45%egkm            | 367<br>41%                | 376<br>43%                | 352<br>40%                | 386<br>43%k               | 349<br>40%                | 376<br>42%                | 367<br>41%                | 398<br>45%legkm            | 343<br>39%                 | 362<br>41%                 | 347<br>39%                 | 383<br>43%                 | 469<br>50%ny              | 516<br>55%nos<br>uwxyzA   | 496<br>53%nsuy<br>A       | 525<br>55%nosu<br>wxyzA   | 445<br>48%n               | 489<br>52%nyA             |
| Food waste                                   | 325<br>37%                | 333<br>38%                | 345<br>39%                | 375<br>42%a               | 377<br>42%a               | 360<br>40%                | 420<br>48%abcd<br>efh     | 367<br>41%                | 402<br>45%abcf            | 387<br>44%abc              | 402<br>45%abcf             | 439<br>49%abcd<br>efh      | 413<br>46%abcf<br>h        | 434<br>49%abcd<br>defh     | 441<br>47%                | 472<br>50%a               | 461<br>49%                | 460<br>48%                | 423<br>45%                | 458<br>48%                |
| Animal welfare                               | 318<br>36%                | 300<br>34%                | 282<br>32%                | 321<br>36%c               | 306<br>34%                | 294<br>33%                | 296<br>33%                | 331<br>37%c               | 326<br>37%c               | 328<br>37%c                | 330<br>37%c                | 365<br>41%abcd<br>efg      | 364<br>41%bcef<br>g        | 356<br>40%bcde<br>fg       | 429<br>45%n               | 432<br>46%n               | 425<br>45%n               | 440<br>46%n               | 392<br>42%                | 437<br>46%n               |
| The amount of fat in food                    | 311<br>35%                | 336<br>38%                | 325<br>36%                | 365<br>41%acgij<br>klmn   | 336<br>38%                | 352<br>39%k               | 308<br>35%                | 339<br>38%k               | 317<br>36%                | 345<br>39%k                | 299<br>34%                 | 314<br>35%                 | 314<br>35%                 | 319<br>36%                 | 430<br>46%n               | 480<br>51%noq<br>suwxyzA  | 428<br>45%n               | 470<br>49%nuwx<br>yA      | 420<br>45%n               | 455<br>48%ny              |
| The amount of saturated fat in food          | 309<br>35%                | 320<br>36%k               | 318<br>36%                | 337<br>38%jk              | 322<br>36%k               | 348<br>39%jkn             | 322<br>36%k               | 310<br>35%                | 331<br>37%k               | 298<br>34%                 | 280<br>31%                 | 312<br>35%                 | 314<br>35%                 | 302<br>34%                 | 404<br>43%ny              | 446<br>48%nos<br>uwxyzA   | 434<br>46%nsww<br>yA      | 440<br>46%nsww<br>yA      | 385<br>41%n               | 419<br>44%ny              |
| The amount of sugar in food                  | 300<br>34%                | 317<br>36%                | 298<br>33%                | 329<br>37%                | 308<br>35%                | 337<br>38%                | 349<br>39%ace             | 392<br>44%abcd<br>ef      | 377<br>42%abcd<br>efg     | 432<br>49%abcd<br>efg      | 401<br>45%abcd<br>efg      | 452<br>51%abcd<br>efghik   | 438<br>49%abcd<br>efghi    | 431<br>48%abcd<br>defgjo   | 412<br>44%                | 440<br>47%                | 416<br>44%                | 444<br>47%                | 409<br>44%                | 463<br>49%oqs             |
| Food hygiene when eating out                 | 294<br>33%                | 302<br>34%c               | 265<br>30%                | 301<br>34%c               | 311<br>35%c               | 327<br>37%cgk             | 277<br>31%                | 288<br>33%                | 324<br>36%cgk             | 304<br>34%c                | 282<br>32%                 | 301<br>34%                 | 303<br>34%                 | 294<br>33%                 | 385<br>41%ns              | 387<br>41%ns              | 401<br>43%nsy             | 415<br>44%nsy             | 330<br>35%                | 428<br>45%nsyA            |
| Food poisoning such as Salmonella and E.Coli | 240<br>27%g               | 225<br>25%                | 238<br>27%                | 247<br>28%g               | 231<br>25%                | 224<br>25%                | 200<br>23%                | 217<br>24%                | 271<br>30%befg<br>hjk     | 232<br>26%                 | 230<br>26%                 | 245<br>28%g                | 261<br>29%gh               | 246<br>28%g                | 300<br>32%n               | 325<br>35%nsu<br>y        | 323<br>34%nsuy            | 327<br>34%nsuy            | 276<br>30%                | 323<br>34%nsuy            |

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



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

|                                              | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                              | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Food prices                                  | 590<br>63%noww<br>xyzA       | 517<br>55%nyz<br>A           | 506<br>54%nyz<br>A           | 430<br>45%                    | 428<br>46%                    | 397<br>42%                    | 410<br>43%                    | 460<br>49%                    |
| The amount of salt in food                   | 451<br>48%<br>n              | 487<br>52%<br>nyA            | 452<br>48%<br>n              | 462<br>49%<br>n               | 420<br>45%                    | 459<br>49%<br>n               | 430<br>45%                    | 436<br>46%                    |
| Food waste                                   | 505<br>54%<br>noqr<br>stv    | 440<br>47%                   | 481<br>52%<br>osv            | 508<br>53%<br>nors<br>tv      | 496<br>53%<br>orst<br>v       | 526<br>56%<br>nopq<br>rstv    | 495<br>52%<br>osv             | 506<br>54%                    |
| Animal welfare                               | 414<br>44%                   | 419<br>45%<br>n              | 431<br>46%<br>n              | 455<br>48%<br>ns              | 422<br>45%<br>n               | 462<br>49%<br>nsu             | 439<br>46%<br>n               | 452<br>48%                    |
| The amount of fat in food                    | 417<br>44%<br>n              | 429<br>46%<br>n              | 418<br>45%<br>n              | 410<br>43%<br>n               | 394<br>42%<br>n               | 433<br>46%<br>n               | 414<br>44%<br>n               | 402<br>43%                    |
| The amount of saturated fat in food          | 398<br>42%<br>n              | 396<br>42%<br>n              | 385<br>41%<br>n              | 391<br>41%<br>n               | 358<br>38%<br>n               | 407<br>43%<br>ny              | 380<br>40%<br>n               | 374<br>40%                    |
| The amount of sugar in food                  | 444<br>47%                   | 492<br>53%<br>opqr<br>su     | 491<br>53%<br>opqr<br>su     | 517<br>54%<br>nopq<br>rstu    | 525<br>56%<br>nopq<br>rstu    | 559<br>59%<br>nopq<br>rstuwv  | 523<br>55%<br>nopq<br>rstu    | 546<br>58%                    |
| Food hygiene when eating out                 | 390<br>42%<br>ns             | 376<br>40%<br>ns             | 404<br>43%<br>nsy            | 398<br>42%<br>ns              | 351<br>38%<br>n               | 393<br>42%<br>ns              | 411<br>41%<br>ns              | 368<br>39%                    |
| Food poisoning such as Salmonella and E.Coli | 272<br>29%                   | 298<br>32%<br>n              | 319<br>34%<br>nsuy           | 292<br>31%                    | 276<br>30%                    | 300<br>32%<br>n               | 312<br>33%<br>n               | 290<br>31%                    |



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

|                                                                                      | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                                |                               | FEMALE                       |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m)  | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                      | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                            | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                                                        | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                            | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 200<br>23%                   | 223<br>25%                   | 193<br>22%                   | 198<br>22%                   | 200<br>23%                   | 195<br>22%                   | 200<br>23%                   | 214<br>24%                   | 210<br>24%                   | 215<br>24%                    | 192<br>22%                    | 226<br>26%                    | 246<br>27%acde<br>fgk          | 218<br>24%                    | 316<br>33%ns                 | 299<br>32%n                  | 301<br>32%n                  | 308<br>32%n                  | 270<br>29%n                  | 305<br>32%n                  |
| The use of pesticides to<br>grow food                                                | 179<br>20%                   | 196<br>22%                   | 169<br>19%                   | 175<br>20%                   | 185<br>21%                   | 203<br>23%                   | 205<br>23%c                  | 193<br>22%                   | 193<br>22%                   | 204<br>23%c                   | 174<br>20%                    | 217<br>24%acdk                | 235<br>26%acde<br>hik          | 239<br>27%abc<br>delik        | 277<br>29%                   | 279<br>30%ns                 | 255<br>27%                   | 289<br>30%ns                 | 239<br>26%                   | 267<br>28%                   |
| Food miles (e.g. the<br>distance food travels)                                       | 175<br>20%                   | 196<br>22%ck                 | 148<br>17%                   | 178<br>20%c                  | 174<br>20%                   | 181<br>20%c                  | 176<br>20%                   | 170<br>19%                   | 186<br>19%                   | 187<br>21%ck                  | 148<br>17%                    | 184<br>21%ck                  | 188<br>21%ck                   | 173<br>19%                    | 250<br>26%n                  | 256<br>27%nq                 | 213<br>23%                   | 246<br>26%n                  | 227<br>24%n                  | 257<br>27%nq                 |
| Foods aimed at children<br>including school meals                                    | 174<br>20%                   | 205<br>23%c                  | 170<br>19%                   | 191<br>22%                   | 188<br>21%                   | 192<br>21%                   | 188<br>21%                   | 199<br>22%                   | 196<br>22%                   | 192<br>22%                    | 193<br>22%                    | 223<br>25%ac                  | 219<br>25%ac                   | 219<br>24%ac                  | 237<br>25%                   | 265<br>28%                   | 267<br>28%                   | 296<br>31%no                 | 272<br>29%no                 | 284<br>30%no                 |
| Food hygiene at home                                                                 | 163<br>18%gk                 | 154<br>17%g                  | 138<br>15%                   | 149<br>17%                   | 181<br>20%cgkh<br>n          | 172<br>19%cgkh               | 119<br>13%                   | 138<br>16%                   | 161<br>18%g                  | 162<br>18%gk                  | 130<br>15%                    | 168<br>19%gk                  | 171<br>19%cgk                  | 144<br>16%                    | 207<br>22%nuv<br>yz          | 221<br>24%nuv                | 216<br>23%nuv                | 208<br>22%nuv                | 216<br>23%nuv                | 218<br>23%nuv                |
| Date labels, such as<br>"best before" and "use<br>by" labels                         | 159<br>16%                   | 206<br>23%a                  | 175<br>20%                   | 198<br>22%a                  | 196<br>22%a                  | 233<br>26%acgj<br>m          | 180<br>20%                   | 227<br>26%acgj               | 236<br>27%aceg<br>jim        | 179<br>20%                    | 202<br>23%a                   | 198<br>22%a                   | 192<br>21%                     | 217<br>24%acg<br>j            | 237<br>25%                   | 284<br>30%nox<br>yz          | 261<br>28%                   | 277<br>29%noy                | 275<br>29%noy                | 275<br>29%noy                |
| Hormones/steroids<br>'antibiotics in food                                            | 152<br>17%c                  | 158<br>18%c                  | 116<br>13%                   | 150<br>17%c                  | 134<br>15%                   | 170<br>19%ce                 | 147<br>17%c                  | 209<br>24%abcd<br>efgk       | 193<br>22%acde<br>g          | 197<br>22%abcd<br>eg          | 168<br>19%ce                  | 193<br>22%abcd<br>eg          | 212<br>24%abcd<br>efgk         | 220<br>25%abcd<br>defgk       | 205<br>22%                   | 197<br>21%                   | 208<br>22%                   | 233<br>25%                   | 198<br>21%                   | 238<br>25%ps                 |
| The feed given to<br>livestock                                                       | 149<br>17%                   | 151<br>17%                   | 128<br>14%                   | 138<br>16%                   | 124<br>14%                   | 165<br>18%cegh<br>k          | 121<br>14%                   | 128<br>14%                   | 157<br>18%eg                 | 136<br>15%                    | 132<br>15%                    | 177<br>20%cddeg<br>hjk        | 174<br>19%cddeg<br>hjk         | 153<br>17%                    | 207<br>22%ns                 | 209<br>22%ns                 | 192<br>20%                   | 180<br>19%                   | 166<br>18%                   | 210<br>22%ns                 |
| Genetically Modified<br>(GM) foods                                                   | 149<br>17%                   | 177<br>20%                   | 150<br>17%                   | 173<br>20%                   | 149<br>17%                   | 159<br>18%                   | 169<br>19%                   | 172<br>19%                   | 188<br>21%ace                | 187<br>21%ace                 | 187<br>21%ace                 | 183<br>21%ace                 | 226<br>25%abcd<br>efghijk<br>l | 214<br>24%abcd<br>efgh        | 230<br>24%                   | 229<br>24%                   | 225<br>24%                   | 235<br>25%                   | 204<br>22%                   | 214<br>23%                   |
| BSE ('mad cow disease')                                                              | 129<br>15%eg                 | 139<br>16%ceg<br>hk          | 109<br>12%                   | 140<br>16%cegh<br>k          | 93<br>10%                    | 125<br>14%e                  | 99<br>11%                    | 108<br>12%                   | 138<br>15%cegh<br>k          | 122<br>14%e                   | 101<br>11%                    | 117<br>13%                    | 124<br>14%e                    | 112<br>13%                    | 148<br>16%ns                 | 182<br>19%nos<br>xyzA        | 178<br>19%nsuy<br>z          | 184<br>19%nosu<br>xyzA       | 112<br>12%                   | 165<br>17%nsy                |

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



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

|                                                                                      | FEMALE                       |                              |                                       |                                   |                               |                                 |                                       |                               |
|--------------------------------------------------------------------------------------|------------------------------|------------------------------|---------------------------------------|-----------------------------------|-------------------------------|---------------------------------|---------------------------------------|-------------------------------|
|                                                                                      | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w)          | Wave 10<br>(May<br>15)<br>(x)     | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)   | Wave 13<br>(Nov<br>16)<br>(A)         | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                      | 1000                         | 1060                         | 1010                                  | 1073                              | 1043                          | 1060                            | 1034                                  | 1008                          |
| Weighted Base                                                                        | 940                          | 937                          | 933                                   | 953                               | 936                           | 939                             | 947                                   | 943                           |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 281<br>30% <sub>n</sub>      | 296<br>32% <sub>n</sub>      | 332<br>36% <sub>nsuy</sub>            | 320<br>34% <sub>ns</sub>          | 283<br>30% <sub>n</sub>       | 305<br>33% <sub>n</sub>         | 323<br>34% <sub>ns</sub>              | 316<br>34%                    |
| The use of pesticides to<br>grow food                                                | 259<br>28%                   | 253<br>27%                   | 299<br>32% <sub>nqqsu</sub><br>vy     | 305<br>32% <sub>nqqsu</sub><br>vy | 252<br>27%                    | 280<br>30% <sub>s</sub>         | 298<br>31% <sub>nqsv</sub><br>y       | 277<br>29%                    |
| Food miles (e.g. the<br>distance food travels)                                       | 262<br>28% <sub>nq</sub>     | 241<br>26% <sub>n</sub>      | 247<br>27% <sub>n</sub>               | 281<br>30% <sub>nqsy</sub><br>zA  | 236<br>25% <sub>n</sub>       | 225<br>24% <sub>n</sub>         | 232<br>24% <sub>n</sub>               | 244<br>26%                    |
| Foods aimed at children<br>including school meals                                    | 280<br>30% <sub>no</sub>     | 278<br>30% <sub>no</sub>     | 276<br>30% <sub>no</sub>              | 302<br>32% <sub>no</sub>          | 264<br>28%                    | 276<br>29% <sub>no</sub>        | 282<br>30% <sub>no</sub>              | 291<br>31%                    |
| Food hygiene at home                                                                 | 159<br>17%                   | 178<br>19%                   | 201<br>22% <sub>nuy</sub>             | 204<br>21% <sub>nuy</sub>         | 152<br>16%                    | 187<br>20% <sub>ny</sub>        | 197<br>21% <sub>nuy</sub>             | 170<br>18%                    |
| Date labels, such as<br>"best before" and "use<br>by" labels                         | 247<br>26%                   | 273<br>29% <sub>noy</sub>    | 296<br>32% <sub>noux</sub><br>yZA     | 245<br>26%                        | 228<br>24%                    | 238<br>25%                      | 257<br>27%                            | 216<br>23%                    |
| Hormones/steroids<br>&antibiotics in food                                            | 206<br>22%                   | 227<br>24%                   | 278<br>30% <sub>noppq</sub><br>rstuvy | 272<br>29% <sub>opqs</sub><br>uvy | 217<br>23%                    | 254<br>27% <sub>opqs</sub><br>u | 290<br>31% <sub>noppq</sub><br>rstuvy | 273<br>29%                    |
| The feed given to<br>livestock                                                       | 183<br>19%                   | 203<br>22% <sub>ns</sub>     | 216<br>23% <sub>nrsy</sub>            | 210<br>22% <sub>ns</sub>          | 179<br>19%                    | 219<br>23% <sub>nrsu</sub><br>y | 223<br>24% <sub>nrsu</sub><br>y       | 185<br>20%                    |
| Genetically Modified<br>(GM) foods                                                   | 203<br>22%                   | 218<br>23%                   | 265<br>30% <sub>nops</sub><br>tuvy    | 257<br>27% <sub>stuv</sub>        | 218<br>23%                    | 243<br>26% <sub>su</sub><br>y   | 263<br>28% <sub>stuv</sub><br>y       | 222<br>24%                    |
| BSE ('mad cow disease')                                                              | 134<br>14%                   | 163<br>17% <sub>nsy</sub>    | 168<br>18% <sub>nrsy</sub>            | 149<br>16% <sub>s</sub>           | 129<br>14%                    | 138<br>15%                      | 150<br>16% <sub>ns</sub>              | 119<br>13%                    |



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

|                                                       | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                                     | FEMALE                       |                              |                              |                              |                              |                              |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)       | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                                 | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                         | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                                 | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 216                           | 210                           | 256                           | 248                           | 261                                 | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                       | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 24%abcd<br>efghi              | 24%abcd<br>efghi              | 29%abcd<br>efghijk            | 28%abcd<br>efghik             | 29%abcd<br>efghijk<br>opqrstu<br>vw | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 240                           | 193                           | 207                           | 188                           | 203                                 | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                       | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 27%abcd<br>efghikm<br>n       | 22%abcd<br>efghi              | 23%abcd<br>efghi              | 21%abcd<br>efghi              | 23%abcd<br>efghio<br>pqrstuv<br>w   | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 738<br>84%                   | 769<br>87%ah<br>ijklmn       | 758<br>85%k                  | 765<br>87%hijk<br>lm         | 762<br>86%kl                 | 759<br>85%k                  | 744<br>84%                   | 728<br>82%                   | 741<br>83%                   | 728<br>82%                    | 718<br>81%                    | 726<br>82%                    | 735<br>82%                    | 749<br>84%                          | 844<br>89%ln                 | 868<br>93%nos<br>uvwxyz<br>A | 856<br>91%mvA                | 879<br>92%nosu<br>vwxyzA     | 838<br>90%lnA                | 863<br>91%nvwA               |
| None                                                  | 117<br>13%b                  | 82<br>9%                     | 106<br>12%                   | 98<br>11%                    | 96<br>11%                    | 106<br>12%                   | 112<br>13%b                  | 146<br>16%bcde<br>fgn        | 120<br>13%b                  | 125<br>14%be                  | 147<br>16%bcde<br>fgn         | 125<br>14%be                  | 131<br>15%bde                 | 106<br>12%opqr<br>stuxz             | 82<br>9%pr                   | 56<br>6%                     | 68<br>7%                     | 58<br>6%                     | 73<br>8%                     | 65<br>7%                     |
| Don't know                                            | 28<br>3%h                    | 30<br>3%h                    | 30<br>3%h                    | 20<br>2%                     | 32<br>4%h                    | 29<br>3%h                    | 28<br>3%h                    | 14<br>2%                     | 30<br>3%h                    | 34<br>4%h                     | 26<br>3%                      | 35<br>4%dh                    | 28<br>3%h                     | 39<br>4%dhop<br>qrstuv<br>wyA       | 19<br>2%                     | 13<br>1%                     | 17<br>2%                     | 14<br>2%                     | 24<br>3%p                    | 20<br>2%                     |
| Average number of mentions                            | 6.16                         | 6.30c                        | 5.83                         | 6.34c                        | 6.15                         | 6.50c                        | 6.20                         | 6.59c                        | 6.70ace<br>g                 | 7.30abc<br>defghi             | 6.89abc<br>deg                | 7.53abc<br>defghik            | 7.54abc<br>defghik            | 7.36ab<br>cdefgh<br>i               | 7.23                         | 7.53s                        | 7.39                         | 7.53s                        | 6.99                         | 7.53s                        |
| 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                                | 4.67                         | 4.66                         | 4.68                         | 4.72                         | 4.77                         | 4.82                         |
| 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                                | 0.15                         | 0.15                         | 0.16                         | 0.15                         | 0.16                         | 0.16                         |

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



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

|                                                       | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                         | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 299<br>31%opqr<br>stuvw       | 264<br>28%opqr<br>stuvw       | 285<br>30%opqr<br>stuvw       | 286<br>30%opqr<br>stuvw       | 296<br>31%                    |
| Food not being what the label says it is              | -                            | -                            | -                            | 282<br>30%nopq<br>rstuvw      | 263<br>28%nopq<br>rstuvw      | 285<br>30%nopq<br>rstuvw      | 264<br>28%nopq<br>rstuvw      | 238<br>25%                    |
| Net: Any                                              | 842<br>90%nA                 | 819<br>87%n                  | 830<br>89%n                  | 843<br>89%n                   | 826<br>88%n                   | 834<br>89%n                   | 819<br>86%                    | 812<br>86%                    |
| None                                                  | 84<br>9%pr                   | 94<br>10%pqrt                | 87<br>9%prt                  | 84<br>9%pr                    | 95<br>10%pqrt                 | 76<br>8%                      | 105<br>11%pqrs<br>tz          | 108<br>11%                    |
| Don't know                                            | 14<br>1%                     | 23<br>3%                     | 16<br>2%                     | 26<br>3%q                     | 15<br>2%                      | 29<br>3%pruw                  | 23<br>2%                      | 23<br>2%                      |
| Average number of mentions                            | 7.24                         | 7.56s                        | 7.80osu                      | 8.30nop<br>qrstuvy            | 7.71os                        | 8.23nop<br>qrstuvy            | 8.36nop<br>y                  | 8.23                          |
| Standard deviation                                    | 4.70                         | 4.81                         | 5.01                         | 5.33                          | 5.18                          | 5.11                          | 5.57                          | 5.11                          |
| Standard error                                        | 0.16                         | 0.16                         | 0.17                         | 0.17                          | 0.17                          | 0.17                          | 0.19                          | 0.17                          |



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

|                                              | 16-25                        |                               |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|----------------------------------------------|------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                              | 292                          | 249                           | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                | 291                          | 274                           | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Food prices                                  | 121<br>42%                   | 140<br>51%ahj<br>klmn         | 136<br>45%kl                 | 149<br>52%ahij<br>klmn       | 148<br>50%hijkl<br>m         | 154<br>53%ahij<br>klmn       | 126<br>44%kl                 | 114<br>39%                   | 127<br>43%kl                 | 115<br>39%                    | 102<br>34%                    | 92<br>35%                     | 109<br>38%                    | 126<br>41%                    | 162<br>52%za                 | 195<br>64%oww<br>xyzAB       | 192<br>63%lowwx<br>yzAB      | 227<br>67%ostv<br>wxyzAB     | 190<br>59%vxyzA<br>B         | 206<br>59%vxyzAB             |
| Food hygiene when eating out                 | 94<br>32%                    | 98<br>36%                     | 91<br>30%                    | 88<br>30%                    | 96<br>32%                    | 117<br>40%cdhj<br>kmn        | 90<br>32%                    | 83<br>28%                    | 95<br>32%                    | 90<br>30%                     | 84<br>28%                     | 87<br>33%                     | 85<br>29%                     | 94<br>31%                     | 104<br>33%                   | 121<br>40%rs                 | 112<br>37%                   | 138<br>41%os                 | 102<br>32%                   | 134<br>38%                   |
| Animal welfare                               | 94<br>32%e                   | 84<br>31%e                    | 80<br>27%                    | 74<br>26%                    | 68<br>23%                    | 90<br>31%e                   | 81<br>28%                    | 99<br>33%e                   | 94<br>32%e                   | 87<br>29%                     | 115<br>39%cdef<br>g           | 104<br>39%bcde<br>fgh         | 117<br>40%bcde<br>fgh         | 133<br>44%abc<br>defghj       | 124<br>39%t                  | 112<br>37%t                  | 97<br>32%                    | 131<br>39%t                  | 102<br>32%                   | 88<br>25%                    |
| The amount of salt in food                   | 80<br>27%                    | 109<br>40%acd<br>efhijk<br>lm | 85<br>28%                    | 88<br>30%                    | 75<br>25%                    | 80<br>27%                    | 93<br>32%                    | 86<br>29%                    | 93<br>31%                    | 79<br>27%                     | 86<br>29%                     | 73<br>27%                     | 81<br>28%                     | 103<br>34%e                   | 121<br>39%                   | 145<br>48%oxy<br>AB          | 147<br>48%oxyA<br>B          | 161<br>41%oxyA<br>B          | 132<br>41%                   | 166<br>47%oxyAB              |
| The amount of saturated fat in food          | 78<br>27%                    | 85<br>31%k                    | 86<br>29%k                   | 79<br>28%                    | 75<br>25%                    | 87<br>30%k                   | 78<br>27%                    | 80<br>27%                    | 81<br>27%                    | 75<br>25%                     | 65<br>22%                     | 70<br>26%                     | 74<br>25%                     | 96<br>32%k                    | 102<br>33%                   | 119<br>39%yA                 | 117<br>39%y                  | 140<br>41%owyA<br>B          | 118<br>36%                   | 133<br>38%y                  |
| Food poisoning such as Salmonella and E.Coli | 72<br>25%                    | 85<br>31%ghk                  | 79<br>27%                    | 73<br>25%                    | 81<br>27%k                   | 73<br>25%                    | 58<br>20%                    | 63<br>21%                    | 80<br>27%                    | 78<br>26%                     | 60<br>20%                     | 69<br>26%                     | 76<br>26%                     | 84<br>28%                     | 68<br>22%                    | 83<br>27%                    | 76<br>25%                    | 107<br>32%o                  | 79<br>25%                    | 100<br>29%                   |
| The amount of fat in food                    | 70<br>24%                    | 99<br>36%ace                  | 76<br>25%                    | 97<br>34%ac                  | 79<br>26%                    | 86<br>29%                    | 76<br>27%                    | 90<br>30%                    | 97<br>33%ac                  | 86<br>29%                     | 82<br>28%                     | 84<br>32%a                    | 89<br>31%                     | 93<br>31%                     | 112<br>36%                   | 132<br>43%wya                | 118<br>39%                   | 155<br>46%owxy<br>AB         | 127<br>39%A                  | 139<br>40%A                  |
| Food waste                                   | 68<br>24%                    | 96<br>35%a                    | 89<br>30%                    | 100<br>35%a                  | 88<br>29%                    | 96<br>33%a                   | 109<br>38%ace                | 92<br>31%                    | 104<br>35%a                  | 93<br>31%                     | 111<br>37%ae                  | 125<br>47%abcd<br>efghijk     | 121<br>42%acef<br>h           | 131<br>43%ace<br>fhi          | 120<br>38%                   | 124<br>41%                   | 121<br>40%                   | 154<br>45%                   | 134<br>42%                   | 140<br>40%                   |
| The amount of sugar in food                  | 59<br>20%                    | 79<br>29%ae                   | 79<br>27%e                   | 68<br>23%                    | 55<br>19%                    | 68<br>23%                    | 81<br>28%ae                  | 75<br>25%                    | 93<br>31%adef                | 98<br>33%adef                 | 103<br>35%acde<br>fh          | 113<br>42%abcd<br>efghij      | 104<br>36%acde<br>fh          | 122<br>40%abc<br>defghi       | 112<br>36%                   | 118<br>39%                   | 108<br>36%                   | 137<br>40%                   | 106<br>33%                   | 137<br>39%                   |

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



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

|                                              | 26-35                        |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                              | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food prices                                  | 190<br>60%xyz<br>AB          | 179<br>55%xyzA<br>B          | 184<br>55%xyzA<br>B          | 151<br>45%                    | 159<br>46%                    | 145<br>43%                    | 154<br>43%                    | 162<br>46%                    |
| Food hygiene when eating out                 | 115<br>37%                   | 114<br>35%                   | 132<br>39%                   | 127<br>38%                    | 126<br>36%                    | 133<br>39%                    | 123<br>35%                    | 117<br>33%                    |
| Animal welfare                               | 101<br>32%                   | 106<br>33%t                  | 110<br>33%t                  | 111<br>33%t                   | 121<br>35%t                   | 133<br>39%t                   | 129<br>36%t                   | 141<br>40%qstuv               |
| The amount of salt in food                   | 134<br>42%                   | 146<br>45%yA                 | 140<br>42%                   | 126<br>37%                    | 126<br>36%                    | 146<br>43%A                   | 125<br>35%                    | 135<br>39%                    |
| The amount of saturated fat in food          | 109<br>35%                   | 116<br>36%                   | 109<br>33%                   | 114<br>34%                    | 105<br>30%                    | 124<br>37%                    | 111<br>31%                    | 116<br>33%                    |
| Food poisoning such as Salmonella and E.Coli | 86<br>27%                    | 88<br>27%                    | 120<br>36%opqs<br>uvxy       | 86<br>26%                     | 87<br>25%                     | 104<br>31%o                   | 104<br>30%o                   | 102<br>29%o                   |
| The amount of fat in food                    | 119<br>38%                   | 134<br>41%A                  | 117<br>35%                   | 120<br>36%                    | 120<br>34%                    | 131<br>39%A                   | 110<br>31%                    | 130<br>37%                    |
| Food waste                                   | 147<br>47%o                  | 130<br>40%                   | 148<br>44%                   | 153<br>45%                    | 148<br>42%                    | 168<br>50%opqt<br>v           | 156<br>44%                    | 160<br>46%                    |
| The amount of sugar in food                  | 126<br>40%                   | 150<br>46%oqs                | 153<br>46%oqs                | 157<br>47%oqs                 | 167<br>48%opqs<br>t           | 185<br>55%opqr<br>stuvw       | 171<br>48%opqr<br>stu         | 169<br>48%opqrstu             |





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

|                                                                             | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                             | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 283                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                                               | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Foods aimed at children including school meals                              | 52<br>18% <sub>ai</sub>      | 52<br>19% <sub>di</sub>      | 45<br>15%                    | 35<br>12%                    | 49<br>16%                    | 47<br>16%                    | 47<br>17%                    | 44<br>15%                    | 33<br>11%                    | 43<br>15%                     | 48<br>16%                     | 46<br>17% <sub>ai</sub>       | 45<br>15%                     | 72<br>24% <sub>cdde</sub>     | 75<br>24%                    | 87<br>29%                    | 86<br>28%                    | 117<br>34% <sub>ostw</sub>   | 83<br>26%                    | 85<br>24%                    |
| Date labels, such as "best before" and "use by" labels                      | 46<br>16%                    | 71<br>26% <sub>ace</sub>     | 53<br>18%                    | 63<br>22%                    | 54<br>18%                    | 64<br>22%                    | 52<br>18%                    | 64<br>22%                    | 61<br>21%                    | 64<br>21%                     | 57<br>19%                     | 53<br>20%                     | 62<br>21%                     | 58<br>19%                     | 66<br>21%                    | 90<br>30% <sub>ooqx</sub>    | 65<br>21%                    | 90<br>27%                    | 78<br>24%                    | 106<br>30% <sub>oozA</sub>   |
| Food miles (e.g. the distance food travels)                                 | 37<br>13%                    | 31<br>11%                    | 26<br>9%                     | 22<br>8%                     | 27<br>9%                     | 35<br>12%                    | 37<br>13%                    | 27<br>9%                     | 35<br>12%                    | 27<br>9%                      | 44<br>15% <sub>cddeh</sub>    | 42<br>16% <sub>cddeh</sub>    | 32<br>11%                     | 38<br>13%                     | 58<br>18% <sub>sy</sub>      | 55<br>18% <sub>sy</sub>      | 48<br>16%                    | 69<br>20% <sub>sty</sub>     | 38<br>12%                    | 47<br>13%                    |
| Food hygiene at home                                                        | 37<br>13%                    | 56<br>20% <sub>adg</sub>     | 51<br>17%                    | 36<br>13%                    | 50<br>17%                    | 52<br>18% <sub>h</sub>       | 38<br>13%                    | 33<br>11%                    | 45<br>15%                    | 42<br>14%                     | 40<br>13%                     | 40<br>15%                     | 57<br>20% <sub>adhk</sub>     | 43<br>14%                     | 57<br>18%                    | 68<br>22% <sub>vy</sub>      | 49<br>16%                    | 80<br>24% <sub>qvy</sub>     | 72<br>22% <sub>vy</sub>      | 77<br>22% <sub>vy</sub>      |
| The use of pesticides to grow food                                          | 32<br>11%                    | 38<br>14%                    | 35<br>12%                    | 30<br>10%                    | 32<br>11%                    | 38<br>13%                    | 46<br>16%                    | 37<br>13%                    | 37<br>13%                    | 39<br>13%                     | 38<br>13%                     | 48<br>18% <sub>acde</sub>     | 55<br>19% <sub>acde</sub>     | 53<br>17% <sub>acde</sub>     | 62<br>20%                    | 59<br>19%                    | 52<br>17%                    | 71<br>21%                    | 56<br>17%                    | 59<br>17%                    |
| The use of additives (such as preservatives and colouring) in food products | 29<br>10%                    | 50<br>18% <sub>aeh</sub>     | 40<br>13%                    | 45<br>16%                    | 31<br>10%                    | 35<br>12%                    | 38<br>13%                    | 35<br>12%                    | 40<br>14%                    | 41<br>14%                     | 43<br>14%                     | 41<br>15%                     | 57<br>20% <sub>acef</sub>     | 59<br>19% <sub>ae</sub>       | 82<br>26% <sub>oy</sub>      | 63<br>21%                    | 74<br>24%                    | 105<br>31% <sub>spstu</sub>  | 70<br>22%                    | 79<br>23%                    |
| Genetically Modified (GM) foods                                             | 28<br>10%                    | 41<br>15%                    | 33<br>11%                    | 43<br>15%                    | 32<br>11%                    | 27<br>9%                     | 37<br>13%                    | 39<br>13%                    | 32<br>11%                    | 34<br>11%                     | 52<br>18% <sub>acef</sub>     | 38<br>14%                     | 49<br>17% <sub>aefi</sub>     | 57<br>19% <sub>ace</sub>      | 60<br>19%                    | 64<br>21% <sub>s</sub>       | 50<br>16%                    | 83<br>24% <sub>qs</sub>      | 46<br>14%                    | 65<br>19%                    |
| The feed given to livestock                                                 | 26<br>9%                     | 26<br>10%                    | 26<br>9%                     | 17<br>6%                     | 19<br>6%                     | 31<br>11%                    | 22<br>8%                     | 28<br>9%                     | 29<br>10%                    | 23<br>8%                      | 27<br>9%                      | 29<br>11% <sub>d</sub>        | 34<br>12% <sub>de</sub>       | 36<br>12% <sub>de</sub>       | 38<br>12%                    | 56<br>18% <sub>oqs</sub>     | 34<br>11%                    | 50<br>15% <sub>x</sub>       | 34<br>11%                    | 45<br>13%                    |
| Hormones/steroids /antibiotics in food                                      | 22<br>8%                     | 26<br>9%                     | 20<br>7%                     | 17<br>6%                     | 21<br>7%                     | 37<br>13% <sub>cdeg</sub>    | 20<br>7%                     | 34<br>11% <sub>d</sub>       | 38<br>13% <sub>acde</sub>    | 37<br>12% <sub>cdde</sub>     | 36<br>12% <sub>cddeg</sub>    | 41<br>15% <sub>abcd</sub>     | 55<br>19% <sub>abcd</sub>     | 62<br>20% <sub>abcd</sub>     | 45<br>14%                    | 49<br>16%                    | 37<br>12%                    | 66<br>19% <sub>q</sub>       | 46<br>14%                    | 54<br>15%                    |
| BSE ('mad cow disease')                                                     | 20<br>7%                     | 29<br>10% <sub>egjk</sub>    | 21<br>7%                     | 26<br>9% <sub>e</sub>        | 11<br>4%                     | 31<br>11% <sub>egjk</sub>    | 14<br>5%                     | 27<br>9% <sub>e</sub>        | 28<br>10% <sub>eg</sub>      | 16<br>5%                      | 17<br>6%                      | 22<br>8% <sub>e</sub>         | 21<br>7%                      | 28<br>9% <sub>e</sub>         | 45<br>14% <sub>ty</sub>      | 46<br>15% <sub>stx</sub>     | 36<br>12%                    | 50<br>15% <sub>stxy</sub>    | 29<br>9%                     | 32<br>9%                     |



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

|                                                                             | 26-35                        |                              |                                       |                               |                               |                                    |                                    |                               |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|---------------------------------------|-------------------------------|-------------------------------|------------------------------------|------------------------------------|-------------------------------|
|                                                                             | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w)          | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)      | Wave 13<br>(Nov<br>16)<br>(A)      | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 287                          | 323                          | 319                                   | 321                           | 336                           | 320                                | 350                                | 325                           |
| Weighted Base                                                               | 315                          | 325                          | 335                                   | 337                           | 349                           | 338                                | 354                                | 350                           |
| Foods aimed at children including school meals                              | 98<br>31%                    | 96<br>30%                    | 85<br>25%                             | 105<br>31%                    | 87<br>25%                     | 108<br>32%ot                       | 97<br>27%                          | 92<br>26%                     |
| Date labels, such as "best before" and "use by" labels                      | 75<br>24%                    | 90<br>28% <i>x</i>           | 108<br>32% <i>oqsu</i><br><i>xzAB</i> | 69<br>20%                     | 95<br>27% <i>x</i>            | 73<br>22%                          | 80<br>23%                          | 85<br>24%                     |
| Food miles (e.g. the distance food travels)                                 | 51<br>16%                    | 53<br>16%                    | 56<br>17%                             | 61<br>18% <i>s</i>            | 43<br>12%                     | 57<br>17%                          | 60<br>17%                          | 67<br>19% <i>sy</i>           |
| Food hygiene at home                                                        | 56<br>16%                    | 51<br>16%                    | 66<br>20%                             | 66<br>20%                     | 50<br>14%                     | 80<br>24% <i>qvy</i>               | 64<br>18%                          | 64<br>18%                     |
| The use of pesticides to grow food                                          | 58<br>18%                    | 71<br>22%                    | 74<br>22%                             | 67<br>20%                     | 58<br>17%                     | 76<br>22%                          | 90<br>26% <i>qstu</i><br><i>y</i>  | 88<br>25% <i>qstuy</i>        |
| The use of additives (such as preservatives and colouring) in food products | 62<br>20%                    | 81<br>25%                    | 97<br>29% <i>puy</i>                  | 81<br>24%                     | 64<br>18%                     | 87<br>26% <i>y</i>                 | 95<br>27% <i>uy</i>                | 87<br>25% <i>y</i>            |
| Genetically Modified (GM) foods                                             | 62<br>20%                    | 68<br>21% <i>s</i>           | 69<br>20%                             | 69<br>21%                     | 72<br>21% <i>s</i>            | 87<br>26% <i>qst</i>               | 86<br>24% <i>qs</i>                | 73<br>21% <i>s</i>            |
| The feed given to livestock                                                 | 34<br>11%                    | 40<br>12%                    | 50<br>15% <i>x</i>                    | 30<br>9%                      | 39<br>11%                     | 59<br>17% <i>qsux</i><br><i>y</i>  | 61<br>17% <i>qsux</i><br><i>y</i>  | 55<br>16% <i>x</i>            |
| Hormones/steroids /antibiotics in food                                      | 56<br>16%                    | 67<br>21% <i>oqs</i>         | 72<br>21% <i>oqs</i>                  | 62<br>18% <i>q</i>            | 57<br>16%                     | 80<br>24% <i>opqs</i><br><i>ty</i> | 84<br>24% <i>opqs</i><br><i>ty</i> | 91<br>26% <i>opqrstuxy</i>    |
| BSE ('mad cow disease')                                                     | 35<br>11%                    | 36<br>11%                    | 40<br>12%                             | 31<br>9%                      | 26<br>8%                      | 45<br>13% <i>y</i>                 | 46<br>13% <i>y</i>                 | 33<br>10%                     |



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

|                                                       | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                         | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 39                            | 39                            | 47                            | 47                            | 66                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 13%abcd<br>efghi              | 13%abcd<br>efghi              | 18%abcd<br>efghi              | 16%abcd<br>efghi              | 22%abcd<br>efghijk            | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 222<br>76%                   | 232<br>85%ah                 | 234<br>78%                   | 232<br>80%                   | 243<br>82%h                  | 232<br>79%                   | 222<br>78%                   | 218<br>73%                   | 237<br>80%                   | 233<br>78%                    | 236<br>79%                    | 210<br>79%                    | 228<br>79%                    | 243<br>80%                    | 267<br>85%                   | 274<br>90%swx<br>yzAB        | 266<br>88%x                  | 300<br>89%xyAB               | 272<br>84%                   | 299<br>86%                   |
| None                                                  | 57<br>20%b                   | 32<br>12%                    | 52<br>17%                    | 49<br>17%                    | 42<br>14%                    | 51<br>17%                    | 53<br>18%b                   | 71<br>24%bejl<br>n           | 53<br>18%b                   | 48<br>16%                     | 53<br>18%b                    | 45<br>17%                     | 53<br>18%b                    | 47<br>15%                     | 39<br>12%                    | 25<br>8%                     | 29<br>10%                    | 28<br>8%                     | 37<br>12%                    | 40<br>12%                    |
| Don't know                                            | 12<br>4%                     | 11<br>4%                     | 13<br>4%                     | 7<br>3%                      | 12<br>4%                     | 10<br>3%                     | 12<br>4%                     | 8<br>3%                      | 5<br>2%                      | 16<br>5%l                     | 8<br>3%                       | 10<br>4%                      | 9<br>3%                       | 14<br>5%                      | 9<br>3%                      | 5<br>2%                      | 9<br>3%                      | 11<br>3%                     | 13<br>4%                     | 10<br>3%                     |
| Average number of mentions                            | 4.79                         | 5.59ae                       | 4.92                         | 4.96                         | 4.48                         | 5.39e                        | 5.14                         | 5.29e                        | 5.25e                        | 5.41e                         | 5.54ae                        | 6.22acd<br>efghi              | 6.26acd<br>efghi              | 6.66ab<br>cdefgh<br>ijk       | 6.04                         | 6.53                         | 6.08                         | 7.10oqs<br>t                 | 6.04                         | 6.32                         |
| 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                          | 4.34                         | 4.39                         | 4.16                         | 4.73                         | 4.29                         | 4.35                         |
| 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                          | 0.27                         | 0.26                         | 0.26                         | 0.28                         | 0.27                         | 0.25                         |

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



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

|                                                       | 26-35                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                         | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 69                            | 79                            | 96                            | 88                            | 111                           |
| Food not being what the label says it is              | -                            | -                            | -                            | 20%opqr<br>stuvw              | 23%opqr<br>stuvw              | 28%opqr<br>stuvwx             | 25%opqr<br>stuvw              | 32%opqrstuvwxy                |
| Net: Any                                              | 271<br>86%                   | 277<br>85%                   | 280<br>83%                   | 274<br>81%                    | 289<br>83%                    | 282<br>83%                    | 292<br>83%                    | 290<br>83%                    |
| None                                                  | 35<br>11%                    | 42<br>13%                    | 43<br>13%                    | 50<br>15%pr                   | 53<br>15%pqr                  | 43<br>13%                     | 48<br>14%pr                   | 45<br>13%                     |
| Don't know                                            | 9<br>3%                      | 6<br>2%                      | 12<br>4%                     | 13<br>4%                      | 7<br>2%                       | 13<br>4%                      | 13<br>4%                      | 14<br>4%                      |
| <b>Average number of mentions</b>                     | <b>6.32</b>                  | <b>6.55</b>                  | <b>6.90oqs</b>               | <b>7.09oqs</b>                | <b>6.62</b>                   | <b>7.83opq<br/>stuvvy</b>     | <b>7.20oqs<br/>tu</b>         | <b>7.46opstuvy</b>            |
| <b>Standard deviation</b>                             | <b>4.18</b>                  | <b>4.32</b>                  | <b>4.37</b>                  | <b>4.79</b>                   | <b>4.63</b>                   | <b>5.31</b>                   | <b>5.45</b>                   | <b>5.05</b>                   |
| <b>Standard error</b>                                 | <b>0.27</b>                  | <b>0.26</b>                  | <b>0.27</b>                  | <b>0.30</b>                   | <b>0.28</b>                   | <b>0.33</b>                   | <b>0.32</b>                   | <b>0.31</b>                   |

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

|                                                                             | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                             | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                                               | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Food prices                                                                 | 274<br>62%hjk<br>lmn         | 306<br>66%hij<br>klmn        | 301<br>67%hijk<br>lmn        | 277<br>65%hjdk<br>mn         | 302<br>70%afgh<br>ijklmn     | 274<br>62%hjdk<br>mn         | 285<br>64%hjdk<br>mn         | 225<br>54%l                  | 240<br>58%klm                | 196<br>47%                    | 193<br>51%                    | 194<br>45%                    | 203<br>49%                    | 200<br>52%                    | 237<br>53%xyz<br>A           | 289<br>64%low<br>xyzAB       | 305<br>67%lowx<br>yzAB       | 308<br>66%lowwx<br>yzAB      | 288<br>64%lowwx<br>yzAB      | 265<br>63%owxyzAB            |
| The amount of salt in food                                                  | 214<br>48%                   | 253<br>55%gk<br>n            | 225<br>50%g                  | 225<br>53%gk                 | 218<br>51%g                  | 219<br>49%g                  | 187<br>42%                   | 220<br>53%gk                 | 193<br>47%                   | 224<br>53%gkn                 | 171<br>45%                    | 212<br>49%g                   | 206<br>50%g                   | 177<br>46%                    | 263<br>58%su<br>yA           | 246<br>55%                   | 249<br>55%                   | 267<br>57%su<br>yA           | 227<br>50%                   | 244<br>58%su<br>yA           |
| Food waste                                                                  | 193<br>44%                   | 219<br>47%                   | 214<br>48%                   | 192<br>45%                   | 206<br>48%                   | 191<br>43%                   | 219<br>49%                   | 184<br>44%                   | 207<br>50%                   | 212<br>50%l                   | 191<br>50%                    | 242<br>56%abcd<br>efh         | 227<br>55%abcd<br>efh         | 195<br>50%l                   | 247<br>55%                   | 223<br>50%                   | 234<br>51%                   | 246<br>53%                   | 224<br>50%                   | 231<br>55%                   |
| The amount of fat in food                                                   | 190<br>43%                   | 220<br>48%g                  | 205<br>46%                   | 190<br>45%                   | 207<br>48%g                  | 194<br>44%                   | 179<br>40%                   | 190<br>45%                   | 173<br>42%                   | 198<br>47%g                   | 165<br>43%                    | 194<br>45%                    | 193<br>47%g                   | 164<br>42%                    | 236<br>52%sy<br>zAB          | 223<br>50%                   | 218<br>48%                   | 239<br>51%y                  | 206<br>46%                   | 232<br>55%qsu<br>vwxy        |
| The amount of sugar in food                                                 | 185<br>42%                   | 201<br>44%                   | 182<br>41%                   | 192<br>45%                   | 194<br>45%                   | 206<br>47%                   | 199<br>44%                   | 216<br>52%abog               | 208<br>50%ac                 | 254<br>60%abcd<br>efghi       | 209<br>55%abcd<br>efg         | 267<br>61%abcd<br>efghi       | 245<br>60%abcd<br>efghi       | 227<br>59%abcd<br>defgi       | 215<br>48%                   | 226<br>50%                   | 212<br>47%                   | 227<br>48%                   | 214<br>47%                   | 227<br>54%q                  |
| Food hygiene when eating out                                                | 185<br>42%                   | 193<br>42%                   | 168<br>38%                   | 177<br>41%                   | 160<br>37%                   | 193<br>44%ln                 | 170<br>38%                   | 177<br>42%                   | 166<br>40%                   | 158<br>37%                    | 158<br>41%                    | 177<br>41%                    | 188<br>46%ceg<br>j            | 138<br>36%                    | 189<br>42%                   | 178<br>40%                   | 190<br>42%                   | 200<br>43%                   | 183<br>41%                   | 189<br>45%y                  |
| The amount of saturated fat in food                                         | 184<br>41%                   | 224<br>48%ah<br>jkn          | 202<br>45%                   | 186<br>44%                   | 189<br>44%                   | 196<br>44%                   | 188<br>42%                   | 170<br>41%                   | 173<br>42%                   | 174<br>41%                    | 148<br>39%                    | 200<br>46%k                   | 191<br>47%k                   | 157<br>41%                    | 218<br>48%y                  | 210<br>47%                   | 217<br>48%                   | 240<br>51%xyz<br>A           | 205<br>45%                   | 214<br>51%xyz<br>AB          |
| Animal welfare                                                              | 181<br>41%                   | 208<br>45%                   | 190<br>42%                   | 180<br>42%                   | 199<br>46%                   | 176<br>40%                   | 179<br>40%                   | 183<br>44%                   | 184<br>45%                   | 195<br>46%                    | 162<br>42%                    | 210<br>48%afg<br>n            | 203<br>49%acdf<br>gn          | 154<br>40%                    | 219<br>49%                   | 203<br>45%                   | 215<br>47%                   | 243<br>52%p                  | 207<br>46%                   | 234<br>55%opq<br>rstu        |
| The use of additives (such as preservatives and colouring) in food products | 143<br>32%                   | 163<br>35%dg                 | 135<br>30%                   | 123<br>29%                   | 136<br>31%                   | 132<br>30%                   | 126<br>28%                   | 140<br>34%                   | 136<br>33%                   | 133<br>32%                    | 113<br>30%                    | 162<br>35%g                   | 159<br>39%cd<br>ef            | 132<br>34%                    | 173<br>38%rs                 | 162<br>36%                   | 152<br>33%                   | 149<br>32%                   | 142<br>31%                   | 148<br>35%                   |

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



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

|                                                                             | 50.65                                 |                                      |                              |                                     |                                     |                                     |                                     |                               |
|-----------------------------------------------------------------------------|---------------------------------------|--------------------------------------|------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------|
|                                                                             | Wave 7<br>(Nov<br>13)<br>(u)          | Wave 8<br>(May<br>14)<br>(v)         | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)       | Wave 11<br>(Nov<br>15)<br>(y)       | Wave 12<br>(May<br>16)<br>(z)       | Wave 13<br>(Nov<br>16)<br>(A)       | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                             | 499                                   | 464                                  | 441                          | 497                                 | 450                                 | 491                                 | 407                                 | 488                           |
| Weighted Base                                                               | 443                                   | 459                                  | 452                          | 449                                 | 469                                 | 452                                 | 454                                 | 466                           |
| Food prices                                                                 | 285<br>64% <i>ovwx</i><br><i>yzAB</i> | 262<br>57% <i>wxyz</i><br><i>AB</i>  | 217<br>48% <i>zA</i>         | 197<br>44%                          | 203<br>43%                          | 183<br>41%                          | 180<br>40%                          | 218<br>47% <i>A</i>           |
| The amount of salt in food                                                  | 223<br>50%                            | 260<br>57% <i>A</i>                  | 239<br>53%                   | 263<br>59% <i>suYA</i>              | 234<br>50%                          | 237<br>52%                          | 219<br>48%                          | 247<br>53%                    |
| Food waste                                                                  | 276<br>62% <i>opqr</i><br><i>stwA</i> | 246<br>54%                           | 246<br>54%                   | 259<br>58% <i>ps</i>                | 268<br>57% <i>ps</i>                | 259<br>57% <i>ps</i>                | 248<br>55%                          | 278<br>60% <i>pqrs</i>        |
| The amount of fat in food                                                   | 205<br>46%                            | 214<br>47%                           | 211<br>47%                   | 209<br>47%                          | 208<br>44%                          | 206<br>46%                          | 202<br>45%                          | 210<br>45%                    |
| The amount of sugar in food                                                 | 225<br>51%                            | 285<br>62% <i>opqr</i><br><i>stu</i> | 251<br>56% <i>oqrs</i>       | 262<br>58% <i>opqr</i><br><i>su</i> | 279<br>60% <i>opqr</i><br><i>su</i> | 270<br>60% <i>opqr</i><br><i>su</i> | 266<br>59% <i>opqr</i><br><i>su</i> | 279<br>60% <i>opqrsu</i>      |
| Food hygiene when eating out                                                | 183<br>41%                            | 202<br>44%                           | 210<br>46% <i>pyA</i>        | 195<br>43%                          | 176<br>38%                          | 180<br>40%                          | 178<br>39%                          | 192<br>41%                    |
| The amount of saturated fat in food                                         | 217<br>49% <i>yAB</i>                 | 216<br>47%                           | 213<br>47%                   | 195<br>43%                          | 194<br>41%                          | 198<br>44%                          | 191<br>42%                          | 196<br>42%                    |
| Animal welfare                                                              | 213<br>48%                            | 227<br>49%                           | 224<br>50%                   | 237<br>53% <i>ps</i>                | 220<br>47%                          | 239<br>53% <i>ps</i>                | 221<br>49%                          | 244<br>52% <i>p</i>           |
| The use of additives (such as preservatives and colouring) in food products | 163<br>37%                            | 164<br>36%                           | 168<br>37%                   | 176<br>39% <i>rs</i>                | 164<br>35%                          | 162<br>36%                          | 169<br>37%                          | 169<br>36%                    |

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

|                                                        | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                        | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                          | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Food poisoning such as Salmonella and E.Coli           | 139<br>31%g                  | 138<br>30%g                  | 132<br>29%                   | 126<br>29%                   | 116<br>27%                   | 129<br>29%                   | 106<br>24%                   | 116<br>28%                   | 134<br>32%g                  | 112<br>27%                    | 121<br>32%g                   | 135<br>31%g                   | 134<br>33%g                   | 107<br>28%                    | 159<br>35%                   | 146<br>33%                   | 175<br>39%uB                 | 168<br>36%                   | 146<br>32%                   | 143<br>34%                   |
| Foods aimed at children including school meals         | 130<br>29%                   | 147<br>32%                   | 149<br>33%                   | 136<br>32%                   | 153<br>35%                   | 148<br>34%                   | 142<br>32%                   | 150<br>36%                   | 142<br>34%                   | 133<br>32%                    | 121<br>32%                    | 157<br>36%a                   | 160<br>39%abdg<br>jk          | 138<br>36%                    | 107<br>24%                   | 121<br>27%                   | 111<br>24%                   | 133<br>28%                   | 112<br>25%                   | 130<br>31%oqs                |
| Date labels, such as "best before" and "use by" labels | 118<br>27%                   | 134<br>29%gjn                | 115<br>26%                   | 107<br>25%                   | 128<br>30%gkn                | 116<br>26%                   | 97<br>22%                    | 127<br>30%gkn                | 119<br>29%gjn                | 89<br>21%                     | 87<br>23%                     | 113<br>26%                    | 111<br>27%                    | 85<br>22%                     | 91<br>20%                    | 121<br>27%o                  | 119<br>26%o                  | 136<br>29%o                  | 126<br>28%o                  | 130<br>31%o                  |
| Food miles (e.g. the distance food travels)            | 108<br>24%c                  | 137<br>30%cik                | 84<br>19%                    | 105<br>25%c                  | 117<br>27%ck                 | 107<br>24%                   | 106<br>24%                   | 111<br>26%ck                 | 92<br>22%                    | 117<br>28%ck                  | 75<br>20%                     | 105<br>24%                    | 119<br>29%cik                 | 93<br>24%                     | 139<br>31%                   | 135<br>30%                   | 128<br>28%                   | 138<br>29%                   | 139<br>31%                   | 150<br>36%qwyzAB             |
| The use of pesticides to grow food                     | 106<br>24%                   | 140<br>30%ach                | 106<br>24%                   | 107<br>25%                   | 119<br>27%                   | 118<br>27%                   | 121<br>27%                   | 99<br>24%                    | 120<br>29%                   | 119<br>28%                    | 108<br>28%                    | 135<br>31%ach                 | 142<br>35%acde<br>fghn        | 99<br>26%                     | 155<br>34%                   | 146<br>32%                   | 149<br>33%                   | 165<br>35%                   | 134<br>30%                   | 154<br>36%is                 |
| Hormones/steroids /antibiotics in food                 | 101<br>23%                   | 102<br>22%                   | 86<br>19%                    | 92<br>22%                    | 89<br>21%                    | 105<br>24%                   | 92<br>21%                    | 109<br>26%c                  | 116<br>28%bode<br>g          | 120<br>29%bode<br>g           | 88<br>23%                     | 128<br>29%abcd<br>eg          | 131<br>32%abcd<br>efgk        | 112<br>29%abcd<br>eg          | 123<br>27%                   | 120<br>27%                   | 117<br>28%                   | 143<br>31%                   | 113<br>25%                   | 134<br>32%is                 |
| The feed given to livestock                            | 100<br>23%g                  | 115<br>25%cde<br>ghn         | 81<br>18%                    | 74<br>17%                    | 76<br>18%                    | 93<br>21%                    | 72<br>16%                    | 74<br>18%                    | 92<br>22%g                   | 90<br>21%                     | 81<br>21%                     | 111<br>25%cddeg<br>hn         | 115<br>28%cddef<br>ghkn       | 67<br>17%                     | 119<br>27%                   | 99<br>22%                    | 113<br>25%                   | 119<br>25%                   | 100<br>22%                   | 133<br>32%pqrsyB             |
| Genetically Modified (GM) foods                        | 96<br>22%                    | 115<br>25%                   | 100<br>22%                   | 94<br>22%                    | 111<br>26%                   | 115<br>26%                   | 103<br>23%                   | 97<br>23%                    | 121<br>29%acdq               | 119<br>28%a                   | 99<br>26%                     | 122<br>28%a                   | 140<br>34%abcd<br>efghk       | 109<br>28%a                   | 126<br>28%                   | 127<br>28%                   | 126<br>28%                   | 123<br>26%                   | 107<br>24%                   | 108<br>26%                   |
| Food hygiene at home                                   | 92<br>21%gn                  | 94<br>20%gn                  | 82<br>18%g                   | 88<br>21%gn                  | 103<br>24%gkin               | 83<br>19%g                   | 58<br>13%                    | 79<br>19%g                   | 84<br>20%gn                  | 80<br>19%g                    | 61<br>16%                     | 78<br>18%g                    | 94<br>23%gkn                  | 54<br>14%                     | 106<br>24%uy                 | 92<br>21%                    | 99<br>22%                    | 93<br>20%                    | 105<br>23%uy                 | 101<br>24%uyA                |
| BSE ('mad cow disease')                                | 73<br>16%en                  | 75<br>16%en                  | 70<br>16%en                  | 71<br>17%en                  | 50<br>12%                    | 77<br>17%en                  | 58<br>13%                    | 55<br>13%                    | 71<br>17%en                  | 64<br>15%                     | 52<br>14%                     | 63<br>14%                     | 71<br>17%en                   | 41<br>11%                     | 85<br>19%                    | 102<br>23%sy                 | 101<br>22%sy                 | 117<br>25%osuy<br>zAB        | 70<br>16%                    | 90<br>21%is                  |



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

|                                                        | 50-65                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                        | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                        | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                          | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Food poisoning such as Salmonella and E.Coli           | 141<br>32%                   | 155<br>34%                   | 159<br>35%                   | 145<br>32%                    | 153<br>33%                    | 147<br>32%                    | 154<br>34%                    | 147<br>32%                    |
| Foods aimed at children including school meals         | 129<br>29%                   | 125<br>27%                   | 130<br>29%                   | 137<br>31%oqs                 | 131<br>28%                    | 124<br>27%                    | 122<br>27%                    | 137<br>29%                    |
| Date labels, such as "best before" and "use by" labels | 126<br>28%o                  | 140<br>30%o                  | 133<br>29%o                  | 118<br>26%o                   | 117<br>25%                    | 116<br>26%                    | 112<br>25%                    | 122<br>26%o                   |
| Food miles (e.g. the distance food travels)            | 151<br>34%yz                 | 142<br>31%                   | 130<br>29%                   | 154<br>34%yz                  | 130<br>28%                    | 124<br>27%                    | 129<br>28%                    | 135<br>29%                    |
| The use of pesticides to grow food                     | 154<br>35%                   | 153<br>33%                   | 152<br>34%                   | 179<br>40%pqsv<br>yz          | 144<br>31%                    | 147<br>32%                    | 154<br>34%                    | 185<br>40%pqsvyz              |
| Hormones/steroids \antibiotics in food                 | 124<br>28%                   | 158<br>34%opqs<br>uz         | 151<br>34%opqs               | 157<br>35%opqs<br>uyz         | 132<br>28%                    | 128<br>28%                    | 145<br>32%us                  | 154<br>33%ppqs                |
| The feed given to livestock                            | 117<br>26%                   | 122<br>27%                   | 122<br>27%                   | 121<br>27%                    | 100<br>21%                    | 130<br>29%psy                 | 115<br>25%                    | 118<br>25%                    |
| Genetically Modified (GM) foods                        | 111<br>25%                   | 125<br>27%                   | 156<br>35%opqr<br>sluvyz     | 141<br>32%su                  | 124<br>27%                    | 123<br>27%                    | 142<br>31%su                  | 137<br>29%                    |
| Food hygiene at home                                   | 77<br>17%                    | 98<br>21%                    | 98<br>22%                    | 107<br>24%uy                  | 78<br>17%                     | 99<br>22%                     | 83<br>18%                     | 94<br>20%                     |
| BSE ('mad cow disease')                                | 80<br>16%                    | 93<br>20%                    | 100<br>22%sy                 | 106<br>24%suYA                | 75<br>16%                     | 85<br>19%                     | 78<br>17%                     | 88<br>19%                     |





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

|                                                       | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                         | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 134                           | 124                           | 152                           | 147                           | 125                           | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 32%abcd<br>efghi              | 33%abcd<br>efghi              | 35%abcd<br>efghi              | 36%abcd<br>efghi              | 32%abcd<br>efghi              | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 398<br>90%                   | 426<br>92%mn                 | 405<br>90%                   | 393<br>92%mn                 | 399<br>92%kmm                | 404<br>91%lm                 | 400<br>89%                   | 369<br>88%                   | 375<br>91%lm                 | 375<br>89%                    | 336<br>88%                    | 386<br>89%                    | 353<br>86%                    | 337<br>87%                    | 415<br>92%                   | 412<br>92%                   | 417<br>92%                   | 442<br>94%kwxy<br>2AB        | 409<br>91%                   | 394<br>93%wyzAB              |
| None                                                  | 38<br>9%                     | 31<br>7%                     | 36<br>8%                     | 29<br>7%                     | 25<br>6%                     | 31<br>7%                     | 42<br>9%                     | 44<br>10%be                  | 32<br>8%                     | 40<br>9%                      | 39<br>10%e                    | 41<br>9%                      | 50<br>12%bdef<br>i            | 43<br>11%bdef                 | 27<br>6%                     | 25<br>5%                     | 29<br>6%                     | 23<br>5%                     | 30<br>7%                     | 20<br>5%                     |
| Don't know                                            | 6<br>1%                      | 6<br>1%                      | 7<br>2%                      | 4<br>1%                      | 8<br>2%                      | 7<br>2%                      | 7<br>2%                      | 5<br>1%                      | 6<br>2%                      | 6<br>1%                       | 7<br>2%                       | 7<br>2%                       | 8<br>2%                       | 6<br>2%                       | 9<br>2%                      | 13<br>3%r                    | 9<br>2%                      | 4<br>1%                      | 12<br>3%r                    | 8<br>2%                      |
| Average number of mentions                            | 7.06                         | 7.47g                        | 6.98                         | 6.97                         | 7.21                         | 7.12                         | 6.71                         | 7.38g                        | 7.40                         | 8.15acd<br>efgh               | 7.85acd<br>g                  | 8.45abc<br>defghi             | 9.36abc<br>defghij<br>kin     | 7.89ac<br>dfg                 | 7.74                         | 7.69                         | 7.75                         | 7.82                         | 7.45                         | 8.28s                        |
| 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                          | 4.71                         | 4.80                         | 4.76                         | 4.72                         | 4.60                         | 5.22                         |
| 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                          | 0.23                         | 0.24                         | 0.24                         | 0.22                         | 0.23                         | 0.26                         |

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  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/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



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

|                                                       | 50-65                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                         | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 172                           | 152                           | 159                           | 166                           | 169                           |
| Food not being what the label says it is              | -                            | -                            | -                            | 38%opqr<br>stuvw              | 32%opqr<br>stuvw              | 35%opqr<br>stuvw              | 37%opqr<br>stuvw              | 36%opqrstuvw                  |
| Net: Any                                              | 407<br>92%                   | 417<br>91%                   | 401<br>89%                   | 403<br>90%                    | 415<br>89%                    | 403<br>89%                    | 402<br>89%                    | 416<br>89%                    |
| None                                                  | 30<br>7%                     | 35<br>8%                     | 39<br>9%rt                   | 33<br>7%                      | 45<br>10%prt                  | 33<br>7%                      | 42<br>9%prt                   | 34<br>7%                      |
| Don't know                                            | 6<br>1%                      | 7<br>2%                      | 11<br>3%                     | 13<br>3%r                     | 9<br>2%                       | 17<br>4%ruv                   | 10<br>2%                      | 16<br>3%ru                    |
| <b>Average number of mentions</b>                     | <b>7.87</b>                  | <b>8.11</b>                  | <b>8.24s</b>                 | <b>9.15opq<br/>rstuvw</b>     | <b>8.25s</b>                  | <b>8.62opq<br/>rsu</b>        | <b>8.47ps</b>                 | <b>8.81opqrsu</b>             |
| <b>Standard deviation</b>                             | <b>4.94</b>                  | <b>5.07</b>                  | <b>5.03</b>                  | <b>5.55</b>                   | <b>5.38</b>                   | <b>5.40</b>                   | <b>5.61</b>                   | <b>5.52</b>                   |
| <b>Standard error</b>                                 | <b>0.23</b>                  | <b>0.25</b>                  | <b>0.25</b>                  | <b>0.26</b>                   | <b>0.27</b>                   | <b>0.26</b>                   | <b>0.30</b>                   | <b>0.26</b>                   |

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

|                                                                             | 66-                       |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                             | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                             | 451                       | 405                       | 414                       | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                                               | 330                       | 327                       | 329                       | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Food prices                                                                 | 182<br>55%hij<br>kinn     | 203<br>62%ach<br>ijklmn   | 180<br>55%hijklmn         | 190<br>61%hijklmn         | 189<br>59%hijklmn         | 195<br>58%hijklmn         | 188<br>57%hijklmn         | 154<br>47%ijklm           | 148<br>45%ijkl            | 121<br>36%                 | 114<br>35%                 | 114<br>34%                 | 129<br>39%                 | 138<br>42%kl               |
| The amount of salt in food                                                  | 151<br>46%                | 156<br>48%                | 157<br>48%                | 161<br>52%km              | 145<br>45%                | 166<br>50%                | 164<br>50%                | 150<br>46%                | 153<br>47%                | 168<br>50%                 | 146<br>44%                 | 154<br>46%                 | 146<br>44%                 | 157<br>47%                 |
| The amount of sugar in food                                                 | 140<br>42%                | 133<br>41%                | 133<br>40%                | 149<br>48%abc             | 148<br>46%                | 161<br>48%abc             | 163<br>49%abc             | 157<br>48%abc             | 163<br>50%abc             | 179<br>53%abce             | 168<br>51%abc              | 176<br>53%abc              | 175<br>53%abce             | 180<br>54%abcde            |
| Food waste                                                                  | 138<br>42%                | 144<br>44%                | 149<br>45%                | 143<br>46%                | 147<br>46%                | 160<br>48%                | 175<br>53%abcde           | 155<br>48%                | 177<br>54%abcdem          | 178<br>53%abcde            | 180<br>55%abcdefh<br>m     | 171<br>51%ab               | 156<br>47%                 | 176<br>53%abcdem           |
| The amount of fat in food                                                   | 134<br>41%                | 141<br>43%k               | 138<br>42%                | 154<br>49%acijklm<br>n    | 138<br>43%k               | 155<br>46%klm             | 147<br>44%kn              | 140<br>43%k               | 137<br>42%                | 141<br>42%k                | 117<br>36%                 | 132<br>39%                 | 133<br>40%                 | 124<br>38%                 |
| The amount of saturated fat in food                                         | 131<br>40%n               | 128<br>39%                | 130<br>40%                | 131<br>42%n               | 121<br>38%                | 137<br>41%n               | 130<br>39%                | 124<br>38%                | 139<br>42%n               | 132<br>39%n                | 126<br>38%                 | 126<br>38%                 | 126<br>38%                 | 110<br>33%                 |
| Animal welfare                                                              | 129<br>39%                | 126<br>38%                | 126<br>38%                | 133<br>43%                | 121<br>38%                | 143<br>43%                | 136<br>41%                | 135<br>42%                | 145<br>44%e               | 154<br>46%abce             | 134<br>41%                 | 141<br>42%                 | 133<br>40%                 | 135<br>41%                 |
| Food hygiene when eating out                                                | 107<br>33%                | 100<br>30%                | 104<br>32%                | 113<br>36%hk              | 100<br>31%                | 123<br>37%hk              | 109<br>33%                | 90<br>28%                 | 125<br>38%bcehk           | 131<br>39%abceghk          | 90<br>27%                  | 117<br>35%hk               | 113<br>34%hk               | 121<br>37%bkhk             |
| Food poisoning such as Salmonella and E.Coli                                | 102<br>31%g               | 97<br>30%                 | 98<br>30%                 | 101<br>32%gk              | 85<br>27%                 | 102<br>31%g               | 81<br>24%                 | 93<br>29%                 | 109<br>30%                | 102<br>31%g                | 85<br>26%                  | 90<br>27%                  | 104<br>31%g                | 97<br>29%                  |
| The use of pesticides to grow food                                          | 100<br>30%k               | 93<br>28%                 | 82<br>25%                 | 91<br>29%                 | 83<br>26%                 | 101<br>30%k               | 86<br>26%                 | 86<br>27%                 | 109<br>33%ceghkim         | 105<br>31%ck               | 79<br>24%                  | 92<br>27%                  | 91<br>27%                  | 92<br>28%                  |
| The use of additives (such as preservatives and colouring) in food products | 90<br>27%                 | 83<br>26%                 | 94<br>29%                 | 85<br>27%                 | 91<br>28%                 | 105<br>31%                | 92<br>28%                 | 90<br>28%                 | 101<br>31%                | 103<br>31%                 | 92<br>28%                  | 90<br>27%                  | 88<br>26%                  | 88<br>27%                  |
| Food miles (e.g. the distance food travels)                                 | 83<br>25%                 | 93<br>29%                 | 74<br>23%                 | 90<br>29%c                | 80<br>25%                 | 100<br>30%c               | 93<br>28%                 | 79<br>24%                 | 101<br>31                 | 109<br>32%acehlmn          | 92<br>28%                  | 81<br>24%                  | 81<br>24%                  | 85<br>26%                  |



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

|                                                        | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                        | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                          | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Food hygiene at home                                   | 79<br>24%ahk<br>ln           | 64<br>20%                    | 73<br>22%gk                  | 60<br>19%                 | 66<br>21%g                | 77<br>23%ghkl             | 50<br>15%                 | 55<br>17%                 | 69<br>21%gk               | 72<br>21%gk                | 52<br>16%                  | 58<br>17%                  | 70<br>21%gk                | 60<br>18%                  |
| Date labels, such as "best before" and "use by" labels | 74<br>22%                    | 73<br>22%                    | 83<br>25%                    | 79<br>25%                 | 85<br>26%                 | 92<br>28%                 | 76<br>23%                 | 79<br>24%                 | 111<br>34%abdefg<br>hklmn | 85<br>25%                  | 74<br>23%                  | 82<br>25%                  | 84<br>25%                  | 83<br>25%                  |
| The feed given to livestock                            | 72<br>22%                    | 64<br>20%                    | 65<br>20%                    | 57<br>18%                 | 60<br>19%                 | 72<br>22%                 | 60<br>18%                 | 66<br>20%                 | 80<br>24%degn             | 83<br>25%degn              | 64<br>20%                  | 68<br>20%                  | 72<br>22%                  | 61<br>18%                  |
| Genetically Modified (GM) foods                        | 70<br>21%                    | 60<br>18%                    | 66<br>20%                    | 65<br>21%                 | 56<br>18%                 | 57<br>17%                 | 60<br>18%                 | 62<br>19%                 | 76<br>23%efkl             | 80<br>24%befgklm           | 58<br>18%                  | 56<br>17%                  | 73<br>22%l                 | 60<br>18%                  |
| Hormones/steroids /antibiotics in food                 | 66<br>20%                    | 59<br>18%                    | 65<br>20%                    | 67<br>21%                 | 64<br>20%                 | 79<br>24%b                | 62<br>19%                 | 69<br>21%                 | 93<br>29%abcdegh<br>kl    | 92<br>28%abcdegh           | 71<br>22%                  | 70<br>21%                  | 86<br>26%abcog             | 74<br>22%                  |
| BSE ('mad cow disease')                                | 54<br>16%l                   | 70<br>21%egj<br>ln           | 58<br>18%ln                  | 60<br>19%egln             | 44<br>14%                 | 61<br>18%ln               | 47<br>14%                 | 60<br>19%ln               | 67<br>20%egln             | 54<br>16%                  | 60<br>18%ln                | 40<br>12%                  | 58<br>17%ln                | 41<br>12%                  |
| Foods aimed at children including school meals         | 46<br>14%                    | 63<br>19%a                   | 47<br>14%                    | 66<br>21%acg              | 63<br>20%ac               | 66<br>20%ac               | 52<br>16%                 | 63<br>19%ac               | 82<br>25%acghl            | 76<br>23%acg               | 70<br>21%acg               | 63<br>19%a                 | 78<br>23%acg               | 70<br>21%acg               |
| Chemicals from the environment, such as lead, in food  | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 101<br>30%abcdefg<br>hik   | 79<br>24%abcdefg           | 87<br>26%abcdefg           | 86<br>26%abcdefg           | 86<br>26%abcdefghi         |
| Food not being what the label says it is               | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 99<br>29%abcdefg<br>hiklmn | 75<br>23%abcdefg           | 79<br>24%abcdefg           | 74<br>22%abcdefg           | 70<br>21%abcdefghi         |
| Net: Any                                               | 280<br>85%                   | 294<br>90%ahj<br>klmn        | 292<br>89%hklmn              | 277<br>89%hklmn           | 276<br>86%                | 293<br>88%hkn             | 286<br>86%k               | 266<br>82%                | 278<br>85%                | 287<br>86%                 | 268<br>81%                 | 279<br>83%                 | 279<br>84%                 | 275<br>83%                 |
| None                                                   | 38<br>12%                    | 26<br>8%                     | 28<br>9%                     | 27<br>9%                  | 33<br>10%                 | 28<br>8%                  | 37<br>11%                 | 49<br>15%bcdef            | 40<br>12%b                | 37<br>11%                  | 51<br>15%bcdef             | 39<br>12%                  | 42<br>13%bcdf              | 44<br>13%bcdf              |
| Don't know                                             | 12<br>4%                     | 7<br>2%                      | 8<br>2%                      | 8<br>3%                   | 12<br>4%                  | 13<br>4%                  | 8<br>2%                   | 11<br>3%                  | 11<br>3%                  | 11<br>3%                   | 10<br>3%                   | 16<br>5%bq                 | 11<br>3%                   | 12<br>4%                   |



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

|                            | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                               |                            |                            |                            |                            |
|----------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j)    | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                           | 488                        | 517                        | 516                        | 561                        |
| Weighted Base              | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                           | 329                        | 335                        | 332                        | 331                        |
| Average number of mentions | 6.96                         | 6.64                         | 6.57                         | 7.19                      | 6.83                      | 7.35bc                    | 6.90                      | 7.19                      | 7.83abc <sup>eg</sup>     | 8.25abc <sup>def</sup><br>ghl | 7.57bce                    | 7.46bc                     | 7.70bce <sup>g</sup>       | 7.67abc <sup>eg</sup>      |
| 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                       |
| 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                       |

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

|                                     | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|-------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                     | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                     | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                       | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food prices                         | 883<br>53%ijk<br>lmn         | 1026<br>62%ahi<br>jklmn      | 1026<br>61%ahij<br>klmn      | 1035<br>62%ahij<br>klmn      | 1018<br>61%ahij<br>klmn      | 998<br>59%ahij<br>klmn       | 974<br>59%ahij<br>klmn       | 852<br>51%ijk<br>mn          | 815<br>49%ijk<br>lmn         | 694<br>41%                    | 699<br>42%                    | 670<br>40%                    | 689<br>42%                    | 761<br>47%ijk<br>lmn          | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of salt in food          | 757<br>45%k                  | 834<br>50%ace<br>gijklm<br>n | 780<br>46%km                 | 814<br>49%egik<br>mn         | 724<br>44%                   | 807<br>48%legik<br>mn        | 727<br>44%                   | 794<br>47%ekm                | 730<br>44%                   | 780<br>46%km                  | 696<br>41%                    | 759<br>45%k                   | 689<br>42%                    | 721<br>44%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Food waste                          | 688<br>41%                   | 748<br>45%a                  | 751<br>45%a                  | 754<br>45%a                  | 726<br>44%                   | 753<br>44%                   | 848<br>51%abcd<br>efh        | 746<br>44%                   | 799<br>48%aeafh              | 820<br>48%abcd<br>efh         | 832<br>50%abcd<br>efh         | 904<br>54%abcd<br>efhijk      | 814<br>50%abcd<br>efh         | 843<br>52%abcd<br>efhi        | -                            | -                            | -                            | -                            | -                            | -                            |
| Animal welfare                      | 677<br>41%                   | 671<br>40%                   | 647<br>39%                   | 701<br>42%                   | 639<br>38%                   | 669<br>40%                   | 647<br>39%                   | 690<br>41%                   | 679<br>41%                   | 703<br>42%                    | 687<br>41%                    | 765<br>46%abcd<br>efghijk     | 703<br>43%cefg                | 710<br>43%cefg                | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of fat in food           | 671<br>40%                   | 754<br>45%ace<br>gijklm<br>n | 692<br>41%                   | 758<br>45%aceg<br>ijklmn     | 694<br>42%k                  | 746<br>44%agij<br>klmn       | 657<br>40%                   | 709<br>42%k                  | 658<br>40%                   | 679<br>40%                    | 635<br>38%                    | 694<br>41%k                   | 648<br>40%                    | 637<br>39%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of saturated fat in food | 646<br>39%k                  | 702<br>42%aeah<br>ijklmn     | 691<br>41%ijkmn              | 693<br>41%ijkmn              | 641<br>39%k                  | 705<br>42%hijk<br>mn         | 662<br>40%jk                 | 642<br>38%k                  | 634<br>38%k                  | 613<br>36%                    | 577<br>34%                    | 665<br>40%ijk                 | 616<br>38%                    | 602<br>37%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The amount of sugar in food         | 642<br>38%                   | 688<br>41%                   | 651<br>39%                   | 705<br>42%a                  | 650<br>39%                   | 734<br>43%ace                | 719<br>43%ace                | 805<br>48%abcd<br>efg        | 777<br>47%abcd<br>ef         | 860<br>51%abcd<br>efgi        | 854<br>51%abcd<br>efgi        | 934<br>56%abcd<br>efghijk     | 854<br>52%abcd<br>efghi       | 869<br>53%abcd                | -                            | -                            | -                            | -                            | -                            | -                            |
| Food hygiene when eating out        | 621<br>37%                   | 638<br>38%k                  | 606<br>36%                   | 640<br>38%k                  | 582<br>35%                   | 697<br>41%aceg<br>hikmn      | 607<br>37%                   | 600<br>36%                   | 647<br>39%ek                 | 635<br>38%k                   | 573<br>34%                    | 645<br>38%ek                  | 614<br>37%k                   | 587<br>36%                    | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                             | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                               | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food poisoning such as Salmonella and E.Coli                                | 483<br>29%g                  | 503<br>30%egk                | 504<br>30%eg                 | 510<br>30%egjk               | 445<br>27%                   | 497<br>29%g                  | 426<br>26%                   | 468<br>28%                   | 525<br>32%eghjk              | 461<br>27%                    | 454<br>27%                    | 497<br>30%g                   | 490<br>30%g                   | 464<br>28%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The use of additives (such as preservatives and colouring) in food products | 464<br>28%                   | 474<br>28%                   | 449<br>27%                   | 458<br>27%                   | 423<br>25%                   | 451<br>27%                   | 437<br>26%                   | 466<br>28%                   | 485<br>29%ek                 | 479<br>28%                    | 429<br>26%                    | 495<br>30%egk                 | 504<br>31%cddefgk             | 470<br>29%ek                  | -                            | -                            | -                            | -                            | -                            | -                            |
| The use of pesticides to grow food                                          | 414<br>25%                   | 438<br>26%cek                | 391<br>23%                   | 420<br>25%                   | 384<br>23%                   | 430<br>25%                   | 415<br>25%                   | 415<br>25%                   | 440<br>27%cek                | 454<br>27%cek                 | 384<br>23%                    | 458<br>27%cek                 | 470<br>29%acde                | 457<br>28%acghk               | -                            | -                            | -                            | -                            | -                            | -                            |
| Food miles (e.g. the distance food travels)                                 | 383<br>23%c                  | 412<br>25%ck                 | 334<br>20%                   | 391<br>23%c                  | 372<br>22%                   | 401<br>24%c                  | 404<br>24%ck                 | 385<br>23%c                  | 374<br>22%                   | 423<br>25%ck                  | 349<br>21%                    | 378<br>23%                    | 361<br>22%                    | 363<br>22%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Foods aimed at children including school meals                              | 369<br>22%                   | 430<br>26%a                  | 390<br>23%                   | 437<br>26%a                  | 414<br>25%                   | 438<br>26%a                  | 430<br>26%a                  | 437<br>26%a                  | 416<br>25%                   | 439<br>26%a                   | 409<br>24%                    | 451<br>27%ac                  | 434<br>27%ac                  | 446<br>27%ac                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Date labels, such as "best before" and "use by" labels                      | 359<br>21%                   | 453<br>27%acg                | 393<br>23%                   | 419<br>25%aj                 | 422<br>25%aj                 | 464<br>27%acgj               | 387<br>23%                   | 445<br>27%acgj               | 475<br>29%acde               | 373<br>22%                    | 395<br>24%                    | 399<br>24%                    | 395<br>24%                    | 382<br>23%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Genetically Modified (GM) foods                                             | 339<br>20%                   | 363<br>23%e                  | 349<br>21%                   | 368<br>22%e                  | 315<br>19%                   | 347<br>20%                   | 346<br>21%                   | 367<br>22%e                  | 413<br>25%acel               | 401<br>24%acel                | 362<br>22%                    | 401<br>24%acel                | 434<br>27%abcd                | 389<br>24%acel                | -                            | -                            | -                            | -                            | -                            | -                            |
| Food hygiene at home                                                        | 338<br>20%ghkn               | 348<br>21%ghkn               | 319<br>19%gk                 | 324<br>19%gk                 | 360<br>22%ghjkn              | 359<br>21%ghkn               | 257<br>16%                   | 283<br>17%                   | 321<br>19%gk                 | 319<br>19%gk                  | 263<br>16%                    | 333<br>20%ghk                 | 344<br>21%ghkn                | 284<br>17%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The feed given to livestock                                                 | 322<br>19%eg                 | 328<br>20%degk               | 295<br>18%                   | 285<br>17%                   | 259<br>16%                   | 342<br>20%degk               | 272<br>16%                   | 307<br>18%e                  | 335<br>20%degk               | 308<br>18%                    | 279<br>17%                    | 367<br>22%cddeg               | 345<br>21%cddeg               | 297<br>18%e                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Hormones/steroids /antibiotics in food                                      | 315<br>19%                   | 333<br>20%                   | 298<br>18%                   | 348<br>21%ce                 | 296<br>18%                   | 379<br>22%ace                | 327<br>20%                   | 407<br>24%abcd               | 426<br>26%abcd               | 414<br>24%abcd                | 348<br>21%ce                  | 415<br>25%abcd                | 436<br>27%abcd                | 432<br>26%abcd                | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hormones/steroids \antibiotics in food                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 1752                         | 1721                          | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                         | 1670                         | 1665                          | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| BSE ('mad cow disease')                               | 240<br>14%en                 | 300<br>18%ace<br>fghjkl<br>mn | 259<br>15%egkn               | 293<br>17%aegh<br>ijklmn     | 174<br>10%                   | 258<br>15%ekn                | 214<br>13%e                  | 244<br>15%ekn                | 268<br>16%egkn               | 242<br>14%en                  | 204<br>12%                    | 232<br>14%e                   | 229<br>14%e                   | 195<br>12%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Chemicals from the environment, such as lead, in food | -                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 466<br>28%abcd<br>efghi       | 418<br>25%abcd<br>efghi       | 498<br>30%abcd<br>efghik      | 459<br>28%abcd<br>efghik      | 494<br>30%abcd<br>efghik      | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 460<br>27%abcd<br>efghimn     | 414<br>25%abcd<br>efghi       | 453<br>27%abcd<br>efghimn     | 388<br>24%abcd<br>efghi       | 377<br>23%abcd<br>efghi       | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 1441<br>86%                  | 1498<br>90%afg<br>hijklm<br>n | 1478<br>88%hijk<br>m         | 1499<br>89%aghi<br>ijklmn    | 1467<br>88%hijk<br>mn        | 1487<br>88%hijk<br>mn        | 1441<br>87%k                 | 1419<br>84%                  | 1424<br>86%                  | 1437<br>85%                   | 1414<br>84%                   | 1447<br>86%                   | 1384<br>85%                   | 1403<br>86%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                  | 184<br>11%bde                | 125<br>8%                     | 166<br>10%b                  | 145<br>9%                    | 143<br>9%                    | 160<br>9%b                   | 181<br>11%bde                | 225<br>13%abcd<br>efgh       | 192<br>12%bdef               | 200<br>12%bdef                | 224<br>13%abcd<br>efgh        | 172<br>10%b                   | 208<br>13%bcde<br>f           | 176<br>11%bde                 | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                            | 44<br>3%                     | 42<br>2%                      | 37<br>2%                     | 32<br>2%                     | 51<br>3%<br>d                | 47<br>3%                     | 37<br>2%                     | 36<br>2%                     | 46<br>3%                     | 56<br>3%<br>d                 | 40<br>2%                      | 59<br>4%cdgh                  | 44<br>3%                      | 55<br>3%cdgh                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                            | 6.67                         | 6.98e                         | 6.65                         | 6.91e                        | 6.50                         | 7.05ace                      | 6.77                         | 7.10ace                      | 7.18ace                      | 7.68abc<br>g                  | 7.26acd<br>eg                 | 7.89abc<br>defghik            | 7.88abc<br>defghik            | 7.69abcde<br>fghik            | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Average number of mentions</b>                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard deviation</b>                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard error</b>                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                              | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Food prices                                  | 60<br>61%lmn                 | 60<br>65%lmn                 | 54<br>54%lmn                 | 73<br>70%cjkl<br>mn          | 60<br>57%lmn                 | 56<br>61%lmn                 | 60<br>59%lmn                 | 45<br>57%lmn                 | 61<br>63%lmn                 | 48<br>55%lmn                  | 45<br>52%lmn                  | 26<br>29%                     | 23<br>24%                     | 25<br>28%                     | 33<br>55%                    | 47<br>79%ouvw<br>wyzAB       | 33<br>62%y                   | 42<br>79%ouvw<br>yzAB        | 39<br>68%yB                  | 40<br>71%ovzAB               |
| Food waste                                   | 51<br>52%bch<br>lmn          | 26<br>28%                    | 37<br>37%                    | 57<br>55%bcef<br>lmn         | 41<br>39%                    | 36<br>39%                    | 43<br>42%bl                  | 30<br>37%                    | 52<br>53%boeh<br>lmn         | 37<br>42%bl                   | 38<br>43%bl                   | 24<br>27%                     | 31<br>32%                     | 34<br>37%                     | 27<br>44%                    | 31<br>52%                    | 18<br>34%                    | 24<br>45%                    | 33<br>57%q                   | 29<br>51%q                   |
| Animal welfare                               | 49<br>50%beg<br>lm           | 26<br>28%                    | 37<br>36%                    | 39<br>38%                    | 37<br>35%                    | 36<br>39%                    | 36<br>35%                    | 35<br>43%b                   | 52<br>52%bode<br>glm         | 47<br>54%bode<br>glm          | 44<br>39<br>m                 | 28<br>32%                     | 31<br>33%                     | 44<br>49%blm                  | 22<br>36%                    | 35<br>59%ors<br>uwy          | 23<br>43%                    | 20<br>36%                    | 21<br>37%                    | 27<br>47%                    |
| The amount of salt in food                   | 47<br>48%lm                  | 36<br>39%                    | 47<br>47%lm                  | 58<br>56%befg<br>lm          | 37<br>35%                    | 36<br>40%                    | 38<br>38%                    | 36<br>45%lm                  | 54<br>55%befg<br>lm          | 44<br>50%alm                  | 39<br>44%um                   | 31<br>35%                     | 28<br>29%                     | 41<br>45%lm                   | 26<br>43%                    | 40<br>67%ovy<br>B            | 36<br>69%ovyB                | 30<br>55%                    | 36<br>63%oy                  | 32<br>57%                    |
| The amount of saturated fat in food          | 47<br>48%bfg<br>lmn          | 31<br>33%                    | 38<br>38%lm                  | 56<br>54%bcef<br>ghlmn       | 39<br>37%lm                  | 30<br>33%                    | 27<br>26%                    | 31<br>38%lm                  | 53<br>54%bcef<br>ghlmn       | 44<br>50%blgl<br>mn           | 37<br>42%glm                  | 23<br>26%                     | 22<br>23%                     | 25<br>28%                     | 20<br>33%                    | 33<br>56%o                   | 23<br>43%                    | 28<br>52%o                   | 27<br>47%                    | 31<br>55%oy                  |
| The amount of fat in food                    | 46<br>47%bef<br>lm           | 30<br>33%                    | 37<br>36%                    | 49<br>47%befl<br>m           | 34<br>33%                    | 30<br>33%                    | 39<br>38%l                   | 29<br>36%                    | 44<br>44%lm                  | 41<br>47%befl<br>m            | 34<br>39%l                    | 21<br>24%                     | 27<br>29%                     | 32<br>36%                     | 23<br>39%                    | 32<br>54%                    | 25<br>47%                    | 28<br>53%                    | 28<br>49%                    | 30<br>53%y                   |
| The amount of sugar in food                  | 46<br>47%                    | 33<br>35%                    | 37<br>36%                    | 43<br>42%                    | 39<br>37%                    | 36<br>39%                    | 43<br>42%                    | 45<br>56%bcef                | 55<br>56%bcef                | 51<br>58%bode<br>fgm          | 44<br>50%                     | 43<br>49%                     | 40<br>42%                     | 42<br>46%                     | 24<br>41%                    | 36<br>60%o                   | 26<br>50%                    | 24<br>45%                    | 27<br>48%                    | 30<br>53%                    |
| Food poisoning such as Salmonella and E.Coli | 36<br>37%gl                  | 25<br>27%                    | 33<br>32%                    | 43<br>41%bglm                | 30<br>28%                    | 27<br>30%                    | 22<br>22%                    | 27<br>34%                    | 38<br>39%gl                  | 32<br>37%gl                   | 30<br>34%l                    | 19<br>21%                     | 31<br>32%                     | 25<br>27%                     | 21<br>35%                    | 22<br>37%                    | 23<br>44%                    | 22<br>40%                    | 32<br>56%opuv<br>y           | 24<br>42%                    |
| Food hygiene when eating out                 | 36<br>36%                    | 27<br>29%                    | 35<br>35%                    | 48<br>46%begl<br>m           | 31<br>30%                    | 30<br>33%                    | 33<br>32%                    | 33<br>41%lm                  | 49<br>50%bcef<br>glm         | 42<br>48%befg<br>lm           | 38<br>44%belm                 | 24<br>28%                     | 25<br>26%                     | 31<br>34%                     | 23<br>37%                    | 24<br>40%                    | 25<br>46%                    | 29<br>53%                    | 28<br>48%                    | 28<br>50%y                   |
| Food miles (e.g. the distance food travels)  | 34<br>35%ceh<br>lmn          | 22<br>24%l                   | 19<br>19%                    | 23<br>22%l                   | 19<br>18%                    | 22<br>24%l                   | 23<br>23%l                   | 15<br>19%                    | 22<br>22%l                   | 26<br>30%elm                  | 25<br>29%l                    | 8<br>10%                      | 17<br>17%                     | 18<br>20%l                    | 8<br>13%                     | 17<br>29%oy                  | 8<br>15%                     | 10<br>18%                    | 10<br>17%                    | 15<br>27%oy                  |

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



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

|                                              | N                            |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(Nov<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(Nov<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                              | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Food prices                                  | 40<br>62%y                   | 36<br>56%                    | 38<br>60%y                   | 39<br>64%yB                   | 27<br>45%                     | 33<br>55%                     | 62<br>57%                     | 58<br>51%                     |
| Food waste                                   | 34<br>54%q                   | 32<br>50%                    | 31<br>49%                    | 39<br>64%oqrt<br>vwy          | 28<br>47%                     | 36<br>61%oqy                  | 64<br>59%q                    | 64<br>56%q                    |
| Animal welfare                               | 27<br>42%                    | 26<br>40%                    | 27<br>42%                    | 33<br>55%orsu<br>vwy          | 21<br>34%                     | 33<br>55%orsu<br>vwy          | 68<br>63%oqrs<br>tuvwB        | 54<br>48%y                    |
| The amount of salt in food                   | 35<br>54%                    | 33<br>51%                    | 35<br>55%                    | 37<br>61%oy                   | 28<br>47%                     | 31<br>52%                     | 60<br>56%                     | 58<br>51%                     |
| The amount of saturated fat in food          | 31<br>49%o                   | 33<br>51%o                   | 29<br>45%                    | 33<br>55%oy                   | 24<br>41%                     | 31<br>52%o                    | 56<br>52%o                    | 49<br>44%                     |
| The amount of fat in food                    | 30<br>46%                    | 31<br>48%                    | 33<br>52%                    | 35<br>58%oy                   | 24<br>40%                     | 32<br>53%y                    | 53<br>48%                     | 52<br>46%                     |
| The amount of sugar in food                  | 31<br>48%                    | 34<br>53%                    | 36<br>57%o                   | 38<br>63%oruy                 | 29<br>48%                     | 34<br>57%                     | 67<br>62%ouy                  | 66<br>58%o                    |
| Food poisoning such as Salmonella and E.Coli | 23<br>36%                    | 19<br>30%                    | 28<br>43%                    | 31<br>51%ouvy                 | 22<br>36%                     | 29<br>49%v                    | 52<br>47%v                    | 48<br>42%                     |
| Food hygiene when eating out                 | 27<br>43%                    | 32<br>50%y                   | 32<br>49%                    | 25<br>42%                     | 22<br>37%                     | 25<br>42%                     | 49<br>45%                     | 43<br>38%                     |
| Food miles (e.g. the distance food travels)  | 11<br>18%                    | 12<br>18%                    | 18<br>29%oy                  | 19<br>32%oqsu<br>vy           | 10<br>16%                     | 22<br>37%oqrs<br>uvy          | 42<br>39%oqrs<br>uvy          | 36<br>32%oqsuvy               |

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



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

|                                                                                      | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                      | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                                        | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 33<br>34%gl                  | 22<br>23%                    | 26<br>26%                    | 27<br>26%                    | 27<br>25%                    | 21<br>23%                    | 22<br>21%                    | 21<br>27%                    | 31<br>32%l                   | 31<br>35%gl                   | 28<br>31%j                    | 14<br>16%                     | 26<br>27%                     | 23<br>26%                     | 19<br>31%                    | 26<br>43%                    | 20<br>37%                    | 20<br>38%                    | 20<br>35%                    | 27<br>48%ouy                 |
| The use of pesticides to<br>grow food                                                | 30<br>31%bcl                 | 13<br>14%                    | 19<br>19%                    | 29<br>28%bl                  | 23<br>22%                    | 19<br>21%                    | 29<br>29%bl                  | 16<br>20%                    | 28<br>29%bl                  | 30<br>34%boeh<br>lm           | 24<br>28%b                    | 14<br>16%                     | 19<br>20%                     | 20<br>22%                     | 10<br>17%                    | 23<br>39%ov                  | 15<br>15%                    | 15<br>29%                    | 17<br>29%                    | 21<br>36%ov                  |
| Hormones/steroids<br>& antibiotics in food                                           | 29<br>30%bcf<br>ghl          | 10<br>11%                    | 17<br>17%                    | 20<br>19%                    | 23<br>21%l                   | 15<br>17%                    | 16<br>16%                    | 13<br>16%                    | 25<br>25%bl                  | 33<br>38%bcde<br>fghklm       | 20<br>23%bl                   | 9<br>10%                      | 19<br>20%                     | 25<br>27%bl                   | 14<br>29%                    | 12<br>20%                    | 9<br>17%                     | 16<br>29%u                   | 14<br>24%                    | 14<br>25%u                   |
| Genetically Modified<br>(GM) foods                                                   | 27<br>27%bfgl                | 8<br>9%                      | 17<br>17%                    | 21<br>20%b                   | 24<br>23%bfl                 | 10<br>11%                    | 15<br>15%                    | 13<br>16%                    | 20<br>20%b                   | 25<br>29%bcfg<br>hl           | 10<br>11%                     | 25<br>27%bfgl                 | 15<br>17%                     | 13<br>22%                     | 14<br>23%                    | 10<br>18%                    | 19<br>36%uv                  | 13<br>23%                    | 16<br>28%uv                  |                              |
| BSE ('mad cow disease')                                                              | 25<br>25%begl                | 6<br>6%                      | 16<br>16%bg                  | 17<br>17%bg                  | 15<br>14%                    | 16<br>18%bg                  | 7<br>7%                      | 14<br>18%bg                  | 19<br>19%bg                  | 16<br>19%bg                   | 17<br>20%bg                   | 8<br>10%                      | 14<br>15%                     | 18<br>20%bg                   | 13<br>21%                    | 15<br>25%                    | 12<br>23%                    | 14<br>26%                    | 16<br>29%y                   | 16<br>28%yB                  |
| Foods aimed at children<br>including school meals                                    | 25<br>25%                    | 14<br>15%                    | 31<br>31%bgm                 | 36<br>35%bfg<br>lm           | 23<br>22%                    | 18<br>20%                    | 18<br>17%                    | 19<br>23%                    | 32<br>33%bfgl<br>m           | 26<br>30%bg                   | 27<br>31%bg                   | 17<br>18%                     | 18<br>24%                     | 22<br>24%                     | 16<br>27%                    | 25<br>42%                    | 16<br>31%                    | 14<br>26%                    | 23<br>39%                    | 20<br>35%                    |
| The feed given to<br>livestock                                                       | 23<br>24%blm                 | 9<br>9%                      | 15<br>15%                    | 18<br>18%                    | 19<br>18%                    | 14<br>15%                    | 18<br>18%                    | 12<br>15%                    | 19<br>19%                    | 23<br>27%bclm                 | 22<br>25%blm                  | 10<br>11%                     | 12<br>12%                     | 18<br>20%                     | 11<br>18%                    | 23<br>38%oqs<br>uyB          | 10<br>18%                    | 14<br>27%                    | 12<br>21%                    | 19<br>33%oqyB                |
| Date labels, such as<br>"best before" and "use<br>by" labels                         | 19<br>20%                    | 12<br>13%                    | 24<br>24%b                   | 30<br>29%bm                  | 29<br>27%bm                  | 24<br>27%b                   | 20<br>19%                    | 25<br>31%bm                  | 36<br>37%abgl<br>mn          | 24<br>28%bm                   | 24<br>28%b                    | 17<br>20%                     | 15<br>16%                     | 19<br>21%                     | 18<br>29%                    | 24<br>41%y                   | 19<br>35%y                   | 26<br>49%ouyB                | 20<br>34%y                   | 20<br>35%y                   |
| Food hygiene at home                                                                 | 19<br>19%g                   | 13<br>14%                    | 21<br>21%g                   | 17<br>16%g                   | 15<br>14%                    | 15<br>17%g                   | 7<br>7%                      | 15<br>19%g                   | 27<br>28%begl<br>m           | 25<br>29%bdeg<br>lm           | 15<br>17%g                    | 12<br>13%                     | 12<br>13%                     | 14<br>16%                     | 14<br>23%yA                  | 13<br>22%y                   | 13<br>25%yA                  | 16<br>30%yAB                 | 22<br>38%uyz<br>AB           | 16<br>28%yzAB                |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/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  
 \* small base



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

|                                                                                      | N                            |                                 |                              |                                  |                               |                                   |                                   |                               |
|--------------------------------------------------------------------------------------|------------------------------|---------------------------------|------------------------------|----------------------------------|-------------------------------|-----------------------------------|-----------------------------------|-------------------------------|
|                                                                                      | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v)    | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)    | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)     | Wave 13<br>(Nov<br>16)<br>(A)     | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                      | 141                          | 115                             | 119                          | 135                              | 126                           | 126                               | 120                               | 123                           |
| Weighted Base                                                                        | 64                           | 64                              | 64                           | 60                               | 60                            | 60                                | 109                               | 113                           |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 22<br>35%                    | 23<br>36%                       | 25<br>39%                    | 26<br>43%                        | 19<br>32%                     | 22<br>37%                         | 39<br>36%                         | 41<br>36%                     |
| The use of pesticides to<br>grow food                                                | 20<br>32% <sub>o</sub>       | 15<br>24%                       | 24<br>37% <sub>ov</sub>      | 26<br>43% <sub>ovy</sub>         | 17<br>29%                     | 24<br>41% <sub>ov</sub>           | 43<br>40% <sub>ov</sub>           | 39<br>34% <sub>o</sub>        |
| Hormones/steroids<br>'antibiotics in food                                            | 10<br>15%                    | 17<br>26% <sub>u</sub>          | 20<br>32% <sub>qu</sub>      | 22<br>36% <sub>pqu</sub>         | 17<br>29% <sub>u</sub>        | 23<br>39% <sub>opqs</sub><br>tuv  | 46<br>42% <sub>opqs</sub><br>tuvy | 37<br>32% <sub>qu</sub>       |
| Genetically Modified<br>(GM) foods                                                   | 11<br>17%                    | 10<br>16%                       | 20<br>31% <sub>uv</sub>      | 17<br>29% <sub>uv</sub>          | 13<br>22%                     | 16<br>26%                         | 30<br>27%                         | 32<br>28% <sub>v</sub>        |
| BSE ('mad cow disease')                                                              | 12<br>19%                    | 12<br>19%                       | 19<br>29% <sub>yB</sub>      | 12<br>15%                        | 9<br>15%                      | 14<br>24%                         | 31<br>29% <sub>yB</sub>           | 18<br>16%                     |
| Foods aimed at children<br>including school meals                                    | 21<br>33%                    | 22<br>34%                       | 24<br>37%                    | 29<br>49% <sub>oqrt</sub><br>uvw | 21<br>35%                     | 31<br>51% <sub>oqrt</sub><br>uvwB | 50<br>46% <sub>oru</sub>          | 42<br>37%                     |
| The feed given to<br>livestock                                                       | 14<br>22%                    | 12<br>18%                       | 18<br>29%                    | 15<br>26%                        | 11<br>18%                     | 19<br>32% <sub>ovyB</sub>         | 40<br>36% <sub>oqsu</sub><br>vB   | 23<br>20%                     |
| Date labels, such as<br>'best before' and 'use<br>by' labels                         | 21<br>32% <sub>y</sub>       | 30<br>47% <sub>ouwy</sub><br>zB | 21<br>33% <sub>y</sub>       | 27<br>45% <sub>ouyB</sub>        | 11<br>19%                     | 20<br>33% <sub>y</sub>            | 39<br>36% <sub>y</sub>            | 32<br>28%                     |
| Food hygiene at home                                                                 | 13<br>20% <sub>y</sub>       | 19<br>29% <sub>yzAB</sub>       | 14<br>22% <sub>yA</sub>      | 23<br>38% <sub>puwyz</sub><br>AB | 3<br>6%                       | 10<br>17% <sub>y</sub>            | 13<br>12%                         | 16<br>14%                     |

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



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

|                                                       | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                       | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                         | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 32                            | 34                            | 15                            | 23                            | 25                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Food not being what the label says it is              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 37%abcd<br>efghilm            | 39%abcd<br>efghilm            | 17%abcd<br>efghi              | 24%abcd<br>efghi              | 27%abcd<br>efghi              | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Any                                              | 90<br>92%elmn                | 80<br>86%kl                  | 85<br>84%                    | 94<br>91%elmn                | 81<br>77%                    | 82<br>91%elmn                | 89<br>88%eln                 | 68<br>86%                    | 91<br>93%elmn                | 79<br>91%elmn                 | 81<br>93%elmn                 | 65<br>74%                     | 77<br>81%                     | 68<br>75%                     | 50<br>83%                    | 59<br>98%osuwyzAB            | 51<br>96%oyzA<br>B           | 51<br>94%yzB                 | 51<br>89%                    | 53<br>92%yzB                 |
| None                                                  | 6<br>6%                      | 12<br>13%ij                  | 7<br>7%                      | 7<br>7%                      | 19<br>18%acdfg<br>ijk        | 7<br>7%                      | 8<br>8%                      | 11<br>13%j                   | 6<br>6%                      | 4<br>5%                       | 5<br>6%                       | 18<br>20%acdf<br>gjk          | 12<br>13%                     | 15<br>17%acdf<br>ijk          | 9<br>16%p                    | 1<br>2%                      | 2<br>4%                      | 3<br>6%                      | 6<br>11%p                    | 4<br>6%                      |
| Don't know                                            | 2<br>2%                      | 1<br>1%                      | 9<br>9%abfhi<br>k            | 2<br>2%                      | 6<br>5%                      | 1<br>2%                      | 4<br>4%                      | 1<br>1%                      | 1<br>1%                      | 4<br>4%                       | 1<br>1%                       | 5<br>6%bi                     | 6<br>7%bi                     | 7<br>8%bfhi<br>k              | 1<br>1%                      | -                            | -                            | -                            | -                            | 1<br>1%                      |
| Average number of mentions                            | 7.54bf<br>gl                 | 5.29                         | 6.58                         | 7.46bgl                      | 7.00b                        | 5.97                         | 5.79                         | 6.90b                        | 7.85bfg<br>lm                | 8.94bce<br>fghlm              | 7.90bfg<br>lm                 | 5.89                          | 6.10                          | 8.00bf<br>glm                 | 7.08                         | 8.43                         | 7.15                         | 8.18                         | 8.56                         | 8.65                         |
| 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                          | 5.29                         | 4.42                         | 4.37                         | 4.97                         | 5.28                         | 5.47                         |
| 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                          | 0.72                         | 0.56                         | 0.62                         | 0.70                         | 0.72                         | 0.50                         |

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





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

|                                                       | N                            |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                       | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                         | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Chemicals from the environment, such as lead, in food | -                            | -                            | -                            | 17                            | 22                            | 28                            | 52                            | 38                            |
| Food not being what the label says it is              | -                            | -                            | -                            | 29%opqr<br>stuvw              | 36%opqr<br>stuvw              | 47%opqr<br>stuvwx             | 48%opqr<br>stuvwx             | 34%opqrstuwx                  |
| Net: Any                                              | 56<br>87%                    | 60<br>93%yzB                 | 55<br>86%                    | 55<br>92%yzB                  | 48<br>80%                     | 49<br>81%                     | 92<br>85%                     | 91<br>80%                     |
| None                                                  | 7<br>11%p                    | 4<br>7%                      | 9<br>14%p                    | 4<br>7%                       | 12<br>20%pqrt<br>vx           | 11<br>19%pqrt<br>vx           | 16<br>14%p                    | 23<br>20%pqrtvx               |
| Don't know                                            | 1<br>1%                      | -                            | -                            | -                             | -                             | -                             | 1<br>1%                       | -                             |
| Average number of mentions                            | 7.79                         | 7.47                         | 8.92                         | 10.35opq<br>rtuvy             | 8.18                          | 11.09op<br>qrstuvw<br>y       | 10.91opq<br>rstuvwy           | 9.77oquv                      |
| Standard deviation                                    | 5.17                         | 5.09                         | 5.80                         | 6.59                          | 5.77                          | 6.17                          | 6.77                          | 6.38                          |
| Standard error                                        | 0.47                         | 0.49                         | 0.57                         | 0.59                          | 0.57                          | 0.61                          | 0.67                          | 0.63                          |

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



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

|                                                        | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                        | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                        | 1919                                   | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                          | 1828                                   | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Animal welfare                                         | 747<br>41%                             | 732<br>40%                | 707<br>39%                | 761<br>41%                | 698<br>38%                | 732<br>40%                | 710<br>39%                | 750<br>41%                | 757<br>42%e               | 783<br>43%ceg              | 752<br>41%                 | 826<br>45%abcdefg<br>hik   | 803<br>44%bcefg            | 808<br>44%bcefg            |
| BSE ('mad cow disease')                                | 277<br>15%eak<br>n                     | 321<br>18%aag<br>hijklmn  | 287<br>16%egkn            | 324<br>18%aeghijk<br>mn   | 205<br>11%                | 290<br>16%egkn            | 233<br>13%                | 271<br>15%en              | 306<br>17%egkin           | 271<br>15%e                | 230<br>13%                 | 255<br>14%e                | 274<br>15%en               | 231<br>13%                 |
| Date labels, such as "best before" and "use by" labels | 396<br>22%                             | 489<br>27%acg<br>jkn      | 436<br>24%                | 475<br>26%aj              | 471<br>26%a               | 509<br>28%acgijklm<br>n   | 427<br>23%                | 500<br>27%acgijklm<br>n   | 532<br>29%acdegijk<br>lmn | 424<br>23%                 | 430<br>24%                 | 436<br>24%                 | 449<br>24%                 | 433<br>24%                 |
| Food hygiene at home                                   | 370<br>20%ghk<br>n                     | 375<br>21%ghk<br>n        | 354<br>19%gk              | 357<br>19%gk              | 397<br>22%ghkn            | 390<br>21%ghkn            | 278<br>15%                | 316<br>17%                | 362<br>20%gkn             | 366<br>20%gkn              | 281<br>15%                 | 354<br>19%gk               | 369<br>20%ghkn             | 314<br>17%                 |
| Food hygiene when eating out                           | 679<br>37%                             | 689<br>38%k               | 666<br>36%                | 716<br>39%ek              | 641<br>35%                | 755<br>41%acaghk<br>n     | 667<br>37%                | 665<br>36%                | 728<br>40%ceghkn          | 702<br>38%k                | 633<br>35%                 | 694<br>38%k                | 688<br>37%                 | 662<br>36%                 |
| Food miles (e.g. the distance food travels)            | 425<br>23%c                            | 452<br>25%cek             | 360<br>20%                | 424<br>23%c               | 401<br>22%                | 438<br>24%ck              | 438<br>24%ck              | 411<br>23%c               | 414<br>23%c               | 468<br>25%cehkl            | 384<br>21%                 | 408<br>22%c                | 420<br>23%c                | 418<br>23%c                |
| Food poisoning such as Salmonella and E.Coli           | 541<br>30%g                            | 550<br>30%g               | 560<br>31%g               | 574<br>31%eghk            | 507<br>28%                | 547<br>30%g               | 471<br>26%                | 515<br>28%                | 590<br>32%eghijk<br>n     | 524<br>28%                 | 506<br>28%                 | 544<br>30%g                | 572<br>31%egk              | 537<br>29%g                |
| Food prices                                            | 976<br>53%jkl<br>mn                    | 1133<br>62%ag<br>ijklmn   | 1114<br>61%ahijklm<br>n   | 1150<br>63%atghijk<br>lmn | 1116<br>61%ahijklm<br>n   | 1094<br>59%ahijklm<br>n   | 1073<br>59%ahijklm<br>n   | 933<br>51%ijklmn          | 915<br>50%ijklmn          | 781<br>42%                 | 771<br>42%                 | 729<br>40%                 | 774<br>42%                 | 844<br>46%ijklm            |
| Foods aimed at children including school meals         | 410<br>22%                             | 470<br>26%a               | 437<br>24%                | 487<br>27%a               | 460<br>25%                | 476<br>26%a               | 469<br>26%a               | 478<br>26%a               | 472<br>26%a               | 495<br>27%ac               | 457<br>25%                 | 498<br>27%ac               | 501<br>27%ac               | 510<br>28%ac               |
| Food waste                                             | 766<br>42%                             | 805<br>44%                | 806<br>44%                | 835<br>46%a               | 800<br>44%                | 818<br>44%                | 925<br>51%abcdefh         | 808<br>44%                | 883<br>48%abcefh          | 895<br>49%abcefh           | 898<br>49%abcefh           | 964<br>53%abcdefh<br>ijk   | 908<br>49%abcefh           | 941<br>51%abcdefh          |
| Genetically Modified (GM) foods                        | 379<br>21%                             | 405<br>22%e               | 375<br>20%                | 408<br>22%e               | 353<br>19%                | 373<br>20%                | 372<br>20%                | 390<br>21%                | 453<br>25%acefgh          | 444<br>24%acefg            | 405<br>22%e                | 426<br>23%cefg             | 489<br>27%abcdefg<br>hkl   | 436<br>24%acefg            |



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

|                                                                                      | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                      | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                      | 1919                                   | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                                        | 1828                                   | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Hormones/steroids<br>'antibiotics in food                                            | 357<br>20%                             | 355<br>20%                | 324<br>18%                | 384<br>21%ce              | 332<br>18%                | 409<br>22%bcag            | 353<br>19%                | 436<br>24%abcddegk        | 471<br>26%abcdefgk        | 469<br>25%abcdefgk         | 385<br>21%ce               | 447<br>24%abcddegk         | 501<br>27%abcdefgk         | 493<br>27%abcddegk         |
| The amount of fat in<br>food                                                         | 741<br>41%                             | 816<br>45%ace<br>gijkmn   | 753<br>41%                | 836<br>46%aceghj<br>kln   | 756<br>41%k               | 807<br>44%agikmn          | 726<br>40%                | 768<br>42%k               | 735<br>40%                | 755<br>41%                 | 692<br>38%                 | 747<br>41%                 | 728<br>40%                 | 721<br>39%                 |
| The amount of salt in<br>food                                                        | 830<br>45%k                            | 910<br>50%aag<br>ijkln    | 863<br>47%ekm             | 901<br>49%aagiklm<br>n    | 797<br>44%                | 876<br>48%egkm            | 800<br>44%                | 862<br>47%egkm            | 819<br>45%                | 860<br>47%km               | 763<br>42%                 | 822<br>45%                 | 777<br>42%                 | 819<br>45%                 |
| The amount of saturated<br>fat in food                                               | 713<br>39%k                            | 766<br>42%ehj<br>kln      | 752<br>41%jkln            | 777<br>42%aahjkmn         | 707<br>39%k               | 767<br>42%jkln            | 720<br>39%k               | 706<br>39%k               | 716<br>39%k               | 689<br>37%                 | 638<br>35%                 | 719<br>39%k                | 694<br>38%                 | 676<br>37%                 |
| The amount of sugar in<br>food                                                       | 712<br>39%                             | 757<br>42%                | 714<br>39%                | 772<br>42%                | 717<br>39%                | 800<br>43%ace             | 793<br>43%ace             | 883<br>48%abcddegf        | 868<br>48%abcddegf        | 949<br>52%abcddegf<br>i    | 926<br>51%abcddegf         | 1011<br>55%abcddegf<br>hjk | 961<br>52%abcddegf<br>h    | 977<br>53%abcddegf<br>hik  |
| The feed given to<br>livestock                                                       | 356<br>19%ag                           | 360<br>20%agk             | 320<br>17%                | 318<br>17%                | 290<br>16%                | 375<br>20%cddegk          | 304<br>17%                | 330<br>18%                | 372<br>20%cddegk          | 346<br>19%e                | 311<br>17%                 | 396<br>22%cddegk<br>n      | 397<br>22%cddegk<br>n      | 338<br>18%e                |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 516<br>26%                             | 521<br>29%                | 495<br>27%                | 506<br>28%                | 470<br>26%                | 499<br>27%                | 481<br>26%                | 510<br>28%                | 542<br>30%agk             | 536<br>29%ek               | 476<br>26%                 | 531<br>29%ek               | 569<br>31%cddegk           | 535<br>29%ek               |
| The use of pesticides to<br>grow food                                                | 455<br>25%                             | 475<br>26%ce              | 424<br>23%                | 464<br>25%                | 424<br>23%                | 470<br>26%                | 465<br>25%                | 446<br>24%                | 493<br>27%cek             | 509<br>28%cehk             | 426<br>23%                 | 497<br>27%cek              | 532<br>29%acddegf<br>k     | 516<br>28%acehk            |
| Chemicals from the<br>environment, such as<br>lead, in food                          | -                                      | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 515<br>28%abcddegf<br>hi   | 474<br>26%abcddegf<br>hi   | 541<br>30%abcddegf<br>hk   | 534<br>29%abcddegf<br>hik  | 557<br>30%abcddegf<br>hik  |



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

|                                          | ADDITIONAL COUNTRY        |                                |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|------------------------------------------|---------------------------|--------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                          | ENGLAND/WALES/NI          |                                |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|                                          | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)      | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                          | 1919                      | 1883                           | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                            | 1828                      | 1818                           | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food not being what the label says it is | -                         | -                              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 522<br>28%abcdefg<br>hikmn | 456<br>25%abcdefg<br>hi    | 492<br>27%abcdefg<br>hin   | 453<br>25%abcdefg<br>hi    | 441<br>24%abcdefghi        |
| Net: Any                                 | 1582<br>87%               | 1637<br>90%ace<br>ghijkl<br>mn | 1614<br>88%hijklmn        | 1644<br>90%aghiijkl<br>mn | 1599<br>88%hijklmn        | 1622<br>88%hijklmn        | 1586<br>87%km             | 1547<br>85%               | 1571<br>86%               | 1572<br>85%                | 1544<br>85%                | 1561<br>85%                | 1554<br>84%                | 1561<br>85%                |
| None                                     | 199<br>11%bd              | 138<br>8%                      | 175<br>10%b               | 156<br>8%                 | 168<br>9%                 | 170<br>9%                 | 196<br>11%bd              | 240<br>13%abcdefg<br>l    | 207<br>11%bdef            | 208<br>11%bdef             | 241<br>13%abcdefg<br>l     | 201<br>11%bd               | 236<br>13%bdef             | 213<br>12%bdef             |
| Don't know                               | 47<br>3%                  | 42<br>2%                       | 46<br>3%                  | 34<br>2%                  | 56<br>3%dh                | 49<br>3%                  | 42<br>2%                  | 37<br>2%                  | 46<br>3%                  | 60<br>3%dh                 | 41<br>2%                   | 64<br>4%bdghk              | 51<br>3%                   | 62<br>3%dghk               |
| Average number of mentions               | 6.73                      | 6.95e                          | 6.66                      | 6.98e                     | 6.59                      | 7.05ce                    | 6.75                      | 7.10aceg                  | 7.28aceg                  | 7.83abcdef                 | 7.33abcdeg                 | 7.91abcdef                 | 7.97abcdef                 | 7.82abcdefghik             |
| 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                       |
| 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                       |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)   | Wave 3<br>(Nov 11)<br>(c)   | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)    | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j)  | Wave 11<br>(Nov 15)<br>(k)  | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                        | 1919                      | 1883                        | 1896                        | 1961                      | 1884                      | 2036                         | 1974                      | 1944                      | 1984                      | 2091                        | 1980                        | 2044                       | 1967                       | 1991                       |
| Weighted Base                          | 1828                      | 1818                        | 1835                        | 1834                      | 1824                      | 1841                         | 1824                      | 1824                      | 1824                      | 1840                        | 1826                        | 1826                       | 1841                       | 1837                       |
| I am very concerned                    | (5) 278<br>15%            | 321<br>18%<br>eijk<br>lmn   | 289<br>16%<br>en            | 305<br>17%<br>eklmn       | 242<br>13%                | 329<br>18%<br>aeghijkl<br>mn | 279<br>15%                | 281<br>15%                | 292<br>16%<br>en          | 265<br>14%                  | 253<br>14%                  | 256<br>14%                 | 256<br>14%                 | 245<br>13%                 |
| I am fairly concerned                  | (4) 666<br>36%            | 644<br>35%                  | 705<br>38%<br>fghijkln      | 662<br>36%                | 664<br>36%                | 640<br>35%                   | 620<br>34%                | 624<br>34%                | 647<br>35%                | 625<br>34%                  | 615<br>34%                  | 633<br>35%                 | 654<br>36%                 | 637<br>35%                 |
| I am neither concerned nor unconcerned | (3) 390<br>21%<br>cd      | 395<br>22%<br>cd            | 341<br>19%                  | 341<br>19%                | 370<br>20%                | 398<br>22%<br>cd             | 394<br>22%<br>cd          | 368<br>20%                | 369<br>20%                | 360<br>20%                  | 365<br>20%                  | 391<br>21%<br>cd           | 353<br>19%                 | 416<br>23%<br>cdjmn        |
| I am fairly unconcerned                | (2) 314<br>17%            | 339<br>19%<br>f             | 320<br>17%                  | 381<br>21%<br>acf         | 355<br>19%<br>f           | 283<br>15%                   | 367<br>20%<br>acf         | 342<br>19%<br>f           | 351<br>19%<br>f           | 359<br>20%<br>f             | 355<br>19%<br>f             | 343<br>19%<br>f            | 379<br>21%<br>acf          | 359<br>20%<br>f            |
| I am very unconcerned                  | (1) 158<br>9%<br>b        | 102<br>6%                   | 167<br>9%<br>b              | 141<br>8%<br>b            | 168<br>9%<br>b            | 175<br>10%<br>b              | 155<br>9%<br>b            | 193<br>11%<br>bdgij       | 152<br>8%<br>b            | 212<br>12%<br>abcdefg<br>in | 225<br>12%<br>abcdefg<br>in | 191<br>10%<br>bdgij        | 184<br>10%<br>bd           | 173<br>9%<br>b             |
| Net: Concerned                         | 945<br>52%<br>kn          | 965<br>53%<br>egh<br>ijklmn | 994<br>54%<br>eghijklm<br>n | 966<br>53%<br>gijkln      | 906<br>50%                | 970<br>53%<br>gijkln         | 899<br>49%                | 905<br>50%                | 938<br>51%<br>kn          | 890<br>48%                  | 868<br>48%                  | 888<br>49%                 | 910<br>49%                 | 882<br>48%                 |
| Net: Unconcerned                       | 472<br>26%                | 442<br>24%                  | 487<br>27%                  | 522<br>28%<br>bf          | 523<br>29%<br>bf          | 458<br>25%                   | 522<br>29%<br>bf          | 535<br>29%<br>abf         | 503<br>28%<br>b           | 571<br>31%<br>abcfi         | 580<br>32%<br>abcdefg<br>i  | 534<br>29%<br>abf          | 563<br>31%<br>abcfi        | 533<br>29%<br>abf          |
| Don't know                             | 21<br>1%<br>dgn           | 17<br>1%<br>dn              | 13<br>1%<br>d               | 4<br>-                    | 25<br>1%<br>dgkln         | 16<br>1%<br>dn               | 9<br>-                    | 16<br>1%<br>dn            | 14<br>1%<br>d             | 18<br>1%<br>dn              | 13<br>1%<br>d               | 13<br>1%<br>d              | 15<br>1%<br>d              | 6<br>-                     |
| Mean score                             | 3.33jk<br>lmn             | 3.41ad<br>eghijk<br>lmn     | 3.35ehjklm<br>n             | 3.33jklmn                 | 3.25                      | 3.36eghijkl<br>mn            | 3.28k                     | 3.25                      | 3.32jklmn                 | 3.20                        | 3.17                        | 3.23                       | 3.23                       | 3.23                       |
| 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                       |
| 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                       |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c)      | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g)      | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)      | Wave 10<br>(May<br>15)<br>(j)      | Wave 11<br>(Nov<br>15)<br>(k)          | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)        | Wave 1<br>(Nov<br>10)<br>(o)       | Wave 2<br>(May<br>11)<br>(p)        | Wave 3<br>(Nov<br>11)<br>(q)       | Wave 4<br>(May<br>12)<br>(r)         | Wave 5<br>(Nov<br>12)<br>(s)     | Wave 6<br>(May<br>13)<br>(t)        |
| Unweighted Base                           | 879                          | 858                          | 919                               | 948                          | 876                          | 992                          | 974                               | 884                          | 974                               | 1018                               | 937                                    | 984                           | 933                           | 983                                  | 1040                               | 1025                                | 977                                | 1013                                 | 1008                             | 1044                                |
| Weighted Base                             | 883                          | 881                          | 894                               | 882                          | 889                          | 894                          | 884                               | 887                          | 891                               | 887                                | 890                                    | 887                           | 894                           | 894                                  | 945                                | 937                                 | 941                                | 951                                  | 935                              | 947                                 |
| I am very concerned                       | (5) 119<br>14%               | 130<br>15%                   | 123<br>14%                        | 128<br>15%                   | 110<br>12%                   | 141<br>16% <sub>kn</sub>     | 113<br>13%                        | 118<br>13%                   | 139<br>16%                        | 120<br>14%                         | 118<br>13%                             | 116<br>13%                    | 111<br>12%                    | 159<br>17% <sub>kn</sub>             | 191<br>20% <sub>nos<br/>wyzA</sub> | 166<br>18% <sub>ns</sub>            | 176<br>19% <sub>nsyz<br/>A</sub>   | 132<br>14%                           | 189<br>20% <sub>newwyzA</sub>    |                                     |
| I am fairly concerned                     | (4) 310<br>35% <sub>k</sub>  | 302<br>34% <sub>k</sub>      | 335<br>37% <sub>dfgj<br/>kl</sub> | 291<br>33%                   | 330<br>37% <sub>fjkl</sub>   | 287<br>32%                   | 289<br>33%                        | 293<br>33%                   | 316<br>36% <sub>k</sub>           | 282<br>32%                         | 262<br>29%                             | 288<br>33%                    | 303<br>34%                    | 303<br>34% <sub>k</sub>              | 356<br>38%                         | 341<br>36%                          | 370<br>39% <sub>ln</sub>           | 371<br>39% <sub>ln</sub>             | 334<br>36%                       | 353<br>37%                          |
| I am neither concerned<br>nor unconcerned | (3) 190<br>21%               | 202<br>23% <sub>j</sub>      | 172<br>19%                        | 184<br>21%                   | 179<br>20%                   | 198<br>22%                   | 213<br>24% <sub>ccijk<br/>m</sub> | 184<br>21%                   | 174<br>20%                        | 165<br>19%                         | 179<br>20%                             | 195<br>22%                    | 170<br>19%                    | 195<br>22% <sub>qr</sub>             | 200<br>21% <sub>r</sub>            | 192<br>21% <sub>r</sub>             | 169<br>18%                         | 157<br>17%                           | 191<br>20% <sub>r</sub>          | 199<br>21% <sub>r</sub>             |
| I am fairly unconcerned                   | (2) 171<br>19%               | 181<br>21%                   | 159<br>18%                        | 197<br>22% <sub>cf</sub>     | 176<br>20%                   | 151<br>17%                   | 178<br>20%                        | 182<br>20%                   | 176<br>20%                        | 192<br>22% <sub>cf</sub>           | 188<br>21% <sub>l</sub>                | 173<br>20%                    | 201<br>22% <sub>cf</sub>      | 182<br>20% <sub>ot</sub>             | 143<br>15%                         | 158<br>17%                          | 161<br>17%                         | 185<br>19% <sub>ot</sub>             | 179<br>19% <sub>ot</sub>         | 131<br>14%                          |
| I am very unconcerned                     | (1) 89<br>10% <sub>b</sub>   | 57<br>7%                     | 99<br>11% <sub>b</sub>            | 81<br>9% <sub>b</sub>        | 86<br>10% <sub>b</sub>       | 107<br>12% <sub>b</sub>      | 86<br>10% <sub>b</sub>            | 101<br>11% <sub>b</sub>      | 81<br>9%                          | 120<br>14% <sub>abde</sub>         | 137<br>15% <sub>abcd</sub>             | 108<br>12% <sub>bdl</sub>     | 99<br>11% <sub>b</sub>        | 99<br>11% <sub>bopq<br/>ruw</sub>    | 69<br>7% <sub>p</sub>              | 45<br>5%                            | 68<br>7% <sub>p</sub>              | 60<br>6%                             | 82<br>9% <sub>pr</sub>           | 68<br>7% <sub>p</sub>               |
| Net: Concerned                            | 429<br>49% <sub>k</sub>      | 432<br>49% <sub>k</sub>      | 458<br>51% <sub>ghjk<br/>ln</sub> | 419<br>47% <sub>k</sub>      | 441<br>50% <sub>k</sub>      | 428<br>48% <sub>k</sub>      | 402<br>45%                        | 412<br>46%                   | 455<br>51% <sub>gijkl<br/>n</sub> | 402<br>45%                         | 380<br>43%                             | 405<br>46%                    | 419<br>47%                    | 414<br>46%                           | 515<br>55% <sub>ns</sub>           | 532<br>57% <sub>nsw<br/>xyzA</sub>  | 536<br>57% <sub>nswx<br/>yzA</sub> | 547<br>58% <sub>nsuv<br/>wxyzA</sub> | 466<br>50%                       | 541<br>57% <sub>nsuwxyz<br/>A</sub> |
| Net: Unconcerned                          | 260<br>29%                   | 238<br>27%                   | 258<br>29%                        | 278<br>31%                   | 262<br>29%                   | 258<br>29%                   | 264<br>30%                        | 283<br>32% <sub>b</sub>      | 257<br>29%                        | 313<br>35% <sub>abce<br/>fgi</sub> | 325<br>37% <sub>abcd<br/>efghlin</sub> | 281<br>32% <sub>b</sub>       | 300<br>34% <sub>bcdfl</sub>   | 281<br>31% <sub>opq<br/>rtwxyz</sub> | 212<br>22%                         | 203<br>22%                          | 229<br>24%                         | 245<br>26% <sub>pt</sub>             | 260<br>28% <sub>opt</sub>        | 199<br>21%                          |
| Don't know                                | 4<br>*                       | 8<br>1%                      | 5<br>1%                           | 2<br>*                       | 7<br>1%                      | 9<br>1% <sub>d</sub>         | 5<br>1%                           | 9<br>1% <sub>d</sub>         | 4<br>*                            | 7<br>1%                            | 6<br>1%                                | 6<br>1%                       | 5<br>1%                       | 4<br>*                               | 17<br>2% <sub>nrstu<br/>vz</sub>   | 9<br>1% <sub>r</sub>                | 8<br>1%                            | 2<br>*                               | 17<br>2% <sub>nrstu<br/>yz</sub> | 7<br>1%                             |
| Mean score                                | 3.23 <sub>jk</sub>           | 3.31 <sub>gh<br/>jklmn</sub> | 3.25 <sub>jk</sub>                | 3.22 <sub>k</sub>            | 3.23 <sub>jk</sub>           | 3.23 <sub>jk</sub>           | 3.19 <sub>k</sub>                 | 3.17 <sub>k</sub>            | 3.29 <sub>hijk<br/>lmn</sub>      | 3.10                               | 3.04                                   | 3.15                          | 3.15                          | 3.16 <sub>k</sub>                    | 3.42 <sub>ns<br/>xyzA</sub>        | 3.51 <sub>ns<br/>uvwxyz<br/>A</sub> | 3.43 <sub>nsx<br/>yzA</sub>        | 3.44 <sub>nsx<br/>yzA</sub>          | 3.28 <sub>n</sub>                | 3.49 <sub>nsuwxyz<br/>A</sub>       |
| 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                                 | 1.16                               | 1.14                                | 1.18                               | 1.18                                 | 1.19                             | 1.17                                |
| 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                                |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                             |     | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| I am very concerned                       | (5) | 166<br>18%ns                 | 162<br>17%ns                 | 153<br>16%ns                 | 145<br>15%                    | 135<br>14%                    | 139<br>15%                    | 140<br>15%                    | 134<br>14%                    |
| I am fairly concerned                     | (4) | 331<br>35%                   | 330<br>35%                   | 330<br>35%                   | 343<br>36%                    | 353<br>38%                    | 344<br>37%                    | 351<br>37%                    | 334<br>35%                    |
| I am neither concerned<br>nor unconcerned | (3) | 181<br>19%                   | 184<br>20%                   | 195<br>21%r                  | 195<br>20%r                   | 186<br>20%                    | 196<br>21%r                   | 183<br>19%                    | 221<br>23%                    |
| I am fairly unconcerned                   | (2) | 189<br>20%ot                 | 160<br>17%                   | 175<br>19%ot                 | 167<br>18%t                   | 167<br>18%t                   | 170<br>18%t                   | 179<br>19%ot                  | 178<br>19%                    |
| I am very unconcerned                     | (1) | 70<br>7%p                    | 92<br>10%opqqt               | 71<br>8%p                    | 92<br>10%pr                   | 88<br>9%pr                    | 84<br>9%pr                    | 85<br>9%pr                    | 74<br>8%                      |
| Net: Concerned                            |     | 497<br>53%ns                 | 493<br>53%ns                 | 483<br>52%ns                 | 488<br>51%ns                  | 488<br>52%ns                  | 484<br>51%ns                  | 491<br>52%ns                  | 468<br>50%                    |
| Net: Unconcerned                          |     | 258<br>27%opt                | 252<br>27%opt                | 246<br>26%opt                | 259<br>27%opt                 | 255<br>27%opt                 | 253<br>27%opt                 | 263<br>28%opt                 | 252<br>27%                    |
| Don't know                                |     | 4<br>*                       | 7<br>1%                      | 9<br>1%r                     | 11<br>1%r                     | 7<br>1%                       | 7<br>1%                       | 9<br>1%r                      | 2<br>*                        |
| Mean score                                |     | 3.36n                        | 3.33n                        | 3.34n                        | 3.30n                         | 3.30n                         | 3.31n                         | 3.30n                         | 3.29                          |
| Standard deviation                        |     | 1.20                         | 1.23                         | 1.18                         | 1.21                          | 1.20                          | 1.19                          | 1.20                          | 1.16                          |
| Standard error                            |     | 0.04                         | 0.04                         | 0.04                         | 0.04                          | 0.04                          | 0.04                          | 0.04                          | 0.04                          |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                        | 292                       | 249                       | 308                       | 281                       | 295                       | 305                       | 263                       | 298                       | 310                       | 292                        | 333                        | 308                        | 296                        | 252                        | 296                       | 317                       | 303                       | 327                       | 299                       | 349                       |
| Weighted Base                          | 291                       | 274                       | 299                       | 288                       | 298                       | 293                       | 286                       | 297                       | 296                       | 297                        | 297                        | 266                        | 290                        | 304                        | 315                       | 304                       | 304                       | 339                       | 322                       | 350                       |
| I am very concerned                    | (5) 32<br>11%e            | 33<br>12%e                | 28<br>10%                 | 34<br>12%e                | 17<br>6%                  | 36<br>12%e                | 27<br>9%                  | 26<br>9%                  | 24<br>8%                  | 30<br>10%                  | 27<br>9%                   | 26<br>10%                  | 24<br>8%                   | 31<br>10%                  | 38<br>12%                 | 56<br>18%ovx<br>yzAB      | 56<br>19%ovxy<br>zAB      | 49<br>14%                 | 48<br>15%                 | 52<br>15%                 |
| I am fairly concerned                  | (4) 95<br>33%             | 86<br>31%                 | 116<br>39%ehln            | 98<br>34%                 | 91<br>31%                 | 92<br>31%                 | 91<br>32%                 | 87<br>29%                 | 105<br>35%                | 94<br>32%                  | 100<br>34%                 | 79<br>30%                  | 101<br>35%                 | 92<br>30%                  | 129<br>41%uwxyz           | 101<br>33%                | 111<br>36%lux             | 127<br>37%lux             | 112<br>35%lx              | 128<br>37%lux             |
| I am neither concerned nor unconcerned | (3) 73<br>25%id           | 68<br>25%id               | 57<br>19%                 | 46<br>16%                 | 67<br>22%                 | 67<br>23%                 | 70<br>24%id               | 66<br>22%                 | 65<br>22%                 | 63<br>21%                  | 71<br>24%id                | 67<br>25%id                | 54<br>19%                  | 79<br>26%idm               | 64<br>20%                 | 62<br>20%                 | 52<br>17%                 | 73<br>22%                 | 55<br>17%                 | 75<br>21%                 |
| I am fairly unconcerned                | (2) 60<br>21%             | 66<br>24%                 | 63<br>21%                 | 78<br>27%ljk              | 77<br>26%ljk              | 53<br>18%                 | 63<br>22%                 | 75<br>25%ljk              | 69<br>23%                 | 69<br>23%                  | 53<br>18%                  | 53<br>20%                  | 76<br>26%ljk               | 81<br>27%ljk               | 51<br>16%                 | 62<br>20%t                | 61<br>20%t                | 66<br>19%                 | 76<br>24%lot              | 49<br>14%                 |
| I am very unconcerned                  | (1) 29<br>10%             | 21<br>8%                  | 35<br>12%                 | 32<br>11%                 | 43<br>14%bn               | 43<br>15%bn               | 34<br>12%                 | 40<br>14%bn               | 31<br>10%                 | 40<br>13%bn                | 45<br>15%bn                | 38<br>14%bn                | 33<br>11%                  | 20<br>7%                   | 26<br>8%                  | 22<br>7%                  | 24<br>8%                  | 25<br>7%                  | 24<br>8%                  | 43<br>12%prw              |
| Net: Concerned                         | 128<br>44%                | 118<br>43%                | 144<br>48%ehl             | 132<br>46%e               | 108<br>36%                | 128<br>44%                | 118<br>41%                | 112<br>38%                | 129<br>44%                | 124<br>42%                 | 127<br>43%                 | 105<br>40%                 | 125<br>43%                 | 123<br>40%                 | 168<br>53%luxz            | 157<br>52%lx              | 167<br>55%luxyz<br>AB     | 175<br>52%lx              | 160<br>50%lx              | 180<br>52%lx              |
| Net: Unconcerned                       | 90<br>31%                 | 87<br>32%                 | 97<br>33%                 | 110<br>38%                | 120<br>40%kab             | 96<br>33%                 | 97<br>34%                 | 115<br>39%                | 100<br>34%                | 109<br>37%                 | 98<br>33%                  | 91<br>34%                  | 109<br>37%                 | 101<br>33%                 | 76<br>24%                 | 84<br>28%                 | 85<br>28%                 | 90<br>27%                 | 101<br>31%                | 92<br>26%                 |
| Don't know                             | 1<br>-                    | 1<br>-                    | -                         | -                         | 3<br>1%                   | 3<br>1%                   | 2<br>1%                   | 4<br>1%                   | 3<br>1%                   | 1<br>1%                    | 2<br>1%                    | 2<br>1%                    | 3<br>1%                    | -                          | 6<br>2%qrB                | 1<br>-                    | -                         | -                         | 6<br>2%qrB                | 3<br>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                      | 3.34xy                    | 3.35xy                    | 3.38xyz                   | 3.32xyz                   | 3.26x                     | 3.28x                     |
| Standard deviation                     | 1.17                      | 1.15                      | 1.20                      | 1.24                      | 1.17                      | 1.26                      | 1.18                      | 1.21                      | 1.16                      | 1.22                       | 1.22                       | 1.19                       | 1.11                       | zAB 1.14                   | zAB 1.20                  | AB 1.22                   | AB 1.15                   | 1.20                      | 1.24                      |                           |
| 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                      | 0.07                      | 0.07                      | 0.06                      | 0.07                      |                           |

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





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                             |     | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| I am very concerned                       | (5) | 52<br>16%wA                  | 34<br>10%                    | 52<br>16%A                   | 40<br>12%                     | 42<br>12%                     | 41<br>12%                     | 35<br>10%                     | 39<br>11%                     |
| I am fairly concerned                     | (4) | 88<br>28%                    | 124<br>38%ux                 | 109<br>33%                   | 91<br>27%                     | 119<br>34%                    | 108<br>32%                    | 125<br>35%x                   | 121<br>35%x                   |
| I am neither concerned<br>nor unconcerned | (3) | 77<br>24%qs                  | 68<br>21%                    | 83<br>25%qs                  | 81<br>24%qs                   | 67<br>19%                     | 76<br>23%                     | 74<br>21%                     | 82<br>24%ss                   |
| I am fairly unconcerned                   | (2) | 67<br>21%t                   | 63<br>19%                    | 67<br>20%t                   | 81<br>24%ot                   | 71<br>20%t                    | 68<br>20%t                    | 78<br>22%t                    | 65<br>18%                     |
| I am very unconcerned                     | (1) | 31<br>10%                    | 35<br>11%                    | 22<br>7%                     | 39<br>12%w                    | 45<br>13%pqrs<br>w            | 40<br>12%w                    | 38<br>11%                     | 43<br>12%prw                  |
| Net: Concerned                            |     | 140<br>44%                   | 158<br>49%x                  | 161<br>48%x                  | 131<br>39%                    | 161<br>46%                    | 149<br>44%                    | 160<br>45%                    | 159<br>46%                    |
| Net: Unconcerned                          |     | 97<br>31%                    | 98<br>30%                    | 89<br>27%                    | 120<br>36%oprt<br>w           | 117<br>33%ot                  | 108<br>32%o                   | 116<br>33%o                   | 108<br>31%                    |
| Don't know                                |     | 1<br>*                       | 1<br>*                       | 2<br>1%                      | 5<br>1%qrB                    | 5<br>1%qrB                    | 4<br>1%                       | 3<br>1%                       | -<br>-                        |
| Mean score                                |     | 3.20                         | 3.18                         | 3.31xA                       | 3.04                          | 3.12                          | 3.13                          | 3.12                          | 3.13                          |
| Standard deviation                        |     | 1.23                         | 1.18                         | 1.15                         | 1.22                          | 1.25                          | 1.22                          | 1.19                          | 1.21                          |
| Standard error                            |     | 0.07                         | 0.07                         | 0.06                         | 0.07                          | 0.07                          | 0.07                          | 0.06                          | 0.07                          |

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

|                                           | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|-------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                           | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                           | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                             | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| I am very concerned                       | (5) 68<br>15%                | 85<br>18%eln                 | 77<br>17%en                  | 72<br>17%un                  | 52<br>12%                    | 85<br>19%eln                 | 74<br>17%                    | 83<br>20%elmn                | 74<br>18%eln                 | 61<br>14%                     | 72<br>19%eln                  | 55<br>13%                     | 59<br>14%                     | 45<br>12%                     | 88<br>19%                    | 98<br>22%sy                  | 80<br>18%                    | 96<br>20%                    | 72<br>16%                    | 90<br>21%sy                  |
| I am fairly concerned                     | (4) 182<br>41%lqk            | 181<br>39%                   | 175<br>39%                   | 163<br>38%                   | 191<br>44%lghi<br>jkn        | 149<br>34%                   | 151<br>34%                   | 155<br>37%                   | 149<br>36%                   | 148<br>35%                    | 127<br>33%                    | 163<br>38%                    | 159<br>39%                    | 136<br>35%                    | 162<br>36%                   | 164<br>36%                   | 185<br>41%z                  | 180<br>38%                   | 174<br>38%                   | 162<br>38%                   |
| I am neither concerned<br>nor unconcerned | (3) 90<br>20%                | 88<br>19%                    | 75<br>17%                    | 81<br>19%                    | 77<br>18%                    | 104<br>24%lce                | 100<br>22%c                  | 79<br>19%                    | 78<br>19%                    | 77<br>18%                     | 74<br>19%                     | 101<br>23%c                   | 85<br>21%                     | 102<br>26%abc<br>dehijk       | 81<br>18%                    | 89<br>20%                    | 81<br>18%                    | 79<br>17%                    | 99<br>22%                    | 85<br>20%                    |
| I am fairly unconcerned                   | (2) 66<br>15%                | 79<br>17%                    | 74<br>16%                    | 85<br>20%                    | 73<br>17%                    | 74<br>17%                    | 88<br>20%                    | 66<br>16%                    | 80<br>19%                    | 80<br>19%                     | 69<br>18%                     | 71<br>16%                     | 70<br>17%                     | 68<br>18%                     | 77<br>17%t                   | 76<br>17%t                   | 69<br>15%                    | 78<br>17%t                   | 70<br>15%                    | 50<br>12%                    |
| I am very unconcerned                     | (1) 33<br>8%                 | 24<br>5%                     | 45<br>10%bdf                 | 25<br>6%                     | 38<br>9%b                    | 25<br>6%                     | 35<br>8%                     | 33<br>8%                     | 28<br>7%                     | 51<br>12%abdf<br>gi           | 40<br>10%bdf                  | 42<br>10%bf                   | 38<br>9%b                     | 34<br>9%b                     | 40<br>9%p                    | 20<br>4%                     | 37<br>8%p                    | 33<br>7%                     | 29<br>6%                     | 32<br>8%                     |
| Net: Concerned                            | 250<br>56%kn                 | 265<br>57%gjl<br>n           | 252<br>56%kn                 | 236<br>55%kn                 | 242<br>56%kn                 | 234<br>53%                   | 225<br>50%                   | 238<br>57%jn                 | 224<br>54%                   | 209<br>50%                    | 200<br>52%                    | 218<br>50%                    | 218<br>53%                    | 182<br>47%                    | 250<br>55%                   | 262<br>58%y                  | 265<br>58%y                  | 276<br>59%y                  | 245<br>54%                   | 252<br>60%y                  |
| Net: Unconcerned                          | 99<br>22%                    | 104<br>22%                   | 119<br>26%                   | 110<br>26%                   | 111<br>26%                   | 98<br>22%                    | 123<br>27%                   | 99<br>24%                    | 108<br>26%                   | 131<br>31%abfh                | 108<br>28%                    | 113<br>26%                    | 107<br>26%                    | 103<br>27%                    | 116<br>26%t                  | 96<br>21%                    | 106<br>23%                   | 112<br>24%                   | 99<br>22%                    | 82<br>19%                    |
| Don't know                                | 4<br>1%                      | 6<br>1%dkn                   | 2<br>-                       | -<br>-                       | 1<br>-                       | 6<br>1%dkn                   | 1<br>-                       | 2<br>-                       | 3<br>1%                      | 4<br>1%                       | -<br>-                        | 2<br>-                        | 1<br>-                        | -<br>-                        | 4<br>1%                      | 2<br>1%                      | 2<br>-                       | 2<br>-                       | 8<br>2%urux                  | 3<br>1%                      |
| Mean score                                | 3.42jn                       | 3.49gj<br>lm                 | 3.37                         | 3.40jn                       | 3.34                         | 3.45jn                       | 3.32                         | 3.45jn                       | 3.39j                        | 3.21                          | 3.33                          | 3.27                          | 3.32                          | 3.23                          | 3.41                         | 3.55xy<br>zB                 | 3.44y                        | 3.49y                        | 3.43                         | 3.54yzB                      |
| 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                          | 1.23                         | 1.14                         | 1.18                         | 1.19                         | 1.13                         | 1.18                         |
| 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                         | 0.05                         | 0.06                         | 0.05                         | 0.05                         | 0.06                         |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                             |     | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| I am very concerned                       | (5) | 78<br>18%                    | 91<br>20%                    | 85<br>19%                    | 76<br>17%                     | 74<br>16%                     | 85<br>19%                     | 90<br>20%                     | 86<br>18%                     |
| I am fairly concerned                     | (4) | 177<br>40%                   | 158<br>34%                   | 177<br>39%                   | 179<br>40%                    | 166<br>35%                    | 155<br>34%                    | 155<br>34%                    | 165<br>35%                    |
| I am neither concerned<br>nor unconcerned | (3) | 77<br>17%                    | 89<br>19%                    | 78<br>17%                    | 82<br>18%                     | 86<br>18%                     | 82<br>18%                     | 86<br>19%                     | 94<br>20%                     |
| I am fairly unconcerned                   | (2) | 79<br>18%t                   | 75<br>16%                    | 73<br>16%                    | 62<br>14%                     | 93<br>20%tx                   | 93<br>21%qstx                 | 83<br>18%t                    | 77<br>17%t                    |
| I am very unconcerned                     | (1) | 31<br>7%                     | 42<br>9%p                    | 36<br>8%p                    | 49<br>11%prsu                 | 49<br>10%ps                   | 35<br>8%                      | 37<br>8%p                     | 41<br>9%p                     |
| Net: Concerned                            |     | 256<br>58%                   | 249<br>54%                   | 262<br>58%y                  | 255<br>57%                    | 240<br>51%                    | 240<br>53%                    | 244<br>54%                    | 251<br>54%                    |
| Net: Unconcerned                          |     | 110<br>25%                   | 117<br>25%t                  | 109<br>24%                   | 111<br>25%                    | 141<br>30%pqrs<br>t           | 128<br>28%pst                 | 119<br>26%t                   | 119<br>25%t                   |
| Don't know                                |     | 1<br>*                       | 4<br>1%                      | 2<br>*                       | 1<br>*                        | 2<br>*                        | 2<br>1%                       | 4<br>1%                       | 3<br>1%                       |
| <b>Mean score</b>                         |     | <b>3.44y</b>                 | <b>3.40</b>                  | <b>3.45y</b>                 | <b>3.38</b>                   | <b>3.27</b>                   | <b>3.36</b>                   | <b>3.40</b>                   | <b>3.38</b>                   |
| Standard deviation                        |     | 1.18                         | 1.23                         | 1.20                         | 1.23                          | 1.24                          | 1.22                          | 1.22                          | 1.22                          |
| Standard error                            |     | 0.05                         | 0.06                         | 0.06                         | 0.06                          | 0.06                          | 0.06                          | 0.06                          | 0.06                          |

## 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)    | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k)   | Wave 12<br>(May 16)<br>(l)  | Wave 13<br>(Nov 16)<br>(m)  | Wave 14<br>(May 17)<br>(n)  |
| Unweighted Base                           |     | 451                          | 405                          | 414                          | 447                       | 432                       | 493                          | 485                       | 449                       | 515                       | 573                        | 488                          | 517                         | 516                         | 561                         |
| Weighted Base                             |     | 330                          | 327                          | 329                          | 312                       | 321                       | 334                          | 331                       | 325                       | 328                       | 336                        | 329                          | 335                         | 332                         | 331                         |
| I am very concerned                       | (5) | 53<br>16%                    | 49<br>15%                    | 48<br>14%                    | 53<br>17%k                | 54<br>17%k                | 65<br>20% <sup>cghklmn</sup> | 48<br>14%                 | 47<br>14%                 | 56<br>17%k                | 58<br>17%k                 | 39<br>12%                    | 48<br>14%                   | 48<br>14%                   | 45<br>14%                   |
| I am fairly concerned                     | (4) | 97<br>29%                    | 113<br>35%                   | 118<br>36%                   | 94<br>30%                 | 96<br>30%                 | 110<br>33%                   | 113<br>34%                | 101<br>31%                | 106<br>32%                | 114<br>34%                 | 102<br>31%                   | 127<br>38% <sup>adehk</sup> | 115<br>35%                  | 123<br>37% <sup>adehk</sup> |
| I am neither concerned<br>nor unconcerned | (3) | 82<br>25% <sup>ijm</sup>     | 88<br>27% <sup>dfh</sup>     | 75<br>23% <sup>jmn</sup>     | 63<br>20%                 | 72<br>23% <sup>ijm</sup>  | 67<br>20%                    | 71<br>21% <sup>m</sup>    | 66<br>20%                 | 65<br>20%                 | 57<br>17%                  | 68<br>21%                    | 64<br>19%                   | 53<br>16%                   | 58<br>18%                   |
| I am fairly unconcerned                   | (2) | 61<br>18%                    | 56<br>17%                    | 53<br>16%                    | 74<br>24% <sup>befl</sup> | 58<br>18%                 | 58<br>17%                    | 70<br>21%                 | 63<br>19%                 | 61<br>19%                 | 67<br>20%                  | 69<br>21%                    | 57<br>17%                   | 73<br>22% <sup>cl</sup>     | 68<br>21%                   |
| I am very unconcerned                     | (1) | 30<br>9% <sup>b</sup>        | 15<br>4%                     | 26<br>8% <sup>b</sup>        | 26<br>8% <sup>b</sup>     | 33<br>10% <sup>b</sup>    | 33<br>10% <sup>b</sup>       | 25<br>7%                  | 43<br>13% <sup>bcdg</sup> | 35<br>11% <sup>b</sup>    | 33<br>10% <sup>b</sup>     | 47<br>14% <sup>abedfgj</sup> | 36<br>11% <sup>b</sup>      | 39<br>12% <sup>bg</sup>     | 34<br>10% <sup>b</sup>      |
| Net: Concerned                            |     | 149<br>45%                   | 162<br>50% <sup>k</sup>      | 165<br>50% <sup>k</sup>      | 147<br>47%                | 150<br>47%                | 176<br>53% <sup>ahk</sup>    | 160<br>48%                | 147<br>45%                | 162<br>49% <sup>k</sup>   | 172<br>51% <sup>k</sup>    | 141<br>43%                   | 175<br>52% <sup>ahk</sup>   | 163<br>49%                  | 167<br>51% <sup>k</sup>     |
| Net: Unconcerned                          |     | 91<br>28% <sup>b</sup>       | 71<br>22%                    | 79<br>24%                    | 100<br>32% <sup>abc</sup> | 92<br>29% <sup>b</sup>    | 90<br>27%                    | 95<br>29% <sup>b</sup>    | 106<br>33% <sup>bcd</sup> | 96<br>29% <sup>b</sup>    | 100<br>30% <sup>b</sup>    | 117<br>35% <sup>abefgl</sup> | 93<br>28% <sup>b</sup>      | 112<br>34% <sup>abefl</sup> | 102<br>31% <sup>bc</sup>    |
| Don't know                                |     | 7<br>2% <sup>f</sup>         | 6<br>2% <sup>f</sup>         | 9<br>3% <sup>dflin</sup>     | 3<br>1%                   | 7<br>2% <sup>f</sup>      | 1<br>*                       | 5<br>1%                   | 6<br>2% <sup>f</sup>      | 4<br>1%                   | 7<br>2% <sup>f</sup>       | 4<br>1%                      | 3<br>1%                     | 4<br>1%                     | 3<br>1%                     |
| Mean score                                |     | 3.25k                        | 3.39hk                       | 3.34hk                       | 3.24k                     | 3.25k                     | 3.36hkm                      | 3.27k                     | 3.14                      | 3.27k                     | 3.29k                      | 3.05                         | 3.28k                       | 3.18                        | 3.23k                       |
| Standard deviation                        |     | 1.21                         | 1.08                         | 1.16                         | 1.23                      | 1.24                      | 1.25                         | 1.17                      | 1.27                      | 1.25                      | 1.25                       | 1.26                         | 1.22                        | 1.27                        | 1.22                        |
| Standard error                            |     | 0.06                         | 0.05                         | 0.06                         | 0.06                      | 0.06                      | 0.06                         | 0.05                      | 0.06                      | 0.06                      | 0.05                       | 0.06                         | 0.05                        | 0.06                        | 0.05                        |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                           | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1782                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                             | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| I am very concerned                       | (5) 248<br>15%               | 294<br>18%aag<br>hjkimn      | 267<br>16%ekn                | 275<br>16%ejkd<br>n          | 219<br>13%                   | 300<br>18%aag<br>hjkimn      | 248<br>15%                   | 253<br>15%                   | 262<br>16%e                  | 229<br>14%                    | 224<br>13%                    | 229<br>14%                    | 231<br>14%                    | 218<br>13%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| I am fairly concerned                     | (4) 615<br>37%               | 587<br>35%                   | 660<br>39%bfg<br>hjkimn      | 604<br>36%                   | 610<br>37%                   | 590<br>35%                   | 564<br>34%                   | 574<br>34%                   | 584<br>35%                   | 574<br>34%                    | 571<br>34%                    | 589<br>35%                    | 580<br>35%                    | 570<br>35%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| I am neither concerned<br>nor unconcerned | (3) 359<br>22%c              | 368<br>22%cdm                | 315<br>19%                   | 321<br>19%                   | 345<br>21%                   | 362<br>21%                   | 366<br>22%cdm                | 346<br>21%                   | 337<br>20%                   | 337<br>20%                    | 343<br>20%                    | 370<br>22%cdm                 | 313<br>19%                    | 385<br>24%cdh<br>jkm          | -                            | -                            | -                            | -                            | -                            | -                            |
| I am fairly unconcerned                   | (2) 284<br>17%               | 306<br>18%f                  | 284<br>17%                   | 346<br>21%acf                | 322<br>19%f                  | 262<br>15%                   | 334<br>20%acf                | 318<br>19%f                  | 328<br>20%acf                | 331<br>20%cf                  | 323<br>19%f                   | 318<br>19%f                   | 345<br>21%acf                 | 310<br>19%f                   | -                            | -                            | -                            | -                            | -                            | -                            |
| I am very unconcerned                     | (1) 146<br>9%b               | 94<br>6%                     | 143<br>8%b                   | 125<br>7%b                   | 144<br>9%b                   | 164<br>10%bd                 | 142<br>9%b                   | 175<br>10%bd                 | 138<br>8%b                   | 205<br>12%abcd<br>efgilmn     | 206<br>12%abcd<br>efgilmn     | 160<br>10%bd                  | 154<br>9%b                    | 144<br>9%b                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Concerned                            | 863<br>52%jk                 | 881<br>53%ghj<br>kn          | 927<br>55%aeg<br>hjkimn      | 879<br>52%ijk<br>n           | 829<br>50%                   | 890<br>53%gk<br>l            | 813<br>49%                   | 827<br>49%                   | 847<br>51%jk                 | 803<br>47%                    | 795<br>47%                    | 818<br>49%                    | 811<br>50%                    | 788<br>48%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Unconcerned                          | 430<br>26%                   | 400<br>24%                   | 426<br>25%                   | 472<br>28%b                  | 466<br>28%b                  | 426<br>25%                   | 475<br>29%bcf                | 493<br>29%abc<br>f           | 466<br>28%b                  | 536<br>32%abcd<br>efin        | 528<br>31%abcd<br>efin        | 477<br>28%bcf                 | 499<br>30%abc<br>f            | 454<br>28%b                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                | 18<br>1%dgn                  | 16<br>1%dgn                  | 13<br>1%<br>d                | 4<br>*                       | 21<br>1%<br>dgn              | 15<br>1%<br>dg               | 5<br>*                       | 14<br>1%<br>dg               | 12<br>1%<br>d                | 17<br>1%<br>dgn               | 12<br>1%<br>d                 | 13<br>1%<br>d                 | 14<br>1%<br>dg                | 6<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Mean score                                | 3.32jk<br>m                  | 3.41ae<br>ghijkl<br>mn       | 3.37eg<br>hjkimn             | 3.33hjk<br>lmn               | 3.27jk                       | 3.36eg<br>hjkimn             | 3.27jk                       | 3.25                         | 3.31jk                       | 3.17                          | 3.17                          | 3.25                          | 3.24                          | 3.25                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                             |     | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| I am very concerned                       | (5) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| I am fairly concerned                     | (4) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| I am neither concerned<br>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                            |     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)    | Wave 3<br>(Nov<br>11)<br>(c)   | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)       | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)    | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s)  | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                        | 103                          | 99                              | 107                            | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                                 | 109                           | 99                               | 64                           | 63                           | 53                           | 53                           | 60                            | 127                          |
| Weighted Base                          | 98*                          | 93*                             | 101*                           | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                                 | 95*                           | 90*                              | 60*                          | 60*                          | 53*                          | 54*                          | 57*                           | 57                           |
| I am very concerned                    | (5) 20<br>20% <sub>m</sub>   | 11<br>12%                       | 14<br>14%                      | 21<br>21% <sub>m</sub>       | 13<br>13%                    | 14<br>15% <sub>m</sub>       | 15<br>15% <sub>m</sub>       | 18<br>22% <sub>m</sub>       | 16<br>16% <sub>m</sub>       | 16<br>18% <sub>m</sub>        | 21<br>24% <sub>kbern</sub>    | 14<br>16% <sub>m</sub>              | 6<br>6%                       | 11<br>12%                        | 11<br>18%                    | 16<br>26% <sub>y</sub>       | 9<br>17%                     | 8<br>15%                     | 10<br>17%                     | 15<br>26% <sub>yB</sub>      |
| I am fairly concerned                  | (4) 34<br>34%                | 33<br>36%                       | 26<br>26%                      | 34<br>33%                    | 34<br>32%                    | 28<br>31%                    | 31<br>31%                    | 24<br>30%                    | 37<br>38% <sub>l</sub>       | 35<br>40% <sub>cl</sub>       | 24<br>27%                     | 20<br>23%                           | 33<br>35%                     | 26<br>28%                        | 18<br>30%                    | 24<br>40%                    | 18<br>33%                    | 23<br>43% <sub>x</sub>       | 20<br>35%                     | 22<br>39% <sub>x</sub>       |
| I am neither concerned nor unconcerned | (3) 20<br>21%                | 18<br>19%                       | 18<br>17%                      | 14<br>13%                    | 20<br>19%                    | 27<br>30% <sub>cdkl</sub>    | 18<br>18%                    | 24<br>24%                    | 16<br>18%                    | 13<br>15%                     | 15<br>17%                     | 22<br>23%                           | 16<br>18%                     | 16<br>18%                        | 10<br>17% <sub>w</sub>       | 8<br>14%                     | 9<br>16%                     | 7<br>13%                     | 5<br>9%                       | 9<br>16% <sub>w</sub>        |
| I am fairly unconcerned                | (2) 14<br>15%                | 26<br>28% <sub>aaeh</sub><br>ll | 29<br>29% <sub>aahi</sub><br>j | 24<br>23%                    | 16<br>15%                    | 15<br>17%                    | 22<br>22%                    | 12<br>15%                    | 15<br>16%                    | 15<br>17%                     | 18<br>21%                     | 13<br>15%                           | 21<br>22%                     | 18<br>20%                        | 15<br>26% <sub>awA</sub>     | 7<br>12%                     | 7<br>14%                     | 11<br>20%                    | 17<br>30% <sub>ptw</sub><br>A | 5<br>10%                     |
| I am very unconcerned                  | (1) 8<br>8%                  | 3<br>4%                         | 14<br>14% <sub>bj</sub>        | 10<br>10%                    | 19<br>18% <sub>abfij</sub>   | 5<br>6%                      | 11<br>11%                    | 6<br>8%                      | 5<br>5%                      | 4<br>5%                       | 11<br>12% <sub>b</sub>        | 25<br>28% <sub>abod</sub><br>fghijk | 13<br>14% <sub>bj</sub>       | 19<br>21% <sub>abod</sub><br>hij | 5<br>8%                      | 5<br>8%                      | 10<br>20% <sub>ax</sub>      | 5<br>9%                      | 5<br>9%                       | 5<br>9%                      |
| Net: Concerned                         | 53<br>54% <sub>cl</sub>      | 44<br>48%                       | 40<br>40%                      | 56<br>54%                    | 47<br>45%                    | 42<br>46%                    | 47<br>46%                    | 42<br>52%                    | 53<br>54%                    | 51<br>58% <sub>clmn</sub>     | 45<br>51%                     | 35<br>40%                           | 39<br>41%                     | 37<br>41%                        | 29<br>47%                    | 39<br>66% <sub>oy</sub>      | 27<br>51%                    | 31<br>58%                    | 30<br>52%                     | 37<br>65% <sub>oyB</sub>     |
| Net: Unconcerned                       | 22<br>22%                    | 30<br>32%                       | 43<br>43% <sub>afhi</sub><br>j | 35<br>33%                    | 35<br>33%                    | 21<br>23%                    | 33<br>33%                    | 19<br>23%                    | 21<br>21%                    | 19<br>22%                     | 29<br>33%                     | 38<br>44% <sub>afhi</sub><br>j      | 34<br>35% <sub>aj</sub>       | 37<br>41% <sub>afh</sub><br>ij   | 21<br>34% <sub>t</sub>       | 12<br>20%                    | 18<br>33%                    | 16<br>29%                    | 22<br>39% <sub>ptu</sub>      | 11<br>19%                    |
| Don't know                             | 3<br>3%                      | 1<br>1%                         | -                              | -                            | 4<br>4% <sub>d</sub>         | 1<br>1%                      | 3<br>3%                      | 2<br>2%                      | 1<br>1%                      | 1<br>2%                       | 1<br>1%                       | -                                   | 1<br>1%                       | -                                | 1<br>1%                      | -                            | -                            | -                            | -                             | 1<br>1%                      |
| Mean score                             | 3.46ce<br>Inns               | 3.24l                           | 2.97                           | 3.31ln                       | 3.07                         | 3.33clm<br>n                 | 3.18                         | 3.44clm<br>n                 | 3.44cel                      | 3.51cel<br>mn                 | 3.31l                         | 2.84                                | 2.98                          | 2.91                             | 3.23                         | 3.65qv<br>yB                 | 3.15                         | 3.36                         | 3.22                          | 3.64oqsvyAB                  |
| 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                             | 1.26                         | 1.22                         | 1.40                         | 1.22                         | 1.29                          | 1.23                         |
| 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                             | 0.16                         | 0.15                         | 0.19                         | 0.17                         | 0.17                          | 0.11                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)         | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 141                          | 115                          | 119                          | 135                                   | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                             |     | 64                           | 64                           | 64                           | 60                                    | 60                            | 60                            | 109                           | 113                           |
| I am very concerned                       | (5) | 15<br>24% <i>y</i>           | 11<br>17%                    | 14<br>22%                    | 20<br>33% <i>oqrs</i><br><i>vyzAB</i> | 8<br>14%                      | 12<br>20%                     | 20<br>18%                     | 16<br>14%                     |
| I am fairly concerned                     | (4) | 24<br>38%                    | 26<br>40% <i>x</i>           | 25<br>39% <i>x</i>           | 16<br>27%                             | 20<br>33%                     | 23<br>38%                     | 41<br>37%                     | 42<br>37%                     |
| I am neither concerned<br>nor unconcerned | (3) | 10<br>16% <i>v</i>           | 4<br>6%                      | 8<br>13%                     | 8<br>13%                              | 8<br>14% <i>v</i>             | 7<br>11%                      | 18<br>16% <i>v</i>            | 14<br>12%                     |
| I am fairly unconcerned                   | (2) | 11<br>17%                    | 12<br>18%                    | 8<br>12%                     | 13<br>22% <i>nwA</i>                  | 15<br>25% <i>ptwA</i>         | 12<br>19% <i>t</i>            | 13<br>12%                     | 31<br>27% <i>ptwA</i>         |
| I am very unconcerned                     | (1) | 3<br>4%                      | 12<br>19% <i>ptux</i><br>B   | 9<br>14% <i>ux</i>           | 3<br>5%                               | 9<br>14% <i>ux</i>            | 7<br>11% <i>u</i>             | 17<br>16% <i>ux</i>           | 11<br>9%                      |
| Net: Concerned                            |     | 39<br>62% <i>y</i>           | 36<br>57%                    | 39<br>61% <i>y</i>           | 36<br>60%                             | 28<br>47%                     | 35<br>58%                     | 60<br>55%                     | 58<br>51%                     |
| Net: Unconcerned                          |     | 14<br>22%                    | 24<br>37% <i>ptu</i>         | 17<br>26%                    | 16<br>27%                             | 23<br>39% <i>ptuw</i>         | 18<br>31% <i>t</i>            | 31<br>28%                     | 41<br>36% <i>ptu</i>          |
| Don't know                                |     | -<br>1%                      | -<br>1%                      | -                            | -                                     | -                             | -                             | -                             | -                             |
| Mean score                                |     | 3.60 <i>qvy</i>              | 3.18                         | 3.42                         | 3.60 <i>vyB</i>                       | 3.08                          | 3.36                          | 3.29                          | 3.20                          |
| Standard deviation                        |     | 1.16                         | 1.42                         | 1.34                         | 1.30                                  | 1.31                          | 1.31                          | 1.34                          | 1.25                          |
| Standard error                            |     | 0.10                         | 0.13                         | 0.12                         | 0.11                                  | 0.12                          | 0.12                          | 0.12                          | 0.11                          |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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<br>ENGLAND/WALES/NI |                             |                             |                           |                           |                           |                           |                           |                           |                             |                              |                            |                            |                            |
|----------------------------------------|----------------------------------------|-----------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|------------------------------|----------------------------|----------------------------|----------------------------|
|                                        | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b)   | Wave 3<br>(Nov 11)<br>(c)   | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j)  | Wave 11<br>(Nov 15)<br>(k)   | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                        | 1919                                   | 1883                        | 1896                        | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                        | 1980                         | 2044                       | 1967                       | 1991                       |
| Weighted Base                          | 1828                                   | 1818                        | 1835                        | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                        | 1826                         | 1826                       | 1841                       | 1837                       |
| I am very concerned                    | (5) 278<br>15%                         | 321<br>18%<br>sejklmn       | 289<br>16%<br>en            | 305<br>17%<br>sekimn      | 242<br>13%                | 329<br>18%<br>aeghijklmn  | 279<br>15%                | 281<br>15%                | 292<br>16%<br>en          | 265<br>14%                  | 253<br>14%                   | 256<br>14%                 | 256<br>14%                 | 245<br>13%                 |
| I am fairly concerned                  | (4) 666<br>36%                         | 644<br>35%                  | 705<br>38%<br>fghijkln      | 662<br>36%                | 664<br>36%                | 640<br>35%                | 620<br>34%                | 624<br>34%                | 647<br>35%                | 625<br>34%                  | 615<br>34%                   | 633<br>35%                 | 654<br>36%                 | 637<br>35%                 |
| I am neither concerned nor unconcerned | (3) 390<br>21%<br>cd                   | 395<br>22%<br>cd            | 341<br>19%                  | 341<br>19%                | 370<br>20%                | 398<br>22%<br>cd          | 394<br>20%                | 368<br>20%                | 369<br>20%                | 360<br>20%                  | 365<br>20%                   | 391<br>21%<br>cd           | 353<br>19%                 | 416<br>23%<br>cdjmn        |
| I am fairly unconcerned                | (2) 314<br>17%                         | 339<br>19%<br>f             | 320<br>17%                  | 381<br>21%<br>acf         | 355<br>19%<br>f           | 283<br>15%                | 367<br>19%<br>acf         | 342<br>19%<br>f           | 351<br>19%<br>f           | 359<br>20%<br>f             | 355<br>19%<br>f              | 343<br>19%<br>f            | 379<br>21%<br>acf          | 359<br>20%<br>f            |
| I am very unconcerned                  | (1) 158<br>9%<br>b                     | 102<br>6%                   | 167<br>9%<br>b              | 141<br>8%<br>b            | 168<br>9%<br>b            | 175<br>10%<br>b           | 155<br>9%<br>b            | 193<br>11%<br>bdgi        | 152<br>8%<br>b            | 212<br>12%<br>abcdefg<br>in | 225<br>12%<br>abcdefg<br>imn | 191<br>10%<br>bdgi         | 184<br>10%<br>bd           | 173<br>9%<br>b             |
| Net: Concerned                         | 945<br>52%<br>kn                       | 965<br>53%<br>egh<br>jklmn  | 994<br>54%<br>eghijklm<br>n | 966<br>53%<br>gijkln      | 906<br>50%                | 970<br>53%<br>gijkln      | 899<br>49%                | 905<br>50%                | 938<br>51%<br>kn          | 890<br>48%                  | 868<br>48%                   | 888<br>49%                 | 910<br>49%                 | 882<br>48%                 |
| Net: Unconcerned                       | 472<br>26%                             | 442<br>24%                  | 487<br>27%                  | 522<br>28%<br>bf          | 523<br>29%<br>bf          | 458<br>25%                | 522<br>29%<br>bf          | 535<br>29%<br>abf         | 503<br>28%<br>b           | 571<br>31%<br>abcfl<br>i    | 580<br>32%<br>abcdefg<br>i   | 534<br>29%<br>abf          | 563<br>31%<br>abcfl<br>i   | 533<br>29%<br>abf          |
| Don't know                             | 21<br>1%<br>dgn                        | 17<br>1%<br>dn              | 13<br>1%<br>d               | 4<br>*                    | 25<br>1%<br>dgkln         | 16<br>1%<br>dn            | 9<br>*                    | 16<br>1%<br>dn            | 14<br>1%<br>d             | 18<br>1%<br>dn              | 13<br>1%<br>d                | 13<br>1%<br>d              | 15<br>1%<br>d              | 6<br>*                     |
| Mean score                             | 3.33<br>kl<br>lmn                      | 3.41<br>ad<br>eghijk<br>lmn | 3.35<br>ehijklm<br>n        | 3.33<br>klm<br>mn         | 3.25                      | 3.36<br>eghijkl<br>mn     | 3.28<br>k                 | 3.25                      | 3.32<br>klm<br>mn         | 3.20                        | 3.17                         | 3.23                       | 3.23                       | 3.23                       |
| 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                       |
| 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                       |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)     | Wave 6<br>(May 13)<br>(f)       | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j)  | Wave 11<br>(Nov 15)<br>(k)   | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                           | 1919                         | 1883                         | 1896                         | 1961                      | 1884                          | 2036                            | 1974                      | 1944                      | 1984                      | 2091                        | 1980                         | 2044                       | 1967                       | 1991                       |
| Weighted Base                             | 1828                         | 1818                         | 1835                         | 1834                      | 1824                          | 1841                            | 1824                      | 1824                      | 1824                      | 1840                        | 1826                         | 1826                       | 1841                       | 1837                       |
| I am very concerned                       | (5)<br>205<br>11%            | 245<br>14%<br>k              | 211<br>12%                   | 220<br>12%                | 203<br>11%                    | 289<br>16%<br>klmn              | 244<br>13%<br>ej          | 230<br>13%                | 259<br>14%<br>acajklm     | 198<br>11%                  | 205<br>11%                   | 214<br>12%                 | 236<br>13%                 | 212<br>12%                 |
| I am fairly concerned                     | (4)<br>633<br>35%<br>kmn     | 615<br>34%<br>lm             | 653<br>36%<br>ajklmn         | 606<br>33%                | 601<br>33%                    | 669<br>36%<br>degijkl<br>mn     | 601<br>33%                | 626<br>34%<br>kml         | 580<br>32%                | 583<br>32%                  | 569<br>31%                   | 577<br>32%                 | 563<br>31%                 | 579<br>32%                 |
| I am neither concerned<br>nor unconcerned | (3)<br>393<br>21%<br>c       | 387<br>21%                   | 343<br>19%                   | 373<br>20%                | 395<br>22%<br>c               | 361<br>20%                      | 379<br>21%                | 351<br>19%                | 395<br>22%<br>c           | 392<br>21%<br>c             | 381<br>21%                   | 385<br>21%                 | 377<br>20%                 | 421<br>23%<br>cfh          |
| I am fairly unconcerned                   | (2)<br>398<br>22%<br>f       | 414<br>23%<br>f              | 412<br>22%<br>f              | 453<br>25%<br>ahli        | 410<br>22%<br>f               | 329<br>18%                      | 425<br>23%<br>f           | 400<br>22%<br>f           | 397<br>22%<br>f           | 407<br>22%<br>f             | 403<br>22%<br>f              | 425<br>23%<br>f            | 430<br>23%<br>f            | 417<br>23%<br>f            |
| I am very unconcerned                     | (1)<br>187<br>10%<br>b       | 143<br>8%                    | 209<br>11%<br>bg             | 177<br>10%                | 187<br>10%<br>b               | 181<br>10%<br>b                 | 170<br>9%                 | 209<br>11%<br>b           | 185<br>10%<br>b           | 245<br>13%<br>abdefgij<br>n | 261<br>14%<br>abdefg<br>hlin | 214<br>12%<br>bdg          | 224<br>12%<br>bdgf         | 202<br>11%<br>b            |
| Net: Concerned                            | 838<br>46%<br>ijk            | 860<br>47%<br>ijkl<br>mn     | 865<br>47%<br>ijklmn         | 826<br>45%                | 804<br>44%                    | 958<br>52%<br>abcdegh<br>ijklmn | 845<br>46%<br>ijk         | 856<br>47%<br>ijklmn      | 839<br>46%<br>ijk         | 780<br>42%                  | 774<br>42%                   | 791<br>43%                 | 799<br>43%                 | 791<br>43%                 |
| Net: Unconcerned                          | 585<br>32%<br>f              | 557<br>31%                   | 621<br>34%<br>bf             | 630<br>34%<br>bf          | 597<br>33%<br>f               | 511<br>28%                      | 595<br>33%<br>f           | 609<br>33%<br>f           | 582<br>32%<br>f           | 651<br>35%<br>abf           | 664<br>36%<br>abefg          | 638<br>35%<br>bf           | 654<br>36%<br>abf          | 619<br>34%<br>bf           |
| Don't know                                | 12<br>1%                     | 13<br>1%<br>d                | 7<br>*                       | 5<br>*                    | 27<br>1%<br>abcdefghi<br>klmn | 12<br>1%                        | 5<br>*                    | 8<br>*                    | 9<br>*                    | 16<br>1%<br>dgn             | 7<br>*                       | 12<br>1%                   | 11<br>1%                   | 5<br>*                     |
| Mean score                                | 3.15jk                       | 3.22cd<br>ejklmn             | 3.13jk                       | 3.13jk                    | 3.12k                         | 3.30acdegh<br>ijklmn            | 3.18klm                   | 3.15jk                    | 3.18ijklmn                | 3.04                        | 3.03                         | 3.08                       | 3.09                       | 3.10                       |
| 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                       |
| 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                       |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t)  |
| Unweighted Base                        | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                          |
| Weighted Base                          | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                           |
| I am very concerned                    | (5) 87<br>10%                | 92<br>10%                    | 87<br>10%                    | 87<br>10%                    | 97<br>11%                    | 125<br>14%abcd<br>hj         | 102<br>12%                   | 92<br>10%                    | 135<br>15%abcd<br>eghijk     | 88<br>10%                     | 100<br>11%                    | 100<br>11%                    | 108<br>12%                    | 102<br>11%                    | 118<br>12%                   | 153<br>16%nos<br>xyz         | 124<br>13%                   | 133<br>14%                   | 106<br>11%                   | 164<br>17%nopqrs<br>yzA       |
| I am fairly concerned                  | (4) 282<br>32%k              | 293<br>33%km                 | 300<br>34%km                 | 272<br>31%                   | 296<br>33%km                 | 286<br>32%k                  | 281<br>32%k                  | 298<br>34%km                 | 272<br>31%                   | 280<br>32%k                   | 237<br>27%                    | 265<br>30%                    | 254<br>28%                    | 280<br>31%k                   | 351<br>37%nsx<br>A           | 323<br>34%                   | 354<br>38%nsx<br>zA          | 334<br>35%                   | 305<br>33%                   | 382<br>40%npqr<br>suvw<br>yzA |
| I am neither concerned nor unconcerned | (3) 194<br>22%               | 188<br>21%                   | 170<br>19%                   | 187<br>21%                   | 193<br>22%                   | 188<br>21%                   | 189<br>21%                   | 166<br>19%                   | 192<br>22%                   | 180<br>20%                    | 182<br>20%                    | 183<br>21%                    | 182<br>20%                    | 189<br>21%                    | 199<br>21%                   | 199<br>21%                   | 173<br>18%                   | 186<br>20%                   | 202<br>22%                   | 173<br>18%                    |
| I am fairly unconcerned                | (2) 205<br>23%               | 223<br>25%fi                 | 214<br>24%f                  | 236<br>27%efij               | 193<br>22%                   | 179<br>20%                   | 212<br>24%f                  | 205<br>23%                   | 188<br>21%                   | 196<br>22%                    | 218<br>25%j                   | 210<br>24%                    | 219<br>24%f                   | 207<br>23%t                   | 193<br>20%t                  | 190<br>20%t                  | 198<br>21%t                  | 217<br>23%t                  | 216<br>23%t                  | 151<br>16%                    |
| I am very unconcerned                  | (1) 115<br>13%b              | 77<br>9%                     | 120<br>13%b                  | 98<br>11%                    | 99<br>11%                    | 108<br>12%b                  | 96<br>11%                    | 118<br>13%b                  | 101<br>11%                   | 133<br>15%bd<br>eg            | 150<br>17%abcd<br>efghin      | 124<br>14%b                   | 125<br>14%b                   | 113<br>13%bopq<br>rstuwz      | 72<br>8%                     | 66<br>7%                     | 89<br>9%                     | 79<br>8%                     | 88<br>9%                     | 74<br>8%                      |
| Net: Concerned                         | 369<br>42%                   | 385<br>44%k                  | 387<br>43%k                  | 359<br>41%                   | 394<br>44%k                  | 412<br>46%dkm                | 383<br>43%k                  | 390<br>44%k                  | 407<br>46%dkm                | 367<br>41%                    | 337<br>38%                    | 365<br>41%                    | 362<br>41%                    | 382<br>43%k                   | 469<br>50%nsx                | 476<br>51%nsw<br>zA          | 478<br>51%nsxz               | 466<br>49%nsx                | 411<br>44%                   | 546<br>58%nopqrs<br>uvwzA     |
| Net: Unconcerned                       | 320<br>36%                   | 300<br>34%                   | 334<br>37%fi                 | 334<br>38%efi                | 293<br>33%                   | 286<br>32%                   | 308<br>35%                   | 323<br>36%                   | 289<br>32%                   | 329<br>37%fi                  | 369<br>41%abef<br>ghin        | 334<br>38%efi                 | 344<br>38%efi                 | 320<br>36%opp<br>rtuvw        | 265<br>28%t                  | 257<br>27%                   | 287<br>30%t                  | 296<br>31%t                  | 305<br>33%opt                | 224<br>24%                    |
| Don't know                             | 1<br>*                       | 8<br>1%a                     | 3<br>*                       | 2<br>*                       | 10<br>1%adik                 | 8<br>1%adk                   | 3<br>*                       | 7<br>1%a                     | 3<br>*                       | 10<br>1%adgik                 | 2<br>*                        | 5<br>1%                       | 5<br>1%                       | 4<br>*                        | 11<br>1%ruv                  | 5<br>1%                      | 4<br>*                       | 3<br>*                       | 17<br>2%npqr<br>stuvwzA      | 4<br>*                        |
| Mean score                             | 3.02                         | 3.11jk                       | 3.02                         | 3.02                         | 3.11jk                       | 3.16acd<br>jklm              | 3.09k                        | 3.05k                        | 3.17acd<br>hklm              | 2.99                          | 2.91                          | 3.01                          | 3.00                          | 3.06k                         | 3.27ns<br>xyz                | 3.33ns<br>wxyzA              | 3.24nx                       | 3.24nx                       | 3.14                         | 3.44nopqrs<br>vwzA            |
| Standard deviation                     | 1.21                         | 1.16                         | 1.23                         | 1.19                         | 1.20                         | 1.25                         | 1.21                         | 1.24                         | 1.25                         | 1.28                          | 1.25                          | 1.25                          | 1.26                          | 1.23                          | 1.15                         | 1.18                         | 1.20                         | 1.19                         | 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                          |



## 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                             |     | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| I am very concerned                       | (5) | 142<br>15%nsxy               | 138<br>15%nsxy               | 124<br>13%                   | 110<br>12%                    | 105<br>11%                    | 114<br>12%                    | 127<br>13%                    | 111<br>12%                    |
| I am fairly concerned                     | (4) | 320<br>34%                   | 328<br>35%                   | 307<br>33%                   | 303<br>32%                    | 332<br>35%                    | 312<br>33%                    | 309<br>33%                    | 299<br>32%                    |
| I am neither concerned<br>nor unconcerned | (3) | 190<br>20%                   | 184<br>20%                   | 203<br>22%                   | 212<br>22%qt                  | 199<br>21%                    | 202<br>21%                    | 195<br>21%                    | 232<br>25%                    |
| I am fairly unconcerned                   | (2) | 213<br>23%t                  | 194<br>21%t                  | 209<br>22%t                  | 211<br>22%t                   | 184<br>20%t                   | 215<br>23%t                   | 211<br>22%t                   | 210<br>22%                    |
| I am very unconcerned                     | (1) | 74<br>8%                     | 91<br>10%p                   | 84<br>9%                     | 111<br>12%oprt<br>u           | 110<br>12%oprt<br>uw          | 90<br>10%p                    | 99<br>10%opt                  | 89<br>9%                      |
| Net: Concerned                            |     | 462<br>49%nsx                | 466<br>50%nsx                | 431<br>46%                   | 413<br>43%                    | 436<br>47%                    | 426<br>45%                    | 437<br>46%                    | 409<br>43%                    |
| Net: Unconcerned                          |     | 287<br>31%t                  | 285<br>30%t                  | 293<br>31%t                  | 322<br>34%opt                 | 295<br>32%opt                 | 304<br>32%opt                 | 310<br>33%opt                 | 300<br>32%                    |
| Don't know                                |     | 2<br>-                       | 1<br>-                       | 6<br>1%w                     | 7<br>1%                       | 5<br>1%                       | 7<br>1%v                      | 5<br>1%                       | 2<br>-                        |
| Mean score                                |     | 3.26nsx<br>y                 | 3.24nx                       | 3.19n                        | 3.09                          | 3.15                          | 3.16                          | 3.16                          | 3.14                          |
| Standard deviation                        |     | 1.19                         | 1.22                         | 1.19                         | 1.21                          | 1.21                          | 1.19                          | 1.22                          | 1.17                          |
| Standard error                            |     | 0.04                         | 0.04                         | 0.04                         | 0.04                          | 0.04                          | 0.04                          | 0.04                          | 0.04                          |

**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                        | 292                       | 249                       | 308                       | 281                       | 295                       | 305                       | 263                       | 298                       | 310                       | 292                        | 333                        | 308                        | 296                        | 252                        | 296                       | 317                       | 303                       | 327                       | 299                       | 349                       |
| Weighted Base                          | 291                       | 274                       | 299                       | 288                       | 298                       | 293                       | 286                       | 297                       | 296                       | 297                        | 297                        | 266                        | 290                        | 304                        | 315                       | 304                       | 304                       | 339                       | 322                       | 350                       |
| I am very concerned                    | (5) 19<br>7%e             | 23<br>8%e                 | 19<br>6%                  | 22<br>8%e                 | 9<br>3%                   | 30<br>10%eh               | 24<br>8%e                 | 15<br>5%                  | 24<br>8%e                 | 23<br>8%e                  | 23<br>8%e                  | 22<br>8%e                  | 25<br>8%e                  | 25<br>8%e                  | 30<br>10%                 | 42<br>14%x                | 35<br>12%                 | 35<br>10%                 | 35<br>11%                 | 53<br>15%oAB              |
| I am fairly concerned                  | (4) 96<br>33%jm           | 77<br>28%                 | 90<br>30%                 | 81<br>28%                 | 87<br>29%                 | 95<br>33%j                | 87<br>30%                 | 92<br>31%                 | 85<br>29%                 | 70<br>23%                  | 90<br>30%                  | 79<br>30%                  | 72<br>25%                  | 88<br>29%                  | 118<br>37%wxy<br>zB       | 108<br>35%xy              | 109<br>36%xy              | 118<br>35%y               | 104<br>32%                | 118<br>34%                |
| I am neither concerned nor unconcerned | (3) 66<br>23%             | 68<br>25%                 | 72<br>24%                 | 57<br>20%                 | 65<br>22%                 | 65<br>22%                 | 68<br>24%                 | 57<br>19%                 | 69<br>23%                 | 73<br>24%                  | 78<br>26%                  | 60<br>23%                  | 65<br>22%                  | 78<br>26%                  | 72<br>23%                 | 53<br>18%                 | 57<br>19%                 | 72<br>21%                 | 73<br>23%                 | 75<br>21%                 |
| I am fairly unconcerned                | (2) 69<br>24%             | 74<br>27%k                | 76<br>25%                 | 83<br>29%fk               | 86<br>29%fk               | 58<br>20%                 | 69<br>24%                 | 76<br>26%                 | 79<br>27%k                | 76<br>26%                  | 57<br>19%                  | 59<br>22%                  | 85<br>29%fk                | 88<br>29%fk                | 65<br>21%                 | 76<br>25%t                | 69<br>23%t                | 82<br>24%t                | 77<br>24%t                | 57<br>16%                 |
| I am very unconcerned                  | (1) 38<br>13%             | 31<br>11%                 | 42<br>14%n                | 44<br>15%n                | 43<br>14%n                | 41<br>14%n                | 37<br>13%                 | 52<br>18%bn               | 37<br>13%                 | 54<br>18%bn                | 49<br>16%n                 | 41<br>15%n                 | 43<br>15%n                 | 26<br>8%                   | 26<br>8%                  | 24<br>8%                  | 34<br>11%                 | 31<br>9%                  | 28<br>9%                  | 46<br>13%p                |
| Net: Concerned                         | 115<br>40%j               | 100<br>36%                | 109<br>36%                | 103<br>36%                | 95<br>32%                 | 125<br>43%ejm             | 111<br>39%                | 107<br>36%                | 109<br>37%                | 93<br>31%                  | 112<br>38%                 | 101<br>38%                 | 96<br>33%                  | 113<br>37%                 | 148<br>47%xyB             | 150<br>49%xyz<br>AB       | 144<br>47%xyB             | 153<br>45%x               | 139<br>43%                | 171<br>49%xyzB            |
| Net: Unconcerned                       | 107<br>37%                | 105<br>38%                | 118<br>39%                | 127<br>44%fk              | 129<br>43%f               | 99<br>34%                 | 106<br>37%                | 128<br>43%f               | 130<br>39%                | 106<br>36%                 | 100<br>38%                 | 128<br>44%fk               | 113<br>37%                 | 91<br>29%                  | 100<br>33%                | 103<br>34%                | 113<br>33%                | 105<br>33%                | 102<br>29%                |                           |
| Don't know                             | 2<br>1%                   | 1<br>*                    | -                         | 1<br>*                    | 8<br>3%bcdgj<br>kmn       | 4<br>1%                   | 1<br>*                    | 4<br>1%                   | 2<br>1%                   | 1<br>1%                    | 1<br>*                     | 4<br>2%cn                  | 1<br>*                     | -                          | 4<br>1%wB                 | 1<br>*                    | -                         | 1<br>*                    | 5<br>2%qwb                | 2<br>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                     | 3.20xy                    | 3.22xy                    | 3.14xy                    | 3.13xy                    | 3.13x                     | 3.22xyzAB                 |
| 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                       | 1.13                      | 1.20                      | 1.22                      | 1.16                      | 1.16                      | 1.26                      |
| 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                      | 0.07                      | 0.07                      | 0.06                      | 0.07                      | 0.07                      |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/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



**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**

|                                           |     | 26-35                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------|-----|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                           |     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                             |     | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| I am very concerned                       | (5) | 44<br>14% <i>x</i>           | 33<br>10%                    | 51<br>15% <i>oxAB</i>        | 25<br>7%                      | 37<br>11%                     | 41<br>12% <i>x</i>            | 33<br>9%                      | 34<br>10%                     |
| I am fairly concerned                     | (4) | 94<br>30%                    | 106<br>33%                   | 96<br>29%                    | 94<br>28%                     | 95<br>27%                     | 96<br>28%                     | 113<br>32%                    | 100<br>29%                    |
| I am neither concerned<br>nor unconcerned | (3) | 77<br>25% <i>pA</i>          | 65<br>20%                    | 94<br>28% <i>pqvz</i><br>A   | 80<br>24%                     | 80<br>23%                     | 70<br>21%                     | 63<br>18%                     | 96<br>28% <i>pqvzA</i>        |
| I am fairly unconcerned                   | (2) | 69<br>22%                    | 80<br>25% <i>t</i>           | 63<br>19%                    | 87<br>26% <i>tw</i>           | 76<br>22%                     | 81<br>24% <i>t</i>            | 96<br>27% <i>tw</i>           | 72<br>21%                     |
| I am very unconcerned                     | (1) | 29<br>9%                     | 40<br>12%                    | 31<br>9%                     | 46<br>14% <i>op</i>           | 59<br>17% <i>opqr</i><br>suw  | 46<br>14% <i>op</i>           | 46<br>13% <i>p</i>            | 47<br>13% <i>op</i>           |
| Net: Concerned                            |     | 138<br>44% <i>x</i>          | 139<br>43%                   | 148<br>44% <i>x</i>          | 119<br>35%                    | 132<br>38%                    | 138<br>41%                    | 146<br>41%                    | 134<br>38%                    |
| Net: Unconcerned                          |     | 98<br>31%                    | 120<br>37% <i>otw</i>        | 94<br>28%                    | 133<br>39% <i>otuw</i>        | 134<br>39% <i>otw</i>         | 128<br>38% <i>otw</i>         | 142<br>40% <i>otuw</i>        | 119<br>34%                    |
| Don't know                                |     | 1<br>-                       | 1<br>-                       | -                            | 6<br>2% <i>qwB</i>            | 3<br>1%                       | 3<br>1%                       | 3<br>1%                       | -                             |
| <b>Mean score</b>                         |     | <b>3.18xyA</b>               | <b>3.04</b>                  | <b>3.22xyz</b><br>AB         | <b>2.89</b>                   | <b>2.93</b>                   | <b>3.02</b>                   | <b>2.98</b>                   | <b>3.01</b>                   |
| <b>Standard deviation</b>                 |     | <b>1.19</b>                  | <b>1.22</b>                  | <b>1.19</b>                  | <b>1.18</b>                   | <b>1.27</b>                   | <b>1.26</b>                   | <b>1.23</b>                   | <b>1.19</b>                   |
| <b>Standard error</b>                     |     | <b>0.07</b>                  | <b>0.07</b>                  | <b>0.07</b>                  | <b>0.07</b>                   | <b>0.07</b>                   | <b>0.07</b>                   | <b>0.07</b>                   | <b>0.07</b>                   |

**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<br>(Nov 10)<br>(a)   | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c)  | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)  | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h)  | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t)    |
| Unweighted Base                        | 427                         | 467                       | 430                        | 409                       | 404                       | 441                        | 440                       | 410                        | 399                       | 408                        | 373                        | 398                        | 365                        | 453                        | 445                       | 441                       | 497                       | 454                       | 448                       |                              |
| Weighted Base                          | 443                         | 463                       | 448                        | 427                       | 431                       | 442                        | 448                       | 418                        | 413                       | 421                        | 382                        | 434                        | 411                        | 387                        | 450                       | 450                       | 455                       | 469                       | 452                       | 422                          |
| I am very concerned                    | (5) 48<br>11%               | 71<br>15% <sub>kn</sub>   | 50<br>11%                  | 47<br>11%                 | 53<br>12%                 | 69<br>16% <sub>an</sub>    | 59<br>13%                 | 59<br>14% <sub>ln</sub>    | 69<br>17% <sub>acdj</sub> | 46<br>11%                  | 55<br>14% <sub>un</sub>    | 52<br>12%                  | 58<br>14% <sub>ln</sub>    | 36<br>9%                   | 66<br>15%                 | 70<br>15%                 | 72<br>16%                 | 73<br>16%                 | 60<br>13%                 | 77<br>18% <sub>sy</sub>      |
| I am fairly concerned                  | (4) 161<br>36% <sub>l</sub> | 165<br>36% <sub>l</sub>   | 158<br>35% <sub>l</sub>    | 151<br>36% <sub>l</sub>   | 155<br>36% <sub>l</sub>   | 176<br>40% <sub>glid</sub> | 145<br>32%                | 160<br>38% <sub>iklm</sub> | 129<br>31%                | 141<br>34%                 | 118<br>31%                 | 117<br>27%                 | 126<br>31%                 | 135<br>35% <sub>l</sub>    | 156<br>35%                | 166<br>37%                | 169<br>37%                | 162<br>35%                | 161<br>36%                | 165<br>39% <sub>AB</sub>     |
| I am neither concerned nor unconcerned | (3) 101<br>23%              | 90<br>19%                 | 79<br>18%                  | 93<br>22%                 | 89<br>21%                 | 91<br>21%                  | 99<br>22%                 | 77<br>18%                  | 80<br>19%                 | 92<br>22%                  | 84<br>22%                  | 107<br>25% <sub>ch</sub>   | 95<br>23%                  | 87<br>22%                  | 80<br>18%                 | 88<br>19%                 | 73<br>16%                 | 92<br>20%                 | 101<br>22% <sub>iq</sub>  | 73<br>17%                    |
| I am fairly unconcerned                | (2) 85<br>19%               | 92<br>20%                 | 101<br>23%                 | 99<br>23% <sub>f</sub>    | 89<br>21%                 | 76<br>17%                  | 104<br>23% <sub>f</sub>   | 88<br>21%                  | 100<br>24% <sub>f</sub>   | 84<br>20%                  | 78<br>20%                  | 109<br>25% <sub>af</sub>   | 79<br>19%                  | 89<br>23% <sub>f</sub>     | 101<br>23% <sub>lt</sub>  | 102<br>23% <sub>lt</sub>  | 94<br>21%                 | 105<br>22% <sub>lt</sub>  | 86<br>19%                 | 70<br>17%                    |
| I am very unconcerned                  | (1) 47<br>11% <sub>f</sub>  | 39<br>8%                  | 58<br>13% <sub>bdthi</sub> | 34<br>8%                  | 44<br>10% <sub>f</sub>    | 25<br>6%                   | 40<br>9%                  | 33<br>8%                   | 34<br>8%                  | 55<br>13% <sub>bdth</sub>  | 46<br>12% <sub>f</sub>     | 48<br>11% <sub>f</sub>     | 49<br>12% <sub>f</sub>     | 40<br>10% <sub>f</sub>     | 46<br>10% <sub>p</sub>    | 22<br>5%                  | 46<br>10% <sub>p</sub>    | 36<br>8%                  | 37<br>8%                  | 35<br>8%                     |
| Net: Concerned                         | 209<br>47% <sub>l</sub>     | 236<br>51% <sub>l</sub>   | 208<br>46% <sub>l</sub>    | 198<br>46% <sub>l</sub>   | 208<br>48% <sub>l</sub>   | 245<br>55% <sub>acde</sub> | 204<br>46%                | 219<br>52% <sub>ijmn</sub> | 198<br>48% <sub>l</sub>   | 187<br>44%                 | 173<br>45%                 | 170<br>39%                 | 185<br>45%                 | 171<br>44%                 | 222<br>49%                | 236<br>52%                | 241<br>53%                | 235<br>50%                | 221<br>49%                | 242<br>57% <sub>orexyz</sub> |
| Net: Unconcerned                       | 132<br>30% <sub>f</sub>     | 131<br>28%                | 159<br>35% <sub>bf</sub>   | 134<br>31% <sub>f</sub>   | 133<br>31% <sub>f</sub>   | 102<br>23%                 | 144<br>32% <sub>f</sub>   | 121<br>29%                 | 134<br>33% <sub>f</sub>   | 139<br>33% <sub>f</sub>    | 124<br>32% <sub>f</sub>    | 157<br>36% <sub>bth</sub>  | 129<br>31% <sub>f</sub>    | 129<br>33% <sub>f</sub>    | 147<br>33% <sub>lv</sub>  | 125<br>28%                | 140<br>31%                | 141<br>30%                | 123<br>27%                | 105<br>25%                   |
| Don't know                             | 1<br>*                      | 6<br>1% <sub>n</sub>      | 3<br>1%                    | 2<br>*                    | 1<br>*                    | 4<br>1%                    | 1<br>*                    | 1<br>*                     | 1<br>*                    | 3<br>1%                    | 1<br>*                     | 1<br>*                     | 3<br>1%                    | 1<br>*                     | 1<br>*                    | 2<br>*                    | 1<br>*                    | 1<br>*                    | 7<br>2% <sub>oruvy</sub>  | 2<br>1%                      |
| Mean score                             | 3.18                        | 3.30 <sub>ej</sub>        | 3.09                       | 3.18                      | 3.19                      | 3.43 <sub>acd</sub>        | 3.18                      | 3.30 <sub>cl</sub>         | 3.24 <sub>i</sub>         | 3.09                       | 3.15                       | 3.04                       | 3.16                       | 3.10                       | 3.21                      | 3.35 <sub>y</sub>         | 3.28                      | 3.28                      | 3.27                      | 3.43 <sub>oxyz</sub>         |
| 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                       | 1.24                      | 1.14                      | 1.24                      | 1.19                      | 1.16                      | 1.20                         |
| 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                      | 0.05                      | 0.06                      | 0.05                      | 0.06                      | 0.06                         |



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           |     | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                             |     | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| I am very concerned                       | (5) | 69<br>16%                    | 79<br>17%                    | 71<br>16%                    | 60<br>13%                     | 61<br>13%                     | 63<br>14%                     | 80<br>18%                     | 76<br>16%                     |
| I am fairly concerned                     | (4) | 156<br>35%                   | 162<br>35%                   | 164<br>36%                   | 161<br>36%                    | 171<br>37%                    | 160<br>35%                    | 144<br>32%                    | 147<br>31%                    |
| I am neither concerned<br>nor unconcerned | (3) | 80<br>18%                    | 96<br>21%                    | 89<br>20%                    | 92<br>20%                     | 80<br>17%                     | 79<br>18%                     | 98<br>22%q                    | 104<br>22%q                   |
| I am fairly unconcerned                   | (2) | 102<br>23%tv                 | 80<br>17%                    | 83<br>18%                    | 82<br>18%                     | 98<br>21%                     | 101<br>22%t                   | 87<br>19%                     | 88<br>19%                     |
| I am very unconcerned                     | (1) | 36<br>8%                     | 41<br>9%p                    | 43<br>9%p                    | 51<br>11%pr                   | 58<br>12%prsu                 | 46<br>10%p                    | 44<br>10%p                    | 49<br>11%p                    |
| Net: Concerned                            |     | 226<br>51%                   | 241<br>52%                   | 235<br>52%                   | 221<br>49%                    | 232<br>49%                    | 224<br>49%                    | 224<br>49%                    | 223<br>48%                    |
| Net: Unconcerned                          |     | 138<br>31%t                  | 121<br>26%                   | 125<br>28%                   | 133<br>30%                    | 156<br>33%tv                  | 147<br>32%tv                  | 131<br>29%                    | 137<br>29%                    |
| Don't know                                |     | -                            | 1                            | 3<br>1%                      | 3<br>1%                       | 1                             | 3<br>1%                       | 1                             | 3<br>1%                       |
| <b>Mean score</b>                         |     | <b>3.27</b>                  | <b>3.34y</b>                 | <b>3.31</b>                  | <b>3.22</b>                   | <b>3.17</b>                   | <b>3.21</b>                   | <b>3.29</b>                   | <b>3.24</b>                   |
| <b>Standard deviation</b>                 |     | <b>1.21</b>                  | <b>1.21</b>                  | <b>1.21</b>                  | <b>1.22</b>                   | <b>1.25</b>                   | <b>1.23</b>                   | <b>1.23</b>                   | <b>1.24</b>                   |
| <b>Standard error</b>                     |     | <b>0.05</b>                  | <b>0.06</b>                  | <b>0.06</b>                  | <b>0.06</b>                   | <b>0.06</b>                   | <b>0.06</b>                   | <b>0.06</b>                   | <b>0.06</b>                   |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k)  | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                           | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                         | 517                        | 516                        | 561                        |
| Weighted Base                             | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                         | 335                        | 332                        | 331                        |
| I am very concerned                       | (5)<br>41<br>13%             | 40<br>12%                    | 35<br>11%                    | 44<br>14%k                | 47<br>15%kl               | 59<br>18%abcjkm<br>n      | 47<br>14%k                | 44<br>14%k                | 44<br>14%k                | 43<br>13%k                 | 29<br>9%                    | 34<br>10%                  | 39<br>12%                  | 41<br>12%                  |
| I am fairly concerned                     | (4)<br>103<br>31%            | 99<br>30%                    | 128<br>39%abdeik             | 93<br>30%                 | 95<br>30%                 | 115<br>35%                | 118<br>36%k               | 106<br>33%                | 105<br>32%                | 117<br>35%k                | 95<br>29%                   | 124<br>37%bdek             | 109<br>33%                 | 109<br>33%                 |
| I am neither concerned<br>nor unconcerned | (3)<br>73<br>22%fgj<br>n     | 88<br>27%cd<br>n             | 62<br>19%                    | 59<br>19%                 | 66<br>21%                 | 56<br>17%                 | 54<br>16%                 | 56<br>17%                 | 63<br>19%                 | 57<br>17%                  | 60<br>18%                   | 68<br>20%                  | 57<br>17%                  | 56<br>17%                  |
| I am fairly unconcerned                   | (2)<br>77<br>23%             | 69<br>21%                    | 72<br>22%                    | 84<br>27%f                | 71<br>22%                 | 69<br>21%                 | 81<br>24%                 | 75<br>23%                 | 72<br>22%                 | 78<br>23%                  | 95<br>29%bcdefij            | 74<br>22%                  | 83<br>25%                  | 81<br>24%                  |
| I am very unconcerned                     | (1)<br>31<br>9%              | 27<br>8%                     | 29<br>9%                     | 32<br>10%                 | 36<br>11%                 | 34<br>10%                 | 29<br>9%                  | 43<br>13%bg               | 40<br>12%                 | 38<br>11%                  | 49<br>15%abcdfgl            | 32<br>10%                  | 42<br>13%bg                | 41<br>12%b                 |
| Net: Concerned                            | 144<br>44%                   | 139<br>42%                   | 163<br>49%k                  | 137<br>44%                | 142<br>44%                | 175<br>52%abdeikm<br>n    | 166<br>50%bk              | 150<br>46%k               | 149<br>46%k               | 160<br>48%k                | 124<br>38%                  | 158<br>47%k                | 148<br>45%k                | 150<br>45%k                |
| Net: Unconcerned                          | 108<br>33%                   | 96<br>30%                    | 101<br>31%                   | 115<br>37%b               | 107<br>33%                | 103<br>31%                | 109<br>33%                | 118<br>36%b               | 113<br>34%                | 116<br>34%                 | 144<br>44%abcddefg<br>hijln | 107<br>32%                 | 125<br>38%bcd              | 122<br>37%bf               |
| Don't know                                | 4<br>1%                      | 4<br>1%                      | 3<br>1%                      | 1<br>*                    | 6<br>2%df                 | 1<br>*                    | 2<br>1%                   | 2<br>*                    | 3<br>1%                   | 3<br>1%                    | 1<br>*                      | 2<br>*                     | 2<br>1%                    | 3<br>1%                    |
| Mean score                                | 3.14k                        | 3.17k                        | 3.20k                        | 3.11k                     | 3.15k                     | 3.29dhikmn                | 3.23km                    | 3.10k                     | 3.12k                     | 3.15k                      | 2.88                        | 3.16k                      | 3.06k                      | 3.09k                      |
| 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                       |
| 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                       |



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<br>(Nov<br>10)<br>(a)          | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c)     | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e)        | Wave 6<br>(May<br>13)<br>(f)                  | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)      | Wave 10<br>(May<br>15)<br>(j)         | Wave 11<br>(Nov<br>15)<br>(k)    | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                           | 1752                                  | 1721                         | 1736                             | 1791                         | 1706                                | 1810                                          | 1723                         | 1743                         | 1758                              | 1844                                  | 1762                             | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                             | 1670                                  | 1665                         | 1681                             | 1676                         | 1661                                | 1694                                          | 1658                         | 1680                         | 1662                              | 1693                                  | 1678                             | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| I am very concerned                       | (5) 185<br>11%                        | 220<br>13% <sub>ij</sub>     | 202<br>12%                       | 202<br>12%                   | 183<br>11%                          | 265<br>16% <sub>abcd<br/>eghklm<br/>n</sub>   | 212<br>13% <sub>j</sub>      | 211<br>13%                   | 235<br>14% <sub>aejk<br/>ln</sub> | 177<br>10%                            | 186<br>11%                       | 193<br>12%                    | 215<br>13% <sub>ij</sub>      | 192<br>12%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| I am fairly concerned                     | (4) 580<br>35% <sub>ijkl<br/>mn</sub> | 567<br>34%                   | 611<br>36% <sub>dijk</sub>       | 548<br>33%                   | 559<br>34%                          | 613<br>36% <sub>dijk<br/>lmn</sub>            | 556<br>34%                   | 579<br>34%                   | 520<br>31%                        | 532<br>31%                            | 527<br>31%                       | 531<br>32%                    | 514<br>31%                    | 514<br>31%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| I am neither concerned<br>nor unconcerned | (3) 363<br>22% <sub>c</sub>           | 360<br>22% <sub>c</sub>      | 313<br>19%                       | 347<br>21%                   | 371<br>22% <sub>c</sub>             | 336<br>20%                                    | 349<br>21%                   | 328<br>20%                   | 360<br>22% <sub>c</sub>           | 361<br>21%                            | 358<br>21%                       | 360<br>21% <sub>c</sub>       | 327<br>20%                    | 389<br>24% <sub>cdm</sub>     | -                            | -                            | -                            | -                            | -                            | -                            |
| I am fairly unconcerned                   | (2) 363<br>22% <sub>f</sub>           | 373<br>22% <sub>f</sub>      | 369<br>22% <sub>f</sub>          | 416<br>25% <sub>afk</sub>    | 365<br>22% <sub>f</sub>             | 302<br>18%                                    | 388<br>23% <sub>f</sub>      | 372<br>22% <sub>f</sub>      | 371<br>22% <sub>f</sub>           | 379<br>22% <sub>f</sub>               | 366<br>22% <sub>f</sub>          | 395<br>24% <sub>f</sub>       | 385<br>24% <sub>f</sub>       | 364<br>22% <sub>f</sub>       | -                            | -                            | -                            | -                            | -                            | -                            |
| I am very unconcerned                     | (1) 169<br>10% <sub>b</sub>           | 132<br>8%                    | 179<br>11% <sub>b</sub>          | 158<br>9%                    | 160<br>10%                          | 167<br>10%                                    | 151<br>9%                    | 182<br>11% <sub>b</sub>      | 167<br>10% <sub>b</sub>           | 229<br>14% <sub>abcd<br/>efghln</sub> | 167<br>10% <sub>b</sub>          | 187<br>11% <sub>b</sub>       | 185<br>11% <sub>bg</sub>      | 169<br>10% <sub>b</sub>       | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Concerned                            | 765<br>46% <sub>j</sub>               | 787<br>47% <sub>kl</sub>     | 813<br>48% <sub>dejk<br/>n</sub> | 750<br>45%                   | 742<br>45%                          | 878<br>52% <sub>abcd<br/>eghijkl<br/>mn</sub> | 768<br>46% <sub>jk</sub>     | 789<br>47% <sub>klm</sub>    | 755<br>45% <sub>j</sub>           | 709<br>42%                            | 713<br>43%                       | 725<br>43%                    | 729<br>45%                    | 706<br>43%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Unconcerned                          | 532<br>32% <sub>f</sub>               | 505<br>30%                   | 547<br>33% <sub>f</sub>          | 575<br>34% <sub>bf</sub>     | 524<br>32% <sub>f</sub>             | 469<br>28%                                    | 539<br>32% <sub>f</sub>      | 554<br>33% <sub>f</sub>      | 538<br>32% <sub>f</sub>           | 608<br>36% <sub>abce<br/>fgi</sub>    | 599<br>36% <sub>abef<br/>i</sub> | 581<br>35% <sub>bf</sub>      | 570<br>35% <sub>bf</sub>      | 534<br>33% <sub>f</sub>       | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                | 10<br>1% <sub>g</sub>                 | 13<br>1% <sub>dg</sub>       | 7<br>*                           | 4<br>*                       | 23<br>1% <sub>acdfg<br/>hikmn</sub> | 11<br>1% <sub>g</sub>                         | 3<br>*                       | 8<br>*                       | 9<br>1%                           | 15<br>1% <sub>dgn</sub>               | 7<br>*                           | 12<br>1% <sub>dg</sub>        | 11<br>1% <sub>g</sub>         | 5<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Mean score                                | 3.15 <sub>k</sub>                     | 3.22 <sub>dj<br/>klmn</sub>  | 3.17 <sub>k</sub>                | 3.13 <sub>k</sub>            | 3.15 <sub>k</sub>                   | 3.30 <sub>acd<br/>eghijkl<br/>mn</sub>        | 3.18 <sub>kl</sub>           | 3.16 <sub>jk</sub>           | 3.17 <sub>k</sub>                 | 3.03                                  | 3.04                             | 3.09                          | 3.12 <sub>j</sub>             | 3.12 <sub>j</sub>             | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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



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

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



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c)      | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)  | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)      | Wave 13<br>(Nov<br>16)<br>(m)      | Wave 14<br>(May<br>17)<br>(n)     | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)       | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s)       | Wave 6<br>(May<br>13)<br>(t)        |
| Unweighted Base                           | 103                          | 99                           | 107                               | 117                          | 118                          | 99                           | 110                          | 86                           | 107                           | 112                           | 92                            | 110                                | 109                                | 99                                | 64                           | 63                                 | 53                           | 53                           | 60                                 | 127                                 |
| Weighted Base                             | 98*                          | 93*                          | 101*                              | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                           | 87*                           | 88*                           | 88*                                | 95*                                | 90*                               | 60*                          | 60*                                | 53*                          | 54*                          | 57*                                | 57                                  |
| I am very concerned                       | (5) 13<br>13% <i>m</i>       | 10<br>10%                    | 6<br>6%                           | 13<br>13% <i>m</i>           | 12<br>12%                    | 12<br>13% <i>m</i>           | 18<br>18% <i>cm</i>          | 12<br>15% <i>cm</i>          | 12<br>12%                     | 11<br>13% <i>m</i>            | 14<br>16% <i>cm</i>           | 12<br>13% <i>m</i>                 | 4<br>5%                            | 10<br>11%                         | 7<br>11%                     | 16<br>26% <i>oqrv</i><br><i>yB</i> | 3<br>6%                      | 4<br>8%                      | 8<br>14%                           | 12<br>21% <i>qrvB</i>               |
| I am fairly concerned                     | (4) 36<br>36%                | 30<br>32%                    | 27<br>27%                         | 35<br>34%                    | 28<br>26%                    | 31<br>35%                    | 26<br>26%                    | 26<br>32%                    | 38<br>38% <i>m</i>            | 29<br>33%                     | 24<br>27%                     | 22<br>26%                          | 23<br>25%                          | 25<br>28%                         | 18<br>30%                    | 18<br>31%                          | 15<br>29%                    | 22<br>42% <i>AA</i>          | 14<br>25%                          | 25<br>43% <i>suYA</i>               |
| I am neither concerned<br>nor unconcerned | (3) 21<br>21%                | 20<br>21%                    | 17<br>17%                         | 13<br>12%                    | 17<br>16%                    | 15<br>18%                    | 15<br>15%                    | 18<br>22%                    | 26<br>26% <i>gdgk</i>         | 23<br>27% <i>gdgk</i>         | 12<br>14%                     | 16<br>19%                          | 29<br>30% <i>cdeg</i><br><i>kn</i> | 15<br>16%                         | 9<br>15%                     | 8<br>13%                           | 12<br>22% <i>vw</i>          | 14<br>25% <i>vw</i>          | 7<br>12%                           | 8<br>15%                            |
| I am fairly unconcerned                   | (2) 19<br>19%                | 29<br>31% <i>aj</i>          | 32<br>31% <i>ajj</i><br><i>m</i>  | 28<br>27%                    | 26<br>24%                    | 20<br>23%                    | 26<br>25%                    | 15<br>18%                    | 17<br>17%                     | 15<br>17%                     | 20<br>23%                     | 17<br>19%                          | 18<br>19%                          | 19<br>21%                         | 17<br>27% <i>tw</i>          | 12<br>20%                          | 11<br>21%                    | 9<br>17%                     | 20<br>34% <i>rtuw</i>              | 7<br>13%                            |
| I am very unconcerned                     | (1) 9<br>9%                  | 5<br>5%                      | 19<br>19% <i>bi</i>               | 14<br>13%                    | 19<br>18% <i>bi</i>          | 9<br>10%                     | 15<br>14% <i>bi</i>          | 9<br>12%                     | 6<br>6%                       | 9<br>10%                      | 18<br>21% <i>abi</i>          | 20<br>23% <i>abfh</i><br><i>ij</i> | 21<br>22% <i>abfi</i><br><i>j</i>  | 21<br>24% <i>abf</i><br><i>hj</i> | 9<br>15%                     | 6<br>10%                           | 11<br>22% <i>tu</i>          | 4<br>8%                      | 9<br>15%                           | 5<br>8%                             |
| Net: Concerned                            | 49<br>50% <i>cm</i>          | 40<br>43%                    | 33<br>33%                         | 49<br>47% <i>cm</i>          | 40<br>38%                    | 43<br>47% <i>cm</i>          | 44<br>43% <i>m</i>           | 38<br>48% <i>cm</i>          | 50<br>51% <i>cm</i>           | 40<br>45% <i>m</i>            | 38<br>43%                     | 34<br>39%                          | 28<br>29%                          | 35<br>39%                         | 25<br>42%                    | 34<br>57% <i>qsy</i><br><i>A</i>   | 18<br>35%                    | 27<br>50%                    | 22<br>39%                          | 37<br>64% <i>oqvuyA</i><br><i>B</i> |
| Net: Unconcerned                          | 28<br>28%                    | 34<br>36%                    | 50<br>50% <i>afhi</i><br><i>j</i> | 42<br>40% <i>i</i>           | 45<br>42% <i>ajj</i>         | 30<br>33%                    | 40<br>40% <i>i</i>           | 24<br>30%                    | 23<br>29%                     | 24<br>27%                     | 38<br>43% <i>ajj</i>          | 37<br>42% <i>ajj</i>               | 39<br>41% <i>i</i>                 | 40<br>45% <i>ajj</i>              | 25<br>42% <i>tu</i>          | 18<br>30%                          | 23<br>43% <i>tu</i>          | 14<br>25%                    | 28<br>49% <i>prtu</i><br><i>xz</i> | 12<br>21%                           |
| Don't know                                | 1<br>1%                      | -                            | -                                 | 1<br>1%                      | 4<br>4%                      | 1<br>1%                      | 2<br>2%                      | -                            | -                             | 1<br>1%                       | -                             | -                                  | -                                  | -                                 | 1<br>1%                      | -                                  | -                            | -                            | -                                  | -                                   |
| Mean score                                | 3.26 <i>ce</i><br><i>lmn</i> | 3.12 <i>cm</i>               | 2.70                              | 3.06 <i>c</i>                | 2.89                         | 3.17 <i>cm</i>               | 3.07 <i>cm</i>               | 3.21 <i>cm</i>               | 3.34 <i>cek</i><br><i>lmn</i> | 3.21 <i>cmn</i>               | 2.95                          | 2.87                               | 2.71                               | 2.82                              | 2.96                         | 3.43 <i>qs</i><br><i>vyAB</i>      | 2.76                         | 3.25 <i>qvy</i>              | 2.88                               | 3.57 <i>oqsvwxyz</i><br><i>AB</i>   |
| 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                              | 1.29                         | 1.34                               | 1.25                         | 1.09                         | 1.32                               | 1.20                                |
| 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                              | 0.16                         | 0.17                               | 0.17                         | 0.15                         | 0.17                               | 0.11                                |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/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  
 \* 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 7<br>(Nov<br>13)<br>(u)        | Wave 8<br>(May<br>14)<br>(v)         | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                           | 141                                 | 115                                  | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                             | 64                                  | 64                                   | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| I am very concerned                       | (5)<br>14<br>22%<br>qpy<br>B        | 7<br>10%                             | 12<br>18%<br>qyB             | 10<br>16%<br>y                | 4<br>7%                       | 9<br>14%                      | 16<br>15%                     | 10<br>9%                      |
| I am fairly concerned                     | (4)<br>19<br>30%                    | 22<br>34%                            | 22<br>35%                    | 22<br>37%<br>A                | 18<br>31%                     | 23<br>39%<br>A                | 26<br>24%                     | 40<br>35%                     |
| I am neither concerned<br>nor unconcerned | (3)<br>15<br>23%<br>vx              | 5<br>7%                              | 9<br>14%                     | 8<br>13%                      | 11<br>18%<br>v                | 8<br>14%                      | 21<br>19%<br>v                | 18<br>16%                     |
| I am fairly unconcerned                   | (2)<br>12<br>18%                    | 13<br>21%                            | 9<br>14%                     | 13<br>22%                     | 17<br>28%<br>tw               | 13<br>22%                     | 27<br>25%<br>tw               | 34<br>30%<br>tw               |
| I am very unconcerned                     | (1)<br>5<br>7%                      | 18<br>27%<br>p<br>t<br>u<br>xyz<br>B | 13<br>20%<br>t<br>u<br>B     | 7<br>11%                      | 10<br>16%<br>u                | 7<br>11%                      | 18<br>17%<br>u                | 11<br>10%                     |
| Net: Concerned                            | 33<br>52%<br>qy                     | 28<br>44%                            | 34<br>53%<br>qy<br>A         | 32<br>53%<br>qy<br>A          | 23<br>38%                     | 32<br>53%<br>qy<br>A          | 43<br>39%                     | 50<br>44%                     |
| Net: Unconcerned                          | 16<br>25%                           | 31<br>48%<br>p<br>t<br>u<br>wxz      | 21<br>33%<br>t               | 20<br>33%<br>t                | 26<br>44%<br>r<br>t<br>u      | 20<br>33%<br>t                | 46<br>42%<br>r<br>t<br>u      | 46<br>40%<br>t<br>u           |
| Don't know                                | -                                   | -                                    | -                            | -                             | -                             | -                             | -                             | -                             |
| Mean score                                | 3.40<br>oq<br>s<br>v<br>y<br>A<br>B | 2.79                                 | 3.18<br>v                    | 3.25<br>q<br>v<br>y           | 2.85                          | 3.24<br>q<br>v<br>y           | 2.96                          | 3.02                          |
| Standard deviation                        | 1.22                                | 1.43                                 | 1.41                         | 1.29                          | 1.24                          | 1.26                          | 1.34                          | 1.19                          |
| Standard error                            | 0.10                                | 0.13                                 | 0.13                         | 0.11                          | 0.11                          | 0.11                          | 0.12                          | 0.11                          |

## 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<br>ENGLAND/WALES/NI |                                  |                              |                            |                                           |                                         |                           |                              |                              |                                    |                                      |                            |                            |                            |
|-------------------------------------------|----------------------------------------|----------------------------------|------------------------------|----------------------------|-------------------------------------------|-----------------------------------------|---------------------------|------------------------------|------------------------------|------------------------------------|--------------------------------------|----------------------------|----------------------------|----------------------------|
|                                           | Wave 1<br>(Nov<br>10)<br>(a)           | Wave 2<br>(May<br>11)<br>(b)     | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d)  | Wave 5<br>(Nov 12)<br>(e)                 | Wave 6<br>(May 13)<br>(f)               | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h)    | Wave 9<br>(Nov 14)<br>(i)    | Wave 10<br>(May 15)<br>(j)         | Wave 11<br>(Nov 15)<br>(k)           | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                           | 1919                                   | 1883                             | 1896                         | 1961                       | 1884                                      | 2036                                    | 1974                      | 1944                         | 1984                         | 2091                               | 1980                                 | 2044                       | 1967                       | 1991                       |
| Weighted Base                             | 1828                                   | 1818                             | 1835                         | 1834                       | 1824                                      | 1841                                    | 1824                      | 1824                         | 1824                         | 1840                               | 1826                                 | 1826                       | 1841                       | 1837                       |
| I am very concerned                       | (5) 205<br>11%                         | 245<br>14% <sup>aej</sup><br>k   | 211<br>12%                   | 220<br>12%                 | 203<br>11%                                | 289<br>16% <sup>acdeg</sup><br>hijklmn  | 244<br>13% <sup>ej</sup>  | 230<br>13%                   | 259<br>14% <sup>acejkn</sup> | 198<br>11%                         | 205<br>11%                           | 214<br>12%                 | 236<br>13%                 | 212<br>12%                 |
| I am fairly concerned                     | (4) 633<br>35% <sup>kmn</sup>          | 615<br>34% <sup>m</sup>          | 653<br>36% <sup>ijklmn</sup> | 606<br>33%                 | 601<br>33%                                | 669<br>36% <sup>degijkl</sup><br>mn     | 601<br>33%                | 626<br>34% <sup>ukm</sup>    | 580<br>32%                   | 583<br>32%                         | 569<br>31%                           | 577<br>32%                 | 563<br>31%                 | 579<br>32%                 |
| I am neither concerned<br>nor unconcerned | (3) 393<br>21% <sup>c</sup>            | 387<br>21%                       | 343<br>19%                   | 373<br>20%                 | 395<br>22% <sup>c</sup>                   | 361<br>20%                              | 379<br>21%                | 351<br>19%                   | 395<br>22% <sup>c</sup>      | 392<br>21% <sup>c</sup>            | 381<br>21%                           | 385<br>21%                 | 377<br>20%                 | 421<br>23% <sup>cfh</sup>  |
| I am fairly unconcerned                   | (2) 398<br>22% <sup>f</sup>            | 414<br>23% <sup>f</sup>          | 412<br>22% <sup>f</sup>      | 453<br>25% <sup>afhi</sup> | 410<br>22% <sup>f</sup>                   | 329<br>18%                              | 425<br>23% <sup>f</sup>   | 400<br>22% <sup>f</sup>      | 397<br>22% <sup>f</sup>      | 407<br>22% <sup>f</sup>            | 403<br>23% <sup>f</sup>              | 425<br>23% <sup>f</sup>    | 430<br>23% <sup>f</sup>    | 417<br>23% <sup>f</sup>    |
| I am very unconcerned                     | (1) 187<br>10% <sup>b</sup>            | 143<br>8%                        | 209<br>11% <sup>bg</sup>     | 177<br>10%                 | 187<br>10% <sup>b</sup>                   | 181<br>10% <sup>b</sup>                 | 170<br>9%                 | 209<br>11% <sup>bg</sup>     | 185<br>10% <sup>b</sup>      | 245<br>13% <sup>abdefgi</sup><br>n | 261<br>14% <sup>abcdefg</sup><br>hln | 214<br>12% <sup>bdg</sup>  | 224<br>12% <sup>bdg</sup>  | 202<br>11% <sup>b</sup>    |
| Net: Concerned                            | 838<br>46% <sup>jk</sup>               | 860<br>47% <sup>ijkl</sup><br>mn | 865<br>47% <sup>ijklmn</sup> | 826<br>45%                 | 804<br>44%                                | 958<br>52% <sup>abcdeg</sup><br>hijklmn | 845<br>46% <sup>jk</sup>  | 856<br>47% <sup>ijklmn</sup> | 839<br>46% <sup>ijk</sup>    | 780<br>42%                         | 774<br>42%                           | 791<br>43%                 | 799<br>43%                 | 791<br>43%                 |
| Net: Unconcerned                          | 585<br>32% <sup>f</sup>                | 557<br>31%                       | 621<br>34% <sup>bf</sup>     | 630<br>34% <sup>bf</sup>   | 597<br>33% <sup>f</sup>                   | 511<br>28%                              | 595<br>33% <sup>f</sup>   | 609<br>33% <sup>f</sup>      | 582<br>32% <sup>f</sup>      | 651<br>35% <sup>abfi</sup>         | 664<br>36% <sup>abefgi</sup>         | 638<br>35% <sup>bf</sup>   | 654<br>36% <sup>abfi</sup> | 619<br>34% <sup>bf</sup>   |
| Don't know                                | 12<br>1%                               | 13<br>1% <sup>d</sup>            | 7<br>*                       | 5<br>*                     | 27<br>1% <sup>abcd</sup><br>efghi<br>klmn | 12<br>1%                                | 5<br>*                    | 8<br>*                       | 9<br>*                       | 16<br>1% <sup>dgn</sup>            | 7<br>*                               | 12<br>1%                   | 11<br>1%                   | 5<br>*                     |
| Mean score                                | 3.15 <sup>jk</sup>                     | 3.22 <sup>cd</sup><br>ejklmn     | 3.13 <sup>jk</sup>           | 3.13 <sup>jk</sup>         | 3.12 <sup>k</sup>                         | 3.30 <sup>acdeg</sup><br>hijklmn        | 3.18 <sup>klm</sup>       | 3.15 <sup>jk</sup>           | 3.18 <sup>ijklmn</sup>       | 3.04                               | 3.03                                 | 3.08                       | 3.09                       | 3.10                       |
| 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                       |
| 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                       |

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<br>(Nov 10)<br>(a)          | Wave 2<br>(May 11)<br>(b)       | Wave 3<br>(Nov 11)<br>(c)                | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)  | Wave 6<br>(May 13)<br>(f)  | Wave 7<br>(Nov 13)<br>(g)   | Wave 8<br>(May 14)<br>(h)  | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base | 1919                               | 1883                            | 1896                                     | 1961                      | 1884                       | 2036                       | 1974                        | 1944                       | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base   | 1828                               | 1818                            | 1835                                     | 1834                      | 1824                       | 1841                       | 1824                        | 1824                       | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Yes - always    | 873<br>48%                         | 970<br>53%ade<br>fh             | 924<br>50%                               | 872<br>48%                | 869<br>48%                 | 919<br>50%                 | 945<br>52%adeh              | 882<br>48%                 | 1009<br>55%acdefgh<br>jim | 948<br>52%ade              | 960<br>53%adeh             | 950<br>52%adeh             | 934<br>51%                 | 962<br>52%adeh             |
| Yes - sometimes | 581<br>32% <sup>c</sup>            | 525<br>29%                      | 525<br>29%                               | 660<br>36%abcfghj<br>k    | 640<br>35%abcfghj<br>k     | 587<br>32% <sup>c</sup>    | 547<br>30%                  | 615<br>34%bcgj             | 550<br>30%                | 582<br>32% <sup>c</sup>    | 576<br>32%                 | 606<br>33%bcgj             | 647<br>35%abcfghj<br>k     | 611<br>33%bcgj             |
| Net: Yes        | 1454<br>80%                        | 1495<br>82% <sup>ac</sup>       | 1448<br>79%                              | 1533<br>84% <sup>ac</sup> | 1509<br>83% <sup>ac</sup>  | 1506<br>82% <sup>c</sup>   | 1492<br>82% <sup>c</sup>    | 1497<br>82% <sup>c</sup>   | 1559<br>85%abceefgh       | 1531<br>83% <sup>ac</sup>  | 1536<br>84% <sup>ac</sup>  | 1556<br>85%abceefgh        | 1581<br>86%abceefgh<br>j   | 1572<br>86%abceefghj       |
| No              | 357<br>20% <sup>dei<br/>klmn</sup> | 309<br>17% <sup>ilm<br/>n</sup> | 377<br>21% <sup>bddefghi<br/>jklmn</sup> | 291<br>16%                | 301<br>16% <sup>ilmn</sup> | 320<br>17% <sup>ilmn</sup> | 324<br>18% <sup>iklmn</sup> | 316<br>17% <sup>ilmn</sup> | 254<br>14%                | 293<br>16%                 | 277<br>15%                 | 258<br>14%                 | 252<br>14%                 | 256<br>14%                 |
| Don't know      | 17<br>1%                           | 13<br>1%                        | 9<br>1%                                  | 10<br>1%                  | 14<br>1%                   | 16<br>1%                   | 8<br>*                      | 11<br>1%                   | 11<br>1%                  | 16<br>1%                   | 13<br>1%                   | 11<br>1%                   | 8<br>*                     | 8<br>*                     |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)      | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)     | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q)     | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base | 879                       | 858                       | 919                       | 948                       | 876                       | 992                       | 974                       | 884                       | 974                            | 1018                       | 937                        | 984                        | 933                        | 983                            | 1040                      | 1025                      | 977                           | 1013                      | 1008                      | 1044                      |
| Weighted Base   | 883                       | 881                       | 894                       | 882                       | 889                       | 894                       | 884                       | 887                       | 891                            | 887                        | 887                        | 887                        | 894                        | 894                            | 945                       | 937                       | 941                           | 951                       | 935                       | 947                       |
| Yes - always    | 387<br>44%                | 434<br>49%adh             | 399<br>45%                | 368<br>42%                | 396<br>45%                | 406<br>45%                | 421<br>48%d               | 389<br>44%                | 486<br>55%abcd<br>efghjkl<br>m | 424<br>48%d                | 422<br>47%d                | 440<br>50%acde<br>h        | 419<br>47%d                | 451<br>50%abcd<br>efh          | 487<br>52%                | 535<br>57%nos<br>v        | 525<br>56%ns                  | 504<br>53%                | 473<br>51%                | 513<br>54%                |
| Yes - sometimes | 287<br>32%                | 265<br>30%                | 281<br>31%                | 338<br>38%abcf<br>gjk     | 310<br>35%bi              | 291<br>33%                | 270<br>31%                | 309<br>35%bi              | 267<br>30%                     | 292<br>33%                 | 289<br>33%                 | 306<br>34%i                | 339<br>38%abcf<br>quw      | 310<br>35%bip<br>qvw           | 294<br>31%q               | 260<br>28%                | 243<br>26%                    | 322<br>34%ppqu            | 330<br>35%loppu<br>wxy    | 296<br>31%q               |
| Net: Yes        | 674<br>76%                | 700<br>79%                | 681<br>76%                | 707<br>80%                | 706<br>79%                | 697<br>78%                | 691<br>78%                | 698<br>79%                | 753<br>85%abcd<br>efghjk       | 716<br>81%ac               | 711<br>80%                 | 746<br>84%abcd<br>efghk    | 758<br>85%abcd<br>efghjk   | 760<br>85%abcd<br>defghj<br>kq | 780<br>83%                | 796<br>85%q               | 768<br>82%                    | 826<br>87%oq              | 803<br>86%oq              | 809<br>85%q               |
| No              | 203<br>23%<br>ijl<br>mn   | 172<br>20%<br>ilm<br>n    | 209<br>23%<br>dijl<br>mn  | 170<br>19%<br>ilmn        | 179<br>20%<br>ilmn        | 190<br>21%<br>ilmn        | 189<br>21%<br>ilmn        | 185<br>21%<br>ilmn        | 132<br>15%                     | 162<br>18%<br>ln           | 175<br>20%<br>ilmn         | 137<br>15%                 | 134<br>15%                 | 129<br>14%<br>y                | 154<br>16%<br>rsw<br>yzA  | 137<br>15%<br>y           | 168<br>18%<br>nrst<br>uvwxyzA | 121<br>13%                | 122<br>13%                | 129<br>14%                |
| Don't know      | 7<br>1%                   | 9<br>1%<br>km             | 4<br>*                    | 6<br>1%                   | 5<br>1%                   | 7<br>1%                   | 3<br>*                    | 5<br>1%                   | 6<br>1%                        | 9<br>1%<br>lm              | 4<br>*                     | 3<br>*                     | 2<br>*                     | 10<br>1%                       | 4<br>*                    | 6<br>1%                   | 4<br>*                        | 10<br>1%                  | 9<br>1%                   |                           |





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base   | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Yes - always    | 523<br>56%ns                 | 493<br>53%                   | 523<br>56%nos                | 525<br>55%n                   | 539<br>58%nors<br>v           | 510<br>54%                    | 515<br>54%                    | 511<br>54%                    |
| Yes - sometimes | 277<br>29%                   | 306<br>33%pq                 | 283<br>30%q                  | 290<br>30%q                   | 286<br>31%q                   | 301<br>32%ppq                 | 308<br>32%ppq                 | 301<br>32%                    |
| Net: Yes        | 801<br>85%q                  | 799<br>85%q                  | 806<br>86%oq                 | 815<br>86%q                   | 825<br>88%oppq                | 810<br>86%oq                  | 823<br>87%oq                  | 812<br>86%                    |
| No              | 135<br>14%y                  | 131<br>14%y                  | 122<br>13%                   | 131<br>14%                    | 102<br>11%                    | 121<br>13%                    | 118<br>12%                    | 127<br>14%                    |
| Don't know      | 5<br>*                       | 6<br>1%                      | 5<br>1%                      | 7<br>1%                       | 9<br>1%                       | 8<br>1%                       | 6<br>1%                       | 4<br>*                        |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base   | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Yes - always    | 111<br>38%                   | 98<br>36%                    | 113<br>38%                   | 87<br>30%                    | 89<br>30%                    | 105<br>36%                   | 110<br>38%                   | 102<br>34%                   | 134<br>45%<br>bdef<br>hj     | 107<br>36%                    | 119<br>40%<br>de              | 105<br>39%<br>de              | 121<br>42%<br>de              | 126<br>42%<br>de              | 137<br>44%                   | 151<br>50%<br>r              | 133<br>44%                   | 135<br>40%                   | 151<br>47%                   | 150<br>43%                   |
| Yes - sometimes | 107<br>37%                   | 110<br>40%                   | 109<br>36%                   | 128<br>44%                   | 124<br>42%                   | 119<br>40%                   | 104<br>36%                   | 115<br>39%                   | 112<br>38%                   | 124<br>42%                    | 113<br>38%                    | 108<br>41%                    | 117<br>40%                    | 119<br>39%                    | 123<br>39%<br>w              | 96<br>32%                    | 99<br>33%                    | 147<br>43%<br>pqsu<br>wxB    | 112<br>35%                   | 127<br>36%                   |
| Net: Yes        | 218<br>75%                   | 208<br>76%                   | 222<br>74%                   | 215<br>75%                   | 214<br>72%                   | 224<br>76%                   | 214<br>75%                   | 217<br>73%                   | 246<br>83%<br>abcd<br>egh    | 231<br>78%                    | 232<br>78%                    | 213<br>80%<br>e               | 239<br>82%<br>acde<br>gh      | 246<br>81%<br>eh              | 260<br>83%                   | 248<br>81%                   | 232<br>76%                   | 282<br>83%<br>q              | 263<br>82%                   | 277<br>79%                   |
| No              | 71<br>24%<br>i               | 65<br>24%<br>i               | 76<br>25%<br>im              | 72<br>25%<br>im              | 82<br>28%<br>ilmn            | 67<br>23%                    | 72<br>25%<br>im              | 80<br>27%<br>ilmn            | 48<br>16%                    | 65<br>22%                     | 62<br>21%                     | 51<br>19%                     | 50<br>17%                     | 57<br>19%                     | 52<br>17%                    | 54<br>18%<br>z               | 72<br>24%<br>oruw<br>xyzA    | 52<br>15%                    | 55<br>17%                    | 70<br>20%<br>z               |
| Don't know      | 2<br>1%                      | 1<br>*                       | 1<br>*                       | 1<br>*                       | 2<br>1%                      | 2<br>1%                      | -                            | -                            | 2<br>1%                      | 1<br>*                        | 3<br>1%                       | 2<br>1%                       | 1<br>*                        | 1<br>*                        | 3<br>1%                      | 3<br>1%                      | -                            | 4<br>1%<br>wA                | 4<br>1%<br>wA                | 2<br>1%                      |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base   | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Yes - always    | 171<br>54%oqrt<br>v          | 139<br>43%                   | 178<br>53%oqrt<br>v          | 176<br>52%oqrt<br>v           | 161<br>46%                    | 171<br>51%r                   | 165<br>47%                    | 163<br>47%                    |
| Yes - sometimes | 99<br>31%                    | 129<br>40%puw                | 104<br>31%                   | 108<br>32%                    | 127<br>36%                    | 123<br>36%                    | 136<br>38%                    | 125<br>36%                    |
| Net: Yes        | 269<br>86%qt                 | 268<br>82%                   | 282<br>84%q                  | 285<br>84%q                   | 289<br>83%                    | 294<br>87%qt                  | 301<br>85%qt                  | 288<br>82%                    |
| No              | 44<br>14%                    | 58<br>18%                    | 54<br>16%                    | 48<br>14%                     | 56<br>16%                     | 40<br>12%                     | 52<br>15%                     | 60<br>17%                     |
| Don't know      | 1<br>*                       | -                            | -                            | 4<br>1%A                      | 5<br>1%A                      | 4<br>1%                       | -                             | 2<br>1%                       |

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<br>(Nov 10)<br>(a)       | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c)       | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)       | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g)       | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)      | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o)     | Wave 2<br>(May 11)<br>(p)        | Wave 3<br>(Nov 11)<br>(q)      | Wave 4<br>(May 12)<br>(r)           | Wave 5<br>(Nov 12)<br>(s)       | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base | 427                             | 467                       | 430                             | 409                       | 404                             | 441                       | 440                             | 410                       | 399                       | 408                        | 373                        | 408                             | 398                        | 365                        | 453                           | 445                              | 441                            | 497                                 | 454                             | 448                       |
| Weighted Base   | 443                             | 463                       | 448                             | 427                       | 431                             | 442                       | 448                             | 418                       | 413                       | 421                        | 382                        | 434                             | 411                        | 387                        | 450                           | 450                              | 455                            | 469                                 | 452                             | 422                       |
| Yes - always    | 218<br>49%                      | 254<br>55%                | 245<br>55%                      | 232<br>54%                | 209<br>48%                      | 244<br>55%                | 226<br>50%                      | 230<br>55%                | 228<br>55%                | 208<br>49%                 | 213<br>56% <sup>ae</sup>   | 220<br>51%                      | 220<br>54%                 | 202<br>52%                 | 250<br>55%                    | 284<br>63% <sup>oqr</sup><br>svA | 252<br>55%                     | 252<br>54%                          | 241<br>53%                      | 245<br>58%                |
| Yes - sometimes | 145<br>33%                      | 141<br>31%                | 122<br>27%                      | 138<br>32%                | 166<br>38% <sup>bcd</sup><br>fg | 128<br>29%                | 141<br>31%                      | 140<br>33%                | 138<br>33%                | 146<br>35% <sup>ce</sup>   | 124<br>33%                 | 167<br>38% <sup>bcd</sup><br>fg | 143<br>35% <sup>c</sup>    | 140<br>36% <sup>cf</sup>   | 126<br>28%                    | 99<br>22%                        | 121<br>27%                     | 160<br>34% <sup>opqu</sup><br>wxyzB | 150<br>33% <sup>ppqx</sup><br>y | 123<br>29% <sup>p</sup>   |
| Net: Yes        | 363<br>82%                      | 396<br>85%                | 367<br>82%                      | 370<br>87%                | 375<br>87%                      | 372<br>84%                | 367<br>82%                      | 370<br>88% <sup>acg</sup> | 365<br>89% <sup>acg</sup> | 354<br>84%                 | 337<br>86% <sup>acg</sup>  | 386<br>89% <sup>acfg</sup><br>j | 364<br>89% <sup>acg</sup>  | 342<br>88% <sup>acg</sup>  | 376<br>83%                    | 384<br>85%                       | 373<br>82%                     | 412<br>88% <sup>q</sup>             | 391<br>86%                      | 368<br>87% <sup>q</sup>   |
| No              | 76<br>17% <sup>hik</sup><br>lmn | 65<br>14%                 | 81<br>18% <sup>hikd</sup><br>mn | 56<br>13%                 | 57<br>13%                       | 66<br>15%                 | 80<br>18% <sup>hikd</sup><br>mn | 46<br>11%                 | 47<br>11%                 | 63<br>15%                  | 45<br>12%                  | 46<br>10%                       | 46<br>11%                  | 45<br>12%                  | 73<br>16% <sup>rwA</sup><br>B | 63<br>14%                        | 79<br>17% <sup>rtwA</sup><br>B | 54<br>11%                           | 58<br>13%                       | 50<br>12%                 |
| Don't know      | 4<br>1%                         | 2<br>1%                   | 1<br>*                          | 1<br>*                    | -                               | 5<br>1% <sup>e</sup>      | 1<br>*                          | 3<br>1%                   | 1<br>*                    | 5<br>1% <sup>e</sup>       | -                          | 2<br>1%                         | 1<br>*                     | 2<br>1%                    | 3<br>1%                       | 2<br>1%                          | 3<br>1%                        | 3<br>1%                             | 3<br>1%                         | 4<br>1%                   |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base   | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Yes - always    | 254<br>57%                   | 252<br>55%                   | 287<br>64%oqrs<br>vA         | 284<br>63%oqrs<br>vA          | 285<br>61%rs                  | 264<br>58%                    | 246<br>54%                    | 286<br>61%rsA                 |
| Yes - sometimes | 121<br>27%                   | 134<br>29%p                  | 111<br>25%                   | 106<br>24%                    | 120<br>26%                    | 127<br>28%p                   | 161<br>35%opqu<br>wxyzB       | 130<br>28%                    |
| Net: Yes        | 375<br>85%                   | 386<br>84%                   | 399<br>88%oq                 | 389<br>87%                    | 405<br>86%                    | 391<br>86%                    | 406<br>90%oquv                | 415<br>89%oquv                |
| No              | 67<br>15%AB                  | 70<br>15%AB                  | 51<br>11%                    | 59<br>13%                     | 60<br>13%                     | 60<br>13%                     | 45<br>10%                     | 48<br>10%                     |
| Don't know      | 2<br>*                       | 3<br>1%                      | 2<br>*                       | 1<br>*                        | 4<br>1%                       | 2<br>*                        | 3<br>1%                       | 3<br>1%                       |

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

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base   | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Yes - always    | 777<br>47%                   | 883<br>53%ade<br>h           | 839<br>50%                   | 792<br>47%                   | 778<br>47%                   | 842<br>50%                   | 841<br>51%ae                 | 802<br>46%                   | 903<br>54%acde<br>fghij      | 860<br>51%ade                 | 868<br>52%adeh                | 859<br>51%ade                 | 814<br>50%                    | 834<br>51%ade                 | -                            | -                            | -                            | -                            | -                            | -                            |
| Yes - sometimes | 546<br>33%abc                | 475<br>29%                   | 494<br>29%                   | 611<br>36%abcf<br>gijk       | 603<br>36%abcf<br>gijk       | 541<br>32%b                  | 509<br>31%                   | 574<br>34%bcgi               | 508<br>31%                   | 544<br>32%b                   | 542<br>32%b                   | 571<br>34%bcgi                | 592<br>36%abcf<br>gijk        | 563<br>34%bcgi                | -                            | -                            | -                            | -                            | -                            | -                            |
| Net: Yes        | 1323<br>79%                  | 1358<br>82%                  | 1333<br>79%                  | 1403<br>84%ac                | 1381<br>83%ac                | 1383<br>82%                  | 1349<br>81%                  | 1376<br>82%                  | 1410<br>85%abcf<br>gh        | 1404<br>83%ac                 | 1410<br>84%acg                | 1430<br>85%abcf<br>gh         | 1406<br>86%abce<br>fghi       | 1397<br>86%abcf<br>gh         | -                            | -                            | -                            | -                            | -                            | -                            |
| No              | 331<br>20%dei<br>jklmn       | 294<br>18%ilm<br>n           | 339<br>20%defh<br>ijklmn     | 263<br>16%                   | 270<br>16%lm                 | 296<br>17%ilmn               | 302<br>18%ijklm<br>n         | 293<br>17%ilmn               | 240<br>14%                   | 274<br>16%lm                  | 255<br>15%                    | 237<br>14%                    | 223<br>14%                    | 230<br>14%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know      | 15<br>1%                     | 13<br>1%                     | 9<br>1%                      | 10<br>1%                     | 11<br>1%                     | 15<br>1%                     | 7<br>*                       | 11<br>1%                     | 11<br>1%                     | 15<br>1%                      | 13<br>1%                      | 11<br>1%                      | 8<br>*                        | 6<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base   | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Yes - always    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Yes - sometimes | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Net: Yes        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| No              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base   | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Yes - always    | 60                           | 47                           | 50                           | 53                           | 54                           | 40                           | 54                           | 41                           | 61                           | 49                            | 55                            | 49                            | 52                            | 58                            | 37                           | 40                           | 35                           | 28                           | 37                           | 37                           |
|                 | 61% <sup>f</sup>             | 51%                          | 49%                          | 51%                          | 51%                          | 45%                          | 54%                          | 52%                          | 63% <sup>f</sup>             | 56%                           | 62% <sup>f</sup>              | 56%                           | 55%                           | 64% <sup>cf</sup>             | 61%                          | 67%                          | 66%                          | 52%                          | 65%                          | 65%                          |
| Yes - sometimes | 19                           | 31                           | 21                           | 30                           | 24                           | 32                           | 29                           | 23                           | 28                           | 27                            | 18                            | 24                            | 30                            | 23                            | 15                           | 19                           | 10                           | 20                           | 13                           | 13                           |
|                 | 19%                          | 34% <sup>ac</sup>            | 21%                          | 28%                          | 23%                          | 36% <sup>ack</sup>           | 28%                          | 29%                          | 28%                          | 31%                           | 20%                           | 27%                           | 32%                           | 25%                           | 25%                          | 32% <sup>u</sup>             | 18%                          | 36% <sup>quxz</sup>          | 23%                          | 23%                          |
| Net: Yes        | 79                           | 79                           | 71                           | 82                           | 78                           | 73                           | 83                           | 64                           | 89                           | 76                            | 73                            | 73                            | 82                            | 81                            | 52                           | 59                           | 45                           | 48                           | 50                           | 50                           |
|                 | 81%                          | 85% <sup>c</sup>             | 70%                          | 79%                          | 74%                          | 80%                          | 82%                          | 80%                          | 91% <sup>acde</sup>          | 87% <sup>ce</sup>             | 83% <sup>c</sup>              | 83% <sup>c</sup>              | 86% <sup>ce</sup>             | 89% <sup>ce</sup>             | 86%                          | 99% <sup>oqr</sup>           | 84%                          | 89%                          | 87%                          | 88%                          |
| No              | 18                           | 14                           | 30                           | 22                           | 24                           | 17                           | 18                           | 16                           | 9                            | 9                             | 15                            | 15                            | 13                            | 7                             | 7                            | 1                            | 8                            | 6                            | 7                            | 7                            |
|                 | 18% <sup>n</sup>             | 15%                          | 29% <sup>bijl</sup>          | 21% <sup>in</sup>            | 23% <sup>ijn</sup>           | 19% <sup>n</sup>             | 18%                          | 20% <sup>in</sup>            | 9%                           | 11%                           | 17% <sup>n</sup>              | 17%                           | 14%                           | 8%                            | 12% <sup>p</sup>             | 1%                           | 16% <sup>p</sup>             | 11% <sup>p</sup>             | 12% <sup>p</sup>             | 12% <sup>p</sup>             |
| Don't know      | 1                            | -                            | 1                            | -                            | 3                            | 1                            | 1                            | -                            | -                            | 2                             | -                             | -                             | -                             | 2                             | 1                            | -                            | -                            | -                            | 1                            | -                            |
|                 | 1%                           | -                            | 1%                           | -                            | 3%                           | 1%                           | 1%                           | -                            | -                            | 2%                            | -                             | -                             | -                             | 2%                            | 1%                           | -                            | -                            | -                            | 1%                           | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u)     | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base | 141                              | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base   | 64                               | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Yes - always    | 49<br>77% <sup>ortv</sup><br>yAB | 38<br>59%                    | 45<br>70% <sup>lr</sup>      | 40<br>66%                     | 37<br>62%                     | 42<br>70% <sup>lr</sup>       | 68<br>63%                     | 70<br>62%                     |
| Yes - sometimes | 10<br>16%                        | 19<br>29% <sup>u</sup>       | 14<br>22%                    | 11<br>18%                     | 16<br>27% <sup>u</sup>        | 12<br>19%                     | 25<br>23%                     | 25<br>22%                     |
| Net: Yes        | 60<br>93% <sup>xB</sup>          | 56<br>88%                    | 59<br>93% <sup>B</sup>       | 51<br>85%                     | 53<br>89%                     | 54<br>89%                     | 93<br>86%                     | 95<br>84%                     |
| No              | 4<br>7%                          | 8<br>12% <sup>p</sup>        | 5<br>7%                      | 9<br>15% <sup>pu</sup>        | 7<br>11% <sup>p</sup>         | 6<br>11% <sup>p</sup>         | 16<br>14% <sup>p</sup>        | 19<br>16% <sup>puw</sup>      |
| Don't know      | -                                | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

**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<br>(Nov 10)<br>(a)      | Wave 2<br>(May 11)<br>(b)  | Wave 3<br>(Nov 11)<br>(c)          | Wave 4<br>(May 12)<br>(d)      | Wave 5<br>(Nov 12)<br>(e)      | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m)     | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base | 1919                           | 1883                       | 1896                               | 1961                           | 1884                           | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                           | 1991                       |
| Weighted Base   | 1828                           | 1818                       | 1835                               | 1834                           | 1824                           | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                           | 1837                       |
| Yes - always    | 873<br>48%                     | 970<br>53%ade<br>fh        | 924<br>50%                         | 872<br>48%                     | 869<br>48%                     | 919<br>50%                | 945<br>52%adeh            | 882<br>48%                | 1009<br>55%acdefgh<br>jim | 948<br>52%ade              | 960<br>53%adeh             | 950<br>52%adeh             | 934<br>51%                     | 962<br>52%adeh             |
| Yes - sometimes | 581<br>32% <i>c</i>            | 525<br>29%                 | 525<br>29%                         | 660<br>36% <i>abcfghj</i><br>k | 640<br>35% <i>abcfghj</i><br>k | 587<br>32% <i>c</i>       | 547<br>30%                | 615<br>34% <i>bcgj</i>    | 550<br>30%                | 582<br>32% <i>c</i>        | 576<br>32%                 | 606<br>33% <i>bcgj</i>     | 647<br>35% <i>abcfghj</i><br>k | 611<br>33% <i>bcgj</i>     |
| Net: Yes        | 1454<br>80%                    | 1495<br>82% <i>ac</i>      | 1448<br>79%                        | 1533<br>84% <i>ac</i>          | 1509<br>83% <i>ac</i>          | 1506<br>82% <i>c</i>      | 1492<br>82% <i>c</i>      | 1497<br>82% <i>c</i>      | 1569<br>85% <i>abcfgh</i> | 1531<br>83% <i>ac</i>      | 1536<br>84% <i>ac</i>      | 1556<br>85% <i>abcfgh</i>  | 1581<br>86% <i>abcfgh</i><br>j | 1572<br>86% <i>abcfghj</i> |
| No              | 357<br>20% <i>dei</i><br>jklmn | 309<br>17% <i>ilm</i><br>n | 377<br>21% <i>bdefghi</i><br>jklmn | 291<br>16%                     | 301<br>16% <i>ilm</i>          | 320<br>17% <i>ilmn</i>    | 324<br>18% <i>iklm</i>    | 316<br>17% <i>ilmn</i>    | 254<br>14%                | 293<br>16%                 | 277<br>15%                 | 258<br>14%                 | 252<br>14%                     | 256<br>14%                 |
| Don't know      | 17<br>1%                       | 13<br>1%                   | 9<br>1%                            | 10<br>1%                       | 14<br>1%                       | 16<br>1%                  | 8<br>-                    | 11<br>1%                  | 11<br>1%                  | 16<br>1%                   | 13<br>1%                   | 11<br>1%                   | 8<br>-                         | 8<br>-                     |



**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 all aware of the standards of hygiene when they buy food UK**

|                                                         | WAVE                      |                                |                           |                             |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|---------------------------------------------------------|---------------------------|--------------------------------|---------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                         | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)      | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d)   | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                         | 1522                      | 1553                           | 1498                      | 1634                        | 1553                      | 1669                      | 1612                      | 1600                      | 1688                      | 1741                       | 1672                       | 1724                       | 1672                       | 1705                       |
| Weighted Base                                           | 1454                      | 1495                           | 1448                      | 1533                        | 1509                      | 1506                      | 1492                      | 1497                      | 1559                      | 1531                       | 1536                       | 1556                       | 1581                       | 1572                       |
| General appearance of shop/restaurant/cafe/pub/takeaway | 950<br>65%efg<br>ijkmn    | 1025<br>69%cef<br>ghijkl<br>mn | 927<br>64%efklm           | 1063<br>69%acefghi<br>jklmn | 888<br>59%                | 892<br>59%                | 918<br>62%lm              | 941<br>63%eflm            | 945<br>61%                | 929<br>61%                 | 917<br>60%                 | 936<br>60%                 | 909<br>57%                 | 968<br>62%lm               |
| Appearance of people working there                      | 742<br>51%ahi<br>jkmn     | 804<br>54%efg<br>hijklm<br>n   | 766<br>53%efhijkl<br>mn   | 810<br>53%efhijkl<br>mn     | 678<br>45%ln              | 714<br>47%mn              | 743<br>50%ehjkmn          | 673<br>45%ln              | 722<br>46%mn              | 687<br>45%ln               | 695<br>45%mn               | 742<br>48%mn               | 658<br>42%                 | 649<br>41%                 |
| Reputation                                              | 613<br>42%egi<br>jkmn     | 681<br>48%ode<br>fghijk<br>lmn | 600<br>41%egikmn          | 641<br>42%egijkmn           | 563<br>37%                | 625<br>41%egijkmn         | 543<br>36%                | 586<br>39%ikm             | 592<br>38%                | 568<br>37%                 | 542<br>35%                 | 603<br>39%km               | 557<br>35%                 | 588<br>37%                 |
| Word of mouth                                           | 527<br>36%fhj<br>kilmn    | 530<br>35%fhj<br>kilmn         | 496<br>34%hjn             | 511<br>33%ln                | 502<br>33%                | 476<br>32%                | 502<br>34%jn              | 457<br>31%                | 513<br>33%                | 461<br>30%                 | 478<br>31%                 | 501<br>32%                 | 500<br>32%                 | 471<br>30%                 |
| Hygiene certificate                                     | 406<br>28%ln              | 453<br>30%ln                   | 452<br>31%ln              | 526<br>34%abn               | 574<br>38%abodn           | 614<br>41%abodn           | 612<br>41%abodn           | 594<br>40%abodn           | 733<br>47%abcdefg<br>hijn | 656<br>43%abcoden          | 688<br>45%abcdefg<br>hijn  | 728<br>47%abcdefg<br>hijn  | 644<br>41%abodn            | -                          |
| Hygiene sticker                                         | 177<br>12%ln              | 225<br>15%an                   | 184<br>13%ln              | 294<br>19%abcn              | 330<br>22%abcn            | 389<br>26%aboden          | 393<br>26%aboden          | 454<br>30%abcdefg<br>n    | 549<br>35%abcdefg<br>hn   | 534<br>35%abcdefg<br>hn    | 552<br>36%abcdefg<br>hn    | 604<br>39%abcdefg<br>hijn  | 631<br>40%abcdefg<br>ijkn  | -                          |
| Websites                                                | 78<br>5%                  | 76<br>5%                       | 93<br>6%                  | 105<br>7%ab                 | 96<br>6%                  | 126<br>8%abce             | 127<br>8%abce             | 112<br>7%kab              | 168<br>11%abcdefg<br>h    | 160<br>10%abcdeh           | 176<br>11%abcdefg<br>h     | 212<br>14%abcdefg<br>hij   | 201<br>13%abcdefg<br>h     | 197<br>13%abcdefg<br>h     |
| Hygiene stickers/certificates displayed at premises     | -                         | -                              | -                         | -                           | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 971<br>62%abcdeghijklm     |
| Other                                                   | 34<br>2%                  | 33<br>2%                       | 36<br>2%                  | 47<br>3%emn                 | 28<br>2%                  | 38<br>3%                  | 36<br>2%                  | 37<br>2%                  | 32<br>2%                  | 33<br>2%                   | 31<br>2%                   | 31<br>2%                   | 31<br>2%                   | 31<br>2%                   |
| Net : Hygiene certificate /Hygiene certificate          | 474<br>33%                | 525<br>35%                     | 531<br>37%a               | 635<br>41%abc               | 706<br>47%abcd            | 751<br>50%abcd            | 771<br>52%abcde           | 801<br>54%abcdef          | 954<br>61%abcdefg<br>h    | 895<br>58%abcdefg<br>h     | 896<br>58%abcdefg<br>h     | 979<br>63%abcdefg<br>hjk   | 948<br>60%abcdefg<br>h     | 971<br>62%abcdegh          |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1522                         | 1553                         | 1498                         | 1634                      | 1553                      | 1669                      | 1612                      | 1600                      | 1688                      | 1741                       | 1672                       | 1724                       | 1672                       | 1705                       |
| Weighted Base              | 1454                         | 1495                         | 1448                         | 1533                      | 1509                      | 1506                      | 1492                      | 1497                      | 1559                      | 1531                       | 1536                       | 1556                       | 1581                       | 1572                       |
| Don't know                 | 20<br>1%                     | 26<br>2%                     | 35<br>2% <sup>akln</sup>     | 32<br>2% <sup>ln</sup>    | 41<br>3% <sup>aklmn</sup> | 39<br>3% <sup>akln</sup>  | 36<br>2% <sup>akln</sup>  | 34<br>2% <sup>akln</sup>  | 19<br>1%                  | 29<br>2% <sup>ln</sup>     | 18<br>1%                   | 15<br>1%                   | 25<br>2%                   | 16<br>1%                   |
| Average number of mentions | 2.46                         | 2.61 <sup>ae</sup>           | 2.51                         | 2.67 <sup>acen</sup>      | 2.49                      | 2.64 <sup>acen</sup>      | 2.66 <sup>acen</sup>      | 2.64 <sup>acen</sup>      | 2.76 <sup>abcfehn</sup>   | 2.68 <sup>acen</sup>       | 2.69 <sup>acen</sup>       | 2.83 <sup>abcdef</sup>     | 2.65 <sup>acen</sup>       | 2.49                       |
| 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                       |
| 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                       |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)                         | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)   | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                | 688                          | 679                           | 701                          | 757                          | 693                          | 774                          | 761                          | 695                          | 821                          | 821                           | 751                           | 818                           | 782                           | 833                                                   | 854                          | 874                          | 797                          | 877                            | 860                          | 895                          |
| Weighted Base                                                  | 674                          | 700                           | 681                          | 707                          | 706                          | 697                          | 691                          | 698                          | 753                          | 716                           | 711                           | 746                           | 758                           | 760                                                   | 780                          | 796                          | 768                          | 826                            | 803                          | 809                          |
| General appearance of<br>shop/restaurant/cafe/pub<br>'takeaway | 421<br>63%em                 | 465<br>66%cef<br>ghijkl<br>mn | 410<br>60%                   | 457<br>65%efij<br>klmn       | 401<br>57%                   | 399<br>57%                   | 422<br>61%                   | 416<br>60%                   | 443<br>59%                   | 421<br>59%                    | 406<br>57%                    | 433<br>58%                    | 423<br>56%                    | 439<br>58%                                            | 529<br>68%nst<br>uvwxyz<br>A | 560<br>70%nst<br>uvwxyz<br>A | 517<br>67%nstu<br>vwxyz<br>A | 607<br>73%noqs<br>tuvwxyz<br>A | 487<br>61%                   | 493<br>61%                   |
| Appearance of people<br>working there                          | 313<br>47%emn                | 352<br>50%efh<br>ijklmn       | 328<br>48%ehj<br>m           | 331<br>47%ehmn               | 277<br>39%                   | 309<br>44%ln                 | 326<br>47%ehmn               | 288<br>41%                   | 328<br>43%                   | 304<br>42%                    | 306<br>43%                    | 327<br>44%ln                  | 310<br>41%                    | 294<br>39%                                            | 428<br>55%nsv<br>wxyz<br>A   | 451<br>57%nst<br>vwxyz<br>A  | 437<br>57%nstv<br>vwxyz<br>A | 479<br>58%nstu<br>vwxyz<br>A   | 401<br>50%lnA                | 405<br>50%lnA                |
| Reputation                                                     | 265<br>39%k                  | 315<br>45%ade<br>fgijkl<br>mn | 272<br>40%ek                 | 268<br>38%                   | 241<br>34%                   | 277<br>40%ek                 | 248<br>36%                   | 277<br>40%ek                 | 284<br>38%                   | 250<br>35%                    | 237<br>33%                    | 279<br>37%                    | 269<br>35%                    | 271<br>36%                                            | 349<br>45%nuv<br>wxyz<br>A   | 365<br>46%nsu<br>vwxyz<br>A  | 328<br>43%nuYA               | 372<br>45%nsuv<br>vwxyz<br>A   | 322<br>40%A                  | 348<br>43%nuYA               |
| Word of mouth                                                  | 231<br>34%hjk<br>n           | 229<br>33%                    | 205<br>30%                   | 217<br>31%                   | 220<br>31%                   | 209<br>30%                   | 219<br>32%                   | 202<br>29%                   | 250<br>33%jn                 | 202<br>28%                    | 206<br>29%                    | 222<br>30%                    | 234<br>31%                    | 212<br>28%                                            | 295<br>38%ntv<br>wxyz<br>A   | 302<br>38%ntv<br>wxyz<br>A   | 291<br>38%ntvw<br>xyA        | 295<br>36%ln                   | 283<br>35%ln                 | 266<br>33%ln                 |
| Hygiene certificate                                            | 158<br>23%ln                 | 201<br>29%an                  | 188<br>28%ln                 | 215<br>30%an                 | 253<br>36%abcd<br>n          | 278<br>40%abcd<br>n          | 256<br>37%abcd<br>n          | 276<br>40%abcd<br>n          | 338<br>45%abcd<br>eghn       | 295<br>41%abcd<br>en          | 304<br>43%abcd<br>egn         | 306<br>41%abcd<br>en          | 320<br>42%abcde<br>gn         | -                                                     | 248<br>32%ln                 | 253<br>32%ln                 | 264<br>34%ln                 | 311<br>38%nop                  | 321<br>40%nopq               | 336<br>41%nopq               |
| Hygiene sticker                                                | 76<br>11%ln                  | 104<br>15%ln                  | 86<br>13%ln                  | 132<br>19%acn                | 166<br>24%abcd<br>n          | 184<br>26%abcd<br>n          | 196<br>28%abcd<br>en         | 221<br>32%abcd<br>efn        | 275<br>37%abcd<br>efgn       | 257<br>35%abcd<br>efgn        | 260<br>37%abcd<br>efgn        | 277<br>37%abcd<br>efghn       | 298<br>39%abcde               | -                                                     | 101<br>13%ln                 | 121<br>15%ln                 | 98<br>13%ln                  | 162<br>20%nopq                 | 164<br>20%nopq               | 205<br>25%nopq               |
| Websites                                                       | 37<br>5%                     | 38<br>5%                      | 42<br>6%                     | 37<br>5%                     | 43<br>6%                     | 64<br>9%abcde                | 63<br>9%abcde                | 54<br>8%                     | 81<br>11%abcde               | 67<br>9%abcd<br>e             | 88<br>12%abcd<br>eh           | 101<br>14%abcd<br>efghj       | 97<br>13%abcd<br>efghj        | 83<br>11%abcd<br>ehopqst<br>uv                        | 42<br>5%                     | 38<br>5%                     | 50<br>7%                     | 68<br>8%op                     | 53<br>7%                     | 62<br>8%p                    |
| Hygiene stickers<br>'certificates displayed<br>at premises     | -                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 478<br>63%abcd<br>efghijk<br>lmnopqrs<br>tuvwxyz<br>A | -                            | -                            | -                            | -                              | -                            | -                            |

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



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)   | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                | 851                          | 905                          | 867                          | 920                           | 921                           | 906                             | 890                           | 872                           |
| Weighted Base                                                  | 801                          | 799                          | 806                          | 815                           | 825                           | 810                             | 823                           | 812                           |
| General appearance of<br>shop/restaurant/cafe/pub<br>\takeaway | 497<br>62%                   | 525<br>66%netA               | 502<br>62%                   | 508<br>62%                    | 511<br>62%                    | 503<br>62%                      | 486<br>59%                    | 529<br>65%                    |
| Appearance of people<br>working there                          | 417<br>52%nxA                | 385<br>48%nA                 | 394<br>49%nA                 | 383<br>47%n                   | 390<br>47%nA                  | 415<br>51%nA                    | 348<br>42%                    | 355<br>44%                    |
| Reputation                                                     | 296<br>37%                   | 309<br>39%                   | 308<br>38%                   | 318<br>39%                    | 305<br>37%                    | 324<br>40%A                     | 288<br>35%                    | 317<br>39%                    |
| Word of mouth                                                  | 283<br>35%n                  | 254<br>32%                   | 264<br>33%n                  | 259<br>32%                    | 273<br>33%n                   | 279<br>34%n                     | 257<br>32%                    | 260<br>32%                    |
| Hygiene certificate                                            | 356<br>44%nopq<br>rA         | 318<br>40%nopq               | 394<br>49%nopq<br>rstvA      | 361<br>44%nopq<br>rA          | 384<br>47%nopq<br>rstvA       | 422<br>52%nopq<br>rstuvxy<br>A  | 324<br>39%nopq                | -                             |
| Hygiene sticker                                                | 197<br>25%nopq<br>rs         | 233<br>29%nopq<br>rsu        | 274<br>34%nopq<br>rstuv      | 277<br>34%nopq<br>rstuv       | 291<br>35%nopq<br>rstuv       | 327<br>40%nopq<br>rstuvwxy<br>y | 333<br>41%nopqr<br>stuvwxy    | -                             |
| Websites                                                       | 63<br>8%op                   | 57<br>7%p                    | 88<br>11%opqs<br>tuv         | 93<br>11%opqr<br>stuv         | 87<br>11%opqs<br>tv           | 111<br>14%opqr<br>stuv          | 104<br>13%opqr<br>stuv        | 114<br>14%                    |
| Hygiene stickers<br>\certificates displayed<br>at premises     | -                            | -                            | -                            | -                             | -                             | -                               | -                             | 494<br>61%                    |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e)  | Wave 6<br>(May 13)<br>(f)  | Wave 7<br>(Nov 13)<br>(g)  | Wave 8<br>(May 14)<br>(h)        | Wave 9<br>(Nov 14)<br>(i)          | Wave 10<br>(May 15)<br>(j)        | Wave 11<br>(Nov 15)<br>(k)        | Wave 12<br>(May 16)<br>(l)        | Wave 13<br>(Nov 16)<br>(m)        | Wave 14<br>(May 17)<br>(n)                      | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r)  | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t)  |
| Unweighted Base                                | 668                       | 679                       | 701                       | 757                       | 693                        | 774                        | 761                        | 695                              | 821                                | 821                               | 751                               | 818                               | 782                               | 833                                             | 854                       | 874                       | 797                       | 877                        | 860                       | 895                        |
| Weighted Base                                  | 674                       | 700                       | 681                       | 707                       | 706                        | 697                        | 691                        | 698                              | 753                                | 716                               | 711                               | 746                               | 758                               | 760                                             | 780                       | 796                       | 768                       | 826                        | 803                       | 809                        |
| Other                                          | 20<br>3%                  | 21<br>3%                  | 19<br>3%                  | 21<br>3%                  | 13<br>2%                   | 17<br>2%                   | 17<br>2%                   | 17<br>2%                         | 16<br>2%                           | 13<br>2%                          | 15<br>2%                          | 19<br>3%                          | 15<br>2%                          | 16<br>2%                                        | 15<br>2%                  | 12<br>2%                  | 17<br>2%                  | 27<br>3% <sup>pz</sup>     | 15<br>2%                  | 21<br>3%                   |
| Net : Hygiene certificate /Hygiene certificate | 195<br>29%                | 237<br>34%                | 231<br>34%                | 267<br>38% <sup>a</sup>   | 328<br>46% <sup>abcd</sup> | 343<br>49% <sup>abcd</sup> | 346<br>50% <sup>abcd</sup> | 381<br>55% <sup>abcd</sup><br>ef | 458<br>61% <sup>abcd</sup><br>efgh | 417<br>58% <sup>abcd</sup><br>efg | 412<br>58% <sup>abcd</sup><br>efg | 438<br>59% <sup>abcd</sup><br>efg | 449<br>59% <sup>abcd</sup><br>efg | 478<br>63% <sup>abcd</sup><br>defgho<br>pqrstuv | 279<br>36%                | 287<br>36%                | 300<br>39%                | 368<br>45% <sup>opq</sup>  | 378<br>47% <sup>opq</sup> | 408<br>50% <sup>opqr</sup> |
| Don't know                                     | 8<br>1%                   | 12<br>2%                  | 17<br>3% <sup>ln</sup>    | 23<br>3% <sup>aklmn</sup> | 19<br>3% <sup>ln</sup>     | 19<br>3% <sup>aln</sup>    | 19<br>3% <sup>aln</sup>    | 13<br>2% <sup>n</sup>            | 10<br>1%                           | 15<br>2% <sup>n</sup>             | 9<br>1%                           | 8<br>1%                           | 12<br>2%                          | 5<br>1%                                         | 13<br>2%                  | 14<br>2%                  | 18<br>2% <sup>nryz</sup>  | 8<br>1%                    | 22<br>3% <sup>nryz</sup>  | 20<br>2% <sup>nryz</sup>   |
| Average number of mentions                     | 2.29                      | 2.51 <sup>ac</sup><br>e   | 2.34                      | 2.46 <sup>a</sup>         | 2.35                       | 2.57 <sup>ace</sup><br>n   | 2.60 <sup>ace</sup><br>n   | 2.56 <sup>ace</sup><br>n         | 2.71 <sup>abc</sup><br>den         | 2.58 <sup>ace</sup><br>n          | 2.60 <sup>ace</sup><br>n          | 2.66 <sup>abc</sup><br>den        | 2.63 <sup>acd</sup><br>en         | 2.37                                            | 2.61 <sup>n</sup>         | 2.69 <sup>n</sup>         | 2.67 <sup>n</sup>         | 2.84 <sup>nop</sup><br>qsA | 2.62 <sup>n</sup>         | 2.71 <sup>n</sup>          |
| 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                      | 1.35                      | 1.49                       | 1.51                      | 1.48                       |
| 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                       |





**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                      | 851                          | 905                          | 867                          | 920                           | 921                           | 906                           | 890                           | 872                           |
| Weighted Base                                        | 801                          | 799                          | 806                          | 815                           | 825                           | 810                           | 823                           | 812                           |
| Other                                                | 19<br>2%                     | 20<br>3%                     | 17<br>2%                     | 19<br>2%                      | 16<br>2%                      | 12<br>2%                      | 15<br>2%                      | 15<br>2%                      |
| Net : Hygiene<br>certificate /Hygiene<br>certificate | 425<br>53%opqr<br>s          | 420<br>53%opqr<br>s          | 495<br>61%opqr<br>stuv       | 477<br>59%opqr<br>stuv        | 484<br>59%opqr<br>stuv        | 541<br>67%opqr<br>stuvwx<br>A | 496<br>60%opqr<br>stuv        | 494<br>61%                    |
| Don't know                                           | 17<br>2%nz                   | 21<br>3%nnwyz                | 9<br>1%                      | 14<br>2%                      | 9<br>1%                       | 7<br>1%                       | 14<br>2%                      | 11<br>1%                      |
| Average number of<br>mentions                        | 2.71n                        | 2.70n                        | 2.81nos                      | 2.77hos                       | 2.76no                        | 2.98nop<br>qstuvwx<br>yA      | 2.68n                         | 2.60                          |
| Standard deviation                                   | 1.47                         | 1.47                         | 1.53                         | 1.51                          | 1.55                          | 1.68                          | 1.58                          | 1.41                          |
| Standard error                                       | 0.05                         | 0.05                         | 0.05                         | 0.05                          | 0.05                          | 0.06                          | 0.05                          | 0.05                          |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)           | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g)             | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)    | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k)  | Wave 12<br>(May<br>16)<br>(l)  | Wave 13<br>(Nov<br>16)<br>(m)   | Wave 14<br>(May<br>17)<br>(n)             | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)            | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)      | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                         | 223                          | 190                                    | 230                          | 213                          | 214                          | 236                          | 193                                      | 222                          | 256                             | 226                           | 262                            | 244                            | 240                             | 203                                       | 244                          | 259                                     | 233                          | 274                               | 243                          | 277                          |
| Weighted Base                                           | 218                          | 208                                    | 222                          | 215                          | 214                          | 224                          | 214                                      | 217                          | 246                             | 231                           | 232                            | 213                            | 239                             | 246                                       | 260                          | 248                                     | 232                          | 282                               | 263                          | 277                          |
| General appearance of shop/restaurant/cafe/pub/takeaway | 104<br>47%                   | 115<br>55% <i>lm</i>                   | 115<br>52% <i>m</i>          | 119<br>56% <i>lm</i>         | 99<br>47%                    | 98<br>44%                    | 112<br>53% <i>m</i>                      | 103<br>47%                   | 107<br>44%                      | 108<br>47%                    | 111<br>48%                     | 112<br>52% <i>m</i>            | 97<br>41%                       | 123<br>50%                                | 147<br>57%                   | 173<br>70% <i>oqs<br/>tuwxy<br/>zAB</i> | 142<br>61% <i>suZ</i>        | 192<br>68% <i>ostu<br/>wxyzAB</i> | 132<br>50%                   | 164<br>59% <i>su</i>         |
| Reputation                                              | 90<br>41% <i>ejj<br/>kmn</i> | 91<br>44% <i>legi<br/>jkmn</i>         | 82<br>37% <i>m</i>           | 73<br>34%                    | 64<br>30%                    | 79<br>35% <i>m</i>           | 68<br>32%                                | 74<br>34%                    | 72<br>29%                       | 71<br>31%                     | 71<br>30%                      | 85<br>40% <i>ejjk<br/>m</i>    | 61<br>26%                       | 77<br>31%                                 | 102<br>39%                   | 124<br>50% <i>oqs<br/>tuwxy<br/>zAB</i> | 84<br>36%                    | 122<br>43% <i>uwxyA</i>           | 94<br>36%                    | 109<br>39%                   |
| Word of mouth                                           | 75<br>34% <i>ilm</i>         | 66<br>32%                              | 58<br>26%                    | 63<br>29%                    | 57<br>27%                    | 59<br>26%                    | 59<br>27%                                | 61<br>28%                    | 71<br>29%                       | 59<br>26%                     | 62<br>27%                      | 52<br>24%                      | 60<br>25%                       | 73<br>30%                                 | 93<br>36% <i>v</i>           | 103<br>42% <i>urst<br/>vwxyzA<br/>B</i> | 89<br>38% <i>vxAB</i>        | 94<br>33%                         | 79<br>30%                    | 83<br>30%                    |
| Appearance of people working there                      | 67<br>31%                    | 95<br>46% <i>ade<br/>fhijkl<br/>mn</i> | 81<br>36% <i>m</i>           | 76<br>36% <i>m</i>           | 58<br>27%                    | 73<br>33% <i>m</i>           | 101<br>47% <i>acde<br/>fhijklm<br/>n</i> | 68<br>31%                    | 75<br>31%                       | 67<br>29%                     | 68<br>29%                      | 71<br>34% <i>m</i>             | 57<br>24%                       | 70<br>29%                                 | 100<br>39%                   | 118<br>48% <i>low<br/>xyzA</i>          | 106<br>46% <i>xyA</i>        | 141<br>50% <i>otw<br/>xyzAB</i>   | 108<br>41%                   | 113<br>41%                   |
| Hygiene certificate                                     | 61<br>28% <i>n</i>           | 82<br>39% <i>an</i>                    | 71<br>32% <i>n</i>           | 87<br>41% <i>an</i>          | 91<br>43% <i>acn</i>         | 110<br>49% <i>acn</i>        | 90<br>42% <i>acn</i>                     | 99<br>45% <i>acn</i>         | 119<br>49% <i>acn</i>           | 102<br>44% <i>acn</i>         | 112<br>48% <i>acn</i>          | 100<br>47% <i>acn</i>          | 103<br>43% <i>acn</i>           | -                                         | 80<br>31% <i>B</i>           | 85<br>34% <i>B</i>                      | 89<br>38% <i>B</i>           | 108<br>38% <i>B</i>               | 109<br>42% <i>oB</i>         | 114<br>41% <i>oB</i>         |
| Hygiene sticker                                         | 22<br>10% <i>n</i>           | 44<br>21% <i>acn</i>                   | 28<br>12% <i>n</i>           | 38<br>18% <i>an</i>          | 51<br>24% <i>acn</i>         | 67<br>30% <i>acdn</i>        | 65<br>30% <i>acdn</i>                    | 72<br>33% <i>abcd<br/>en</i> | 102<br>41% <i>abcd<br/>efgn</i> | 90<br>39% <i>abcd<br/>en</i>  | 94<br>40% <i>abcd<br/>efgn</i> | 85<br>40% <i>abcd<br/>efgn</i> | 99<br>42% <i>abode<br/>fgrn</i> | -                                         | 43<br>17% <i>B</i>           | 43<br>17% <i>B</i>                      | 37<br>16% <i>B</i>           | 57<br>20% <i>B</i>                | 83<br>32% <i>opqr<br/>B</i>  | 81<br>29% <i>opqr<br/>B</i>  |
| Websites                                                | 13<br>6%                     | 11<br>5%                               | 15<br>7%                     | 16<br>7%                     | 20<br>9%                     | 18<br>8%                     | 19<br>9%                                 | 20<br>9%                     | 30<br>12% <i>ab</i>             | 22<br>9%                      | 26<br>11% <i>b</i>             | 27<br>13% <i>abc</i>           | 33<br>14% <i>abcd</i>           | 37<br>15% <i>abcd<br/>f</i>               | 21<br>8%                     | 15<br>6%                                | 23<br>10%                    | 27<br>10%                         | 19<br>7%                     | 40<br>14% <i>ops</i>         |
| Hygiene stickers/certificates displayed at premises     | -                            | -                                      | -                            | -                            | -                            | -                            | -                                        | -                            | -                               | -                             | -                              | -                              | -                               | 185<br>75% <i>abcd<br/>efghijk<br/>lm</i> | -                            | -                                       | -                            | -                                 | -                            | -                            |
| Other                                                   | 1<br>*                       | 2<br>1%                                | 4<br>2% <i>d</i>             | 4<br>2% <i>d</i>             | 2<br>1%                      | 3<br>1%                      | 1<br>1%                                  | 1<br>*                       | -                               | 4<br>2%                       | 6<br>3% <i>d</i>               | 1<br>*                         | 7<br>3% <i>d</i>                | 1<br>*                                    | 9<br>3% <i>x</i>             | 3<br>1%                                 | 3<br>1%                      | 9<br>3% <i>x</i>                  | 6<br>2%                      | 3<br>1%                      |

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



**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 7<br>(Nov<br>13)<br>(u)    | Wave 8<br>(May<br>14)<br>(v)     | Wave 9<br>(Nov<br>14)<br>(w)       | Wave 10<br>(May<br>15)<br>(x)   | Wave 11<br>(Nov<br>15)<br>(y)       | Wave 12<br>(May<br>16)<br>(z)       | Wave 13<br>(Nov<br>16)<br>(A)       | Wave 14<br>(May<br>17)<br>(B)       |
| Unweighted Base                                                | 246                             | 269                              | 268                                | 272                             | 281                                 | 273                                 | 298                                 | 267                                 |
| Weighted Base                                                  | 269                             | 268                              | 282                                | 285                             | 289                                 | 294                                 | 301                                 | 288                                 |
| General appearance of<br>shop/restaurant/cafe/pub<br>\takeaway | 134<br>50%                      | 158<br>59% <sup>su</sup>         | 159<br>56%                         | 166<br>58%                      | 157<br>55%                          | 152<br>52%                          | 163<br>54%                          | 157<br>54%                          |
| Reputation                                                     | 92<br>34%                       | 96<br>36%                        | 87<br>31%                          | 103<br>36%                      | 94<br>33%                           | 105<br>36%                          | 99<br>33%                           | 106<br>37%                          |
| Word of mouth                                                  | 97<br>36% <sup>w</sup>          | 68<br>25%                        | 84<br>30%                          | 81<br>28%                       | 92<br>32%                           | 87<br>30%                           | 85<br>28%                           | 83<br>29%                           |
| Appearance of people<br>working there                          | 112<br>42%                      | 104<br>39%                       | 108<br>38%                         | 98<br>34%                       | 100<br>35%                          | 114<br>39%                          | 109<br>36%                          | 115<br>40%                          |
| Hygiene certificate                                            | 133<br>49% <sup>opqr</sup><br>B | 114<br>43% <sup>oB</sup>         | 143<br>51% <sup>opqr</sup><br>stAB | 121<br>42% <sup>oB</sup>        | 152<br>53% <sup>opqr</sup><br>stvAB | 158<br>54% <sup>opqr</sup><br>stvAB | 124<br>41% <sup>oB</sup>            | -                                   |
| Hygiene sticker                                                | 88<br>33% <sup>opqr</sup><br>B  | 108<br>40% <sup>opqr</sup><br>tB | 116<br>41% <sup>opqr</sup><br>stB  | 103<br>36% <sup>opqr</sup><br>B | 118<br>41% <sup>opqr</sup><br>stB   | 132<br>45% <sup>opqr</sup><br>stuxB | 139<br>46% <sup>opqrs</sup><br>tuxB | -                                   |
| Websites                                                       | 35<br>13% <sup>ps</sup>         | 24<br>9%                         | 37<br>13% <sup>ps</sup>            | 40<br>14% <sup>ops</sup>        | 41<br>14% <sup>ops</sup>            | 54<br>18% <sup>opqr</sup><br>sv     | 45<br>15% <sup>opsv</sup>           | 52<br>18% <sup>opqrstv</sup>        |
| Hygiene stickers<br>\certificates displayed<br>at premises     | -                               | -                                | -                                  | -                               | -                                   | -                                   | -                                   | 194<br>68% <sup>opqrstuvwxyza</sup> |
| Other                                                          | 7<br>2% <sup>x</sup>            | 5<br>2%                          | 3<br>1%                            | 1<br>*                          | 3<br>1%                             | 3<br>1%                             | 6<br>2%                             | 7<br>2%                             |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)  | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 223                          | 190                          | 230                          | 213                          | 214                          | 236                          | 193                          | 222                          | 256                          | 226                           | 262                           | 244                           | 240                           | 203                            | 244                          | 259                          | 233                          | 274                          | 243                          | 277                          |
| Weighted Base                                  | 218                          | 208                          | 222                          | 215                          | 214                          | 224                          | 214                          | 217                          | 246                          | 231                           | 232                           | 213                           | 239                           | 246                            | 260                          | 248                          | 232                          | 282                          | 263                          | 277                          |
| Net : Hygiene certificate /Hygiene certificate | 73<br>33%                    | 94<br>45%a                   | 88<br>39%                    | 103<br>48%a                  | 118<br>55%ac                 | 139<br>62%abcd               | 124<br>58%abc                | 139<br>64%abcd               | 167<br>68%abcd<br>eg         | 150<br>65%abcd<br>e           | 153<br>66%abcd<br>e           | 143<br>67%abcd<br>e           | 152<br>64%abcd<br>e           | 185<br>75%abcd<br>defghj<br>km | 96<br>37%                    | 102<br>41%                   | 102<br>44%                   | 126<br>45%                   | 149<br>57%opqr               | 145<br>52%op                 |
| Don't know                                     | 2<br>1%                      | 3<br>1%                      | 6<br>3%                      | 3<br>2%                      | 5<br>2%                      | 8<br>4%                      | 1<br>1%                      | 6<br>3%                      | 5<br>2%                      | 7<br>3%                       | 3<br>1%                       | 3<br>1%                       | 6<br>2%                       | 3<br>1%                        | 7<br>3%z                     | 4<br>1%z                     | 4<br>2%z                     | 4<br>1%                      | 9<br>3%wzAB                  | 7<br>2%z                     |
| Average number of mentions                     | 2.01                         | 2.46ac                       | 2.10                         | 2.25a                        | 2.12                         | 2.35ac                       | 2.42ace                      | 2.36ac                       | 2.39ace                      | 2.33a                         | 2.39ace                       | 2.53ace                       | 2.22                          | 2.34a                          | 2.36                         | 2.73o                        | 2.52                         | 2.70o                        | 2.48                         | 2.61                         |
| 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                           | 1.46                         | 1.45                         | 1.27                         | 1.46                         | 1.43                         | 1.56                         |
| 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                         | 0.09                         | 0.08                         | 0.09                         | 0.09                         | 0.09                         |



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                      | 246                          | 269                          | 268                          | 272                           | 281                           | 273                           | 298                           | 267                           |
| Weighted Base                                        | 269                          | 268                          | 282                          | 285                           | 289                           | 294                           | 301                           | 288                           |
| Net : Hygiene<br>certificate /Hygiene<br>certificate | 171<br>63%opqr<br>t          | 169<br>63%opqr<br>t          | 191<br>68%opqr<br>st         | 169<br>59%opqr                | 186<br>65%opqr<br>t           | 214<br>73%opqr<br>stuvxy      | 197<br>65%opqr                | 194<br>68%opqrst              |
| Don't know                                           | 7<br>3%z                     | 2<br>1%                      | 1<br>1%                      | 3<br>1%                       | 4<br>1%z                      | -<br>-                        | 2<br>1%                       | 2<br>1%                       |
| Average number of<br>mentions                        | 2.66o                        | 2.55                         | 2.63o                        | 2.53                          | 2.66o                         | 2.74o                         | 2.58                          | 2.50                          |
| Standard deviation                                   | 1.50                         | 1.40                         | 1.44                         | 1.42                          | 1.61                          | 1.53                          | 1.62                          | 1.44                          |
| Standard error                                       | 0.10                         | 0.09                         | 0.09                         | 0.09                          | 0.10                          | 0.09                          | 0.09                          | 0.09                          |

**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<br>(Nov 10)<br>(a)    | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)      | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                         | 349                          | 401                       | 354                       | 354                       | 347                       | 373                       | 360                       | 364                       | 353                       | 346                        | 328                        | 362                        | 351                        | 324                             | 377                       | 379                       | 360                       | 432                       | 391                       | 392                       |
| Weighted Base                                           | 363                          | 396                       | 367                       | 370                       | 375                       | 372                       | 367                       | 370                       | 365                       | 354                        | 337                        | 386                        | 364                        | 342                             | 376                       | 384                       | 373                       | 412                       | 391                       | 368                       |
| General appearance of shop/restaurant/cafe/pub/takeaway | 262<br>72%efg<br>hklmn       | 261<br>66%fk              | 242<br>66%fk              | 268<br>72%efgh<br>klmn    | 241<br>64%k               | 214<br>58%                | 233<br>63%k               | 224<br>61%                | 231<br>63%k               | 231<br>65%kl               | 182<br>54%                 | 231<br>60%                 | 220<br>61%                 | 218<br>64%k                     | 263<br>70%A               | 280<br>73%stw<br>xzAB     | 255<br>68%                | 303<br>73%stwx<br>zAB     | 248<br>63%                | 242<br>66%                |
| Appearance of people working there                      | 208<br>57%efg<br>hijklm<br>n | 202<br>51%hn              | 204<br>55%eghk<br>ln      | 196<br>53%hn              | 172<br>46%                | 182<br>49%hn              | 168<br>46%                | 153<br>41%                | 181<br>50%hn              | 173<br>49%n                | 153<br>45%                 | 177<br>46%                 | 175<br>48%n                | 137<br>40%                      | 219<br>58%swA<br>B        | 234<br>61%stw<br>xAB      | 225<br>60%stwx<br>AB      | 239<br>58%swAB            | 197<br>51%                | 189<br>51%                |
| Reputation                                              | 166<br>46%gk                 | 189<br>48%legi<br>kn      | 169<br>46%gkn             | 163<br>44%                | 144<br>39%                | 159<br>43%                | 137<br>37%                | 162<br>44%                | 142<br>39%                | 149<br>42%                 | 124<br>37%                 | 151<br>39%                 | 154<br>42%                 | 131<br>38%                      | 153<br>41%                | 163<br>43%                | 166<br>44%                | 179<br>44%                | 165<br>42%                | 164<br>45%                |
| Word of mouth                                           | 149<br>41%gjn                | 142<br>36%                | 136<br>37%                | 130<br>35%                | 140<br>37%                | 129<br>35%                | 118<br>32%                | 133<br>36%                | 129<br>35%                | 114<br>32%                 | 114<br>34%                 | 133<br>34%                 | 139<br>38%n                | 105<br>31%                      | 129<br>34%                | 137<br>36%                | 135<br>36%                | 143<br>35%                | 135<br>35%                | 124<br>34%                |
| Hygiene certificate                                     | 109<br>30%n                  | 140<br>35%n               | 135<br>37%n               | 146<br>39%an              | 160<br>43%abn             | 171<br>46%abcn            | 171<br>47%abcn            | 163<br>44%abn             | 176<br>48%abcd<br>n       | 171<br>48%abcd<br>n        | 162<br>48%abcd<br>n        | 200<br>52%abcd<br>en       | 177<br>49%abcdn            | -                               | 102<br>27%B               | 102<br>27%B               | 109<br>29%B               | 132<br>32%B               | 145<br>37%opqB            | 151<br>41%opqrB           |
| Hygiene sticker                                         | 43<br>12%n                   | 61<br>15%n                | 56<br>15%n                | 88<br>24%abcn             | 86<br>23%abcn             | 104<br>28%abcn            | 103<br>28%abcn            | 127<br>34%abcd<br>en      | 142<br>39%abcd<br>efgn    | 152<br>43%abcd<br>efghn    | 142<br>42%abcd<br>efghn    | 156<br>40%abcd<br>efgn     | 165<br>45%abcde<br>fghn    | -                               | 42<br>11%B                | 52<br>14%B                | 43<br>12%B                | 80<br>19%oppB             | 77<br>20%oppqB            | 97<br>26%opqrsB           |
| Websites                                                | 24<br>7%                     | 27<br>7%                  | 29<br>8%                  | 26<br>7%                  | 28<br>7%                  | 31<br>8%                  | 31<br>8%                  | 31<br>9%                  | 47<br>13%abcd<br>e        | 53<br>15%abcd<br>efgh      | 56<br>17%abcd<br>efgh      | 67<br>17%abcd<br>efgh      | 66<br>18%abcd<br>efgh      | 48<br>14%abcd<br>efgh           | 16<br>4%                  | 18<br>5%                  | 23<br>6%                  | 30<br>7%                  | 26<br>7%                  | 29<br>8%                  |
| Hygiene stickers/certificates displayed at premises     | -                            | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 235<br>69%abcd<br>efghijk<br>lm | -                         | -                         | -                         | -                         | -                         | -                         |
| Other                                                   | 7<br>2%                      | 8<br>2%                   | 13<br>4%km                | 13<br>3%                  | 6<br>2%                   | 6<br>2%                   | 10<br>3%                  | 13<br>3%                  | 10<br>3%                  | 7<br>2%                    | 4<br>1%                    | 7<br>2%                    | 4<br>1%                    | 5<br>1%                         | 10<br>3%                  | 11<br>3%                  | 9<br>3%                   | 16<br>4%                  | 9<br>2%                   | 15<br>4%B                 |

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



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                | 424                          | 390                          | 390                          | 434                           | 391                           | 426                           | 362                           | 433                           |
| Weighted Base                                                  | 375                          | 386                          | 399                          | 389                           | 405                           | 391                           | 406                           | 415                           |
| General appearance of<br>shop/restaurant/cafe/pub<br>/takeaway | 260<br>69%A                  | 276<br>71%szAB               | 260<br>65%                   | 254<br>65%                    | 278<br>69%                    | 249<br>64%                    | 252<br>62%                    | 268<br>64%                    |
| Appearance of people<br>working there                          | 209<br>56%AB                 | 212<br>55%AB                 | 195<br>49%                   | 202<br>52%                    | 218<br>54%AB                  | 216<br>55%AB                  | 185<br>45%                    | 188<br>45%                    |
| Reputation                                                     | 153<br>41%                   | 159<br>41%                   | 189<br>47%xyA                | 147<br>36%                    | 161<br>40%                    | 163<br>42%                    | 160<br>39%                    | 174<br>42%                    |
| Word of mouth                                                  | 144<br>38%wy                 | 115<br>30%                   | 130<br>33%                   | 125<br>32%                    | 124<br>31%                    | 140<br>36%                    | 145<br>36%                    | 136<br>33%                    |
| Hygiene certificate                                            | 155<br>41%opqr<br>B          | 152<br>39%opqr<br>B          | 198<br>50%opqr<br>stuvAB     | 176<br>45%opqr<br>sB          | 181<br>45%opqr<br>sB          | 193<br>49%opqr<br>stuvAB      | 168<br>41%opqrB               | -                             |
| Hygiene sticker                                                | 98<br>26%opqr<br>sB          | 109<br>28%opqr<br>sB         | 134<br>34%opqr<br>stuvB      | 123<br>31%opqr<br>sB          | 133<br>33%opqr<br>suB         | 158<br>40%opqr<br>stuvxyB     | 162<br>40%opqrs<br>tuvxB      | -                             |
| Websites                                                       | 34<br>9%op                   | 29<br>8%                     | 43<br>11%opq                 | 36<br>9%op                    | 39<br>10%op                   | 44<br>11%opqs                 | 48<br>12%opqr<br>s            | 49<br>12%opqrs                |
| Hygiene stickers<br>/certificates displayed<br>at premises     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 245<br>59%opqrstuvwxyza       |
| Other                                                          | 9<br>2%                      | 13<br>3%                     | 8<br>2%                      | 13<br>3%                      | 12<br>3%                      | 9<br>2%                       | 7<br>2%                       | 7<br>2%                       |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 349                          | 401                          | 354                          | 354                          | 347                          | 373                          | 360                          | 364                          | 353                          | 346                           | 328                           | 362                           | 351                           | 324                           | 377                          | 379                          | 360                          | 432                          | 391                          | 392                          |
| Weighted Base                                  | 363                          | 396                          | 367                          | 370                          | 375                          | 372                          | 367                          | 370                          | 365                          | 354                           | 337                           | 386                           | 364                           | 342                           | 376                          | 384                          | 373                          | 412                          | 391                          | 368                          |
| Net : Hygiene certificate /Hygiene certificate | 128<br>35%                   | 159<br>40%                   | 159<br>43%a                  | 178<br>48%ab                 | 192<br>51%abc                | 210<br>56%abcd               | 215<br>59%abcd               | 216<br>59%abcd               | 241<br>66%abcd<br>ef         | 234<br>66%abcd<br>efgh        | 215<br>64%abcd<br>e           | 257<br>67%abcd<br>efgh        | 247<br>68%abcd<br>efgh        | 235<br>69%abcd<br>defgh       | 116<br>31%                   | 117<br>30%                   | 125<br>34%                   | 165<br>40%op                 | 167<br>43%opq                | 177<br>48%opqr               |
| Don't know                                     | 3<br>1%                      | 6<br>2%<br>n                 | 3<br>1%                      | 6<br>2%<br>n                 | 8<br>2%<br>n                 | 4<br>1%                      | 8<br>2%<br>n                 | 8<br>2%<br>n                 | 4<br>1%                      | 2<br>-                        | 4<br>1%                       | 4<br>1%                       | 6<br>2%<br>n                  | -                             | 5<br>1%<br>y                 | 8<br>2%<br>wy                | 8<br>2%<br>wy                | 9<br>3%<br>wyB               | 11<br>3%<br>wyB              | 9<br>2%<br>wyB               |
| Average number of mentions                     | 2.69                         | 2.64                         | 2.70                         | 2.83n                        | 2.66                         | 2.71                         | 2.70                         | 2.78                         | 2.93abe<br>n                 | 2.98abc<br>efgn               | 2.81n                         | 2.93abe<br>n                  | 3.08abc<br>defghkn            | 2.57                          | 2.52                         | 2.65                         | 2.65                         | 2.79o                        | 2.64                         | 2.82oB                       |
| 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                          | 1.32                         | 1.38                         | 1.42                         | 1.48                         | 1.53                         | 1.57                         |
| 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                          | 0.07                         | 0.07                         | 0.08                         | 0.07                         | 0.08                         | 0.08                         |





**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                      | 424                          | 390                          | 390                          | 434                           | 391                           | 426                           | 362                           | 433                           |
| Weighted Base                                        | 375                          | 386                          | 399                          | 389                           | 405                           | 391                           | 406                           | 415                           |
| Net : Hygiene<br>certificate /Hygiene<br>certificate | 186<br>50%opqr               | 196<br>51%opqr<br>s          | 243<br>61%opqr<br>stuv       | 222<br>57%opqr<br>stu         | 233<br>58%opqr<br>stu         | 252<br>64%opqr<br>stuvx       | 243<br>60%opqr<br>stuv        | 245<br>59%opqrstuv            |
| Don't know                                           | 7<br>2%wy                    | 7<br>2%wy                    | 1<br>*                       | 5<br>1%y                      | -                             | 3<br>1%                       | 4<br>1%                       | 3<br>1%                       |
| Average number of<br>mentions                        | 2.89opq<br>sB                | 2.81oB                       | 2.92opq<br>sB                | 2.80oB                        | 2.83oB                        | 3.03opq<br>rsB                | 2.80o                         | 2.59                          |
| Standard deviation                                   | 1.48                         | 1.55                         | 1.59                         | 1.51                          | 1.53                          | 1.68                          | 1.55                          | 1.43                          |
| Standard error                                       | 0.07                         | 0.08                         | 0.08                         | 0.07                          | 0.08                          | 0.08                          | 0.08                          | 0.07                          |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)    | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)  | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                | 329                          | 324                          | 321                          | 361                       | 358                          | 391                       | 389                       | 355                       | 421                          | 463                        | 410                        | 419                         | 421                        | 478                        |
| Weighted Base                                                  | 238                          | 261                          | 254                          | 253                       | 267                          | 265                       | 266                       | 256                       | 267                          | 272                        | 273                        | 272                         | 271                        | 282                        |
| General appearance of<br>shop/restaurant/cafe/pub<br>/takeaway | 175<br>74%efj<br>m           | 196<br>75%efg<br>jm          | 173<br>68%<br>69%            | 181<br>71%ej              | 168<br>63%                   | 174<br>65%                | 179<br>67%                | 179<br>70%ej              | 187<br>70%ej                 | 170<br>63%                 | 189<br>69%                 | 192<br>70%ej                | 178<br>65%                 | 204<br>72%efjm             |
| Appearance of people<br>working there                          | 147<br>62%ehj<br>mn          | 155<br>59%mn                 | 150<br>59%mn                 | 159<br>63%ehjmn           | 143<br>53%                   | 156<br>59%mn              | 152<br>57%mn              | 137<br>54%                | 163<br>61%emn                | 147<br>54%                 | 157<br>57%mn               | 164<br>60%mn                | 132<br>49%                 | 138<br>49%                 |
| Reputation                                                     | 102<br>43%gkm<br>n           | 113<br>44%egj<br>kmn         | 99<br>39%<br>m               | 103<br>41%<br>m           | 96<br>36%                    | 114<br>43%gkmn            | 93<br>35%                 | 95<br>37%                 | 101<br>38%<br>m              | 99<br>36%                  | 93<br>34%                  | 100<br>37%                  | 83<br>30%                  | 99<br>35%                  |
| Word of mouth                                                  | 81<br>34%<br>mn              | 82<br>32%                    | 79<br>31%                    | 81<br>32%                 | 91<br>34%<br>mn              | 81<br>31%                 | 84<br>31%                 | 80<br>31%                 | 100<br>37%<br>jmn            | 81<br>30%                  | 87<br>32%                  | 90<br>33%<br>n              | 72<br>27%                  | 75<br>27%                  |
| Hygiene certificate                                            | 54<br>23%<br>n               | 45<br>17%<br>n               | 47<br>19%<br>n               | 53<br>21%<br>n            | 68<br>25%<br>bcn             | 68<br>26%<br>bcn          | 62<br>23%<br>n            | 66<br>26%<br>bcn          | 96<br>36%<br>abcdefg<br>hlmn | 86<br>32%<br>abcogn        | 81<br>29%<br>abcdn         | 78<br>29%<br>bcdn           | 73<br>27%<br>bcn           | -                          |
| Hygiene sticker                                                | 27<br>11%<br>n               | 25<br>10%<br>n               | 20<br>8%<br>n                | 31<br>12%<br>n            | 33<br>12%<br>n               | 40<br>15%<br>bcn          | 40<br>15%<br>bcn          | 38<br>15%<br>bcn          | 55<br>21%<br>abcdefg<br>hn   | 66<br>24%<br>abcdefg<br>h  | 65<br>24%<br>abcdefg<br>hn | 74<br>27%<br>abcdefg<br>h   | 66<br>24%<br>abcdefg<br>h  | -                          |
| Websites                                                       | 4<br>2%                      | 4<br>2%                      | 2<br>1%                      | 6<br>2%                   | 2<br>1%                      | 9<br>3%<br>ce             | 8<br>3%                   | 7<br>3%                   | 11<br>4%<br>bce              | 10<br>4%<br>ce             | 14<br>5%<br>abcde          | 21<br>8%<br>abcdefgh<br>jmn | 9<br>3%<br>ce              | 11<br>4%<br>ce             |
| Hygiene stickers<br>/certificates displayed<br>at premises     | -                            | -                            | -                            | -                         | -                            | -                         | -                         | -                         | -                            | -                          | -                          | -                           | -                          | 112<br>40%<br>abcdeghijklm |
| Other                                                          | 8<br>3%                      | 10<br>4%                     | 7<br>3%                      | 6<br>2%                   | 5<br>2%                      | 11<br>4%                  | 9<br>3%                   | 5<br>2%                   | 11<br>4%                     | 9<br>3%                    | 6<br>2%                    | 11<br>4%                    | 6<br>2%                    | 11<br>4%                   |
| Net : Hygiene<br>certificate /Hygiene<br>certificate           | 62<br>26%<br>n               | 52<br>20%<br>n               | 57<br>22%<br>n               | 63<br>25%<br>n            | 80<br>30%<br>bc              | 81<br>30%<br>bc           | 76<br>28%<br>b            | 81<br>32%<br>bcd          | 112<br>42%<br>abcdefg<br>h   | 119<br>44%<br>abcdefg<br>h | 108<br>40%<br>abcdefg<br>h | 113<br>42%<br>abcdefg<br>h  | 108<br>40%<br>abcdefg<br>h | 112<br>40%<br>abcdefg<br>h |
| Don't know                                                     | 4<br>1%                      | 5<br>2%                      | 14<br>5%<br>ablmi            | 10<br>4%                  | 9<br>3%                      | 11<br>4%<br>a             | 13<br>5%<br>al            | 11<br>4%<br>al            | 7<br>3%                      | 13<br>5%<br>al             | 7<br>3%                    | 5<br>2%                     | 6<br>2%                    | 8<br>3%                    |
| <b>Average number of<br/>mentions</b>                          | <b>2.55m</b>                 | <b>2.48</b>                  | <b>2.40</b>                  | <b>2.54m</b>              | <b>2.35</b>                  | <b>2.57emn</b>            | <b>2.47</b>               | <b>2.48</b>               | <b>2.79abcdef<br/>ghjmn</b>  | <b>2.58emn</b>             | <b>2.60emn</b>             | <b>2.72bceghm<br/>n</b>     | <b>2.33</b>                | <b>2.37</b>                |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base    | 329                          | 324                          | 321                          | 361                       | 358                       | 391                       | 389                       | 355                       | 421                       | 463                        | 410                        | 419                        | 421                        | 478                        |
| Weighted Base      | 238                          | 261                          | 254                          | 253                       | 267                       | 265                       | 266                       | 256                       | 267                       | 272                        | 273                        | 272                        | 271                        | 282                        |
| 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                       |
| 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                       |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)   | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)   | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                         | 1385                         | 1408                           | 1378                         | 1497                         | 1413                         | 1478                         | 1394                         | 1431                         | 1482                         | 1530                          | 1482                          | 1521                          | 1475                          | 1510                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                           | 1323                         | 1358                           | 1333                         | 1403                         | 1381                         | 1383                         | 1349                         | 1376                         | 1410                         | 1404                          | 1410                          | 1430                          | 1406                          | 1397                            | **                           | **                           | **                           | **                           | **                           | **                           |
| General appearance of shop/restaurant/cafe/pub/takeaway | 864<br>65%efi<br>klm         | 931<br>69%cef<br>ghijkl<br>mn  | 851<br>64%efkl<br>m          | 967<br>69%cefg<br>hijklmn    | 811<br>59%                   | 822<br>59%                   | 840<br>62%km                 | 862<br>63%em                 | 855<br>61%                   | 865<br>62%km                  | 840<br>60%                    | 858<br>60%                    | 808<br>57%                    | 867<br>62%km                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Appearance of people working there                      | 666<br>50%ehj<br>kmn         | 732<br>54%efg<br>hijklm        | 697<br>52%efhi<br>jklmn      | 737<br>53%efhi<br>jklmn      | 626<br>45%mn                 | 657<br>48%lmn                | 673<br>50%ehjk<br>mn         | 631<br>46%mn                 | 658<br>47%mn                 | 628<br>45%                    | 642<br>45%mn                  | 680<br>48%mn                  | 579<br>41%                    | 580<br>42%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Reputation                                              | 543<br>41%gkm                | 617<br>45%acd<br>eghijk<br>lmn | 546<br>41%gkm                | 585<br>42%gikm<br>n          | 526<br>38%                   | 578<br>42%gikm<br>n          | 490<br>36%                   | 536<br>39%                   | 546<br>39%                   | 533<br>38%                    | 500<br>35%                    | 570<br>40%km                  | 501<br>36%                    | 530<br>38%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Word of mouth                                           | 471<br>36%dh<br>jkmn         | 475<br>35%fhj<br>kn            | 440<br>33%                   | 447<br>32%                   | 464<br>34%h                  | 434<br>31%                   | 453<br>34%h                  | 406<br>30%                   | 474<br>34%h                  | 432<br>31%                    | 440<br>31%                    | 471<br>33%                    | 448<br>32%                    | 422<br>30%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Hygiene certificate                                     | 379<br>29%n                  | 420<br>31%n                    | 408<br>31%n                  | 471<br>34%an                 | 511<br>37%abcn               | 555<br>40%abcd<br>n          | 549<br>41%abcd<br>n          | 531<br>39%abcd<br>n          | 665<br>47%abcd<br>efghjmn    | 600<br>43%abcd<br>eh          | 624<br>44%abcd<br>efh         | 681<br>49%abcd<br>efghjmn     | 584<br>42%abcde<br>n          | -                               | -                            | -                            | -                            | -                            | -                            |                              |
| Hygiene sticker                                         | 157<br>12%n                  | 216<br>16%acn                  | 161<br>12%n                  | 261<br>19%acn                | 282<br>20%abcn               | 342<br>25%abcd<br>en         | 353<br>26%abcd<br>en         | 397<br>29%abcd<br>efn        | 478<br>34%abcd<br>efghn      | 473<br>34%abcd<br>efghn       | 497<br>35%abcd<br>efghn       | 549<br>38%abcd<br>efghijn     | 549<br>39%abcde<br>fghijkn    | -                               | -                            | -                            | -                            | -                            | -                            |                              |
| Websites                                                | 67<br>5%                     | 71<br>5%                       | 83<br>6%                     | 97<br>7%a                    | 90<br>7%                     | 119<br>9%abce                | 118<br>9%abce                | 102<br>7%ab                  | 161<br>11%abcd<br>efgh       | 150<br>11%abcd<br>eh          | 168<br>12%abcd<br>efgh        | 203<br>14%abcd<br>efghij      | 188<br>13%abcd<br>efghj       | 182<br>13%abcd<br>efgh          | -                            | -                            | -                            | -                            | -                            | -                            |
| Hygiene stickers/certificates displayed at premises     | -                            | -                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 849<br>61%abcd<br>efghijk<br>lm | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                   | 28<br>2%                     | 33<br>2%                       | 34<br>3%                     | 44<br>3%en                   | 26<br>2%                     | 35<br>2%                     | 32<br>2%                     | 37<br>3%                     | 31<br>2%                     | 32<br>2%                      | 29<br>2%                      | 31<br>2%                      | 28<br>2%                      | 25<br>2%                        | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                 | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| General appearance of<br>shop/restaurant/cafepub<br>/takeaway | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Appearance of people<br>working there                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Reputation                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Word of mouth                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hygiene certificate                                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hygiene sticker                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Websites                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hygiene stickers<br>/certificates displayed<br>at premises    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Other                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                | 1385                         | 1408                         | 1378                         | 1497                         | 1413                         | 1478                         | 1394                         | 1431                         | 1482                         | 1530                          | 1482                          | 1521                          | 1475                          | 1510                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                  | 1323                         | 1358                         | 1333                         | 1403                         | 1381                         | 1383                         | 1349                         | 1376                         | 1410                         | 1404                          | 1410                          | 1430                          | 1406                          | 1397                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Net : Hygiene certificate /Hygiene certificate | 442<br>33%                   | 489<br>36%                   | 481<br>36%                   | 568<br>40%abc                | 626<br>45%abcd               | 679<br>49%abcd               | 697<br>52%abcd               | 718<br>52%abcd               | 857<br>61%abcd               | 810<br>58%abcd                | 810<br>57%abcd                | 908<br>63%abcd                | 838<br>60%abcd                | 849<br>61%abcd                | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                     | 18<br>1%                     | 23<br>2%                     | 34<br>3%aikn                 | 32<br>2%ikn                  | 40<br>3%abikl<br>mm          | 35<br>3%aikn                 | 33<br>2%ikn                  | 32<br>2%ikn                  | 17<br>1%                     | 28<br>2%l                     | 17<br>1%                      | 13<br>1%                      | 22<br>2%                      | 15<br>1%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                     | 2.43                         | 2.62ac<br>en                 | 2.48                         | 2.63ace<br>n                 | 2.49                         | 2.63ace<br>n                 | 2.67ace<br>n                 | 2.61ace                      | 2.78abc<br>defhn             | 2.70ace<br>n                  | 2.68ace                       | 2.85abc<br>defghk<br>mm       | 2.66ace<br>n                  | 2.50                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                  | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Net : Hygiene certificate /Hygiene certificate | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Average number of mentions                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard deviation                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard error                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c)  | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)  | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                         | 81                           | 83                           | 74                            | 90                           | 88                           | 79                           | 87                           | 68                           | 97                           | 97                            | 76                            | 91                            | 94                            | 89                             | 56                           | 62                           | 46                           | 47                           | 52                           | 112                          |
| Weighted Base                                           | 79*                          | 79*                          | 71*                           | 82*                          | 78*                          | 73*                          | 83*                          | 64*                          | 89*                          | 76*                           | 73*                           | 73*                           | 82*                           | 81*                            | 52*                          | 59*                          | 45*                          | 48*                          | 50*                          | 50                           |
| General appearance of shop/restaurant/cafe/pub/takeaway | 52<br>66%gjn                 | 53<br>68%gjn                 | 59<br>83%abef<br>ghijklm<br>n | 65<br>79%efgh<br>ijklmn      | 46<br>59%                    | 40<br>55%                    | 38<br>45%                    | 37<br>58%                    | 50<br>56%                    | 34<br>44%                     | 38<br>53%                     | 39<br>54%                     | 45<br>55%                     | 36<br>45%                      | 34<br>65%q                   | 40<br>69%q                   | 18<br>40%                    | 32<br>67%q                   | 31<br>62%q                   | 31<br>62%q                   |
| Appearance of people working there                      | 42<br>53%hikm<br>n           | 33<br>42%hn                  | 51<br>72%abef<br>ghijklm<br>n | 50<br>60%bfg<br>hijklmn      | 32<br>41%n                   | 26<br>36%                    | 35<br>43%hn                  | 17<br>26%                    | 26<br>29%                    | 30<br>40%n                    | 25<br>34%                     | 31<br>43%hn                   | 28<br>34%                     | 20<br>25%                      | 34<br>65%qsv                 | 38<br>64%qsv                 | 18<br>40%                    | 23<br>48%                    | 20<br>40%                    | 30<br>61%qsv                 |
| Reputation                                              | 37<br>47%ejk<br>lmn          | 36<br>48%ejk<br>lmn          | 35<br>49%eijk<br>lmn          | 35<br>43%iklm<br>n           | 22<br>29%                    | 29<br>40%ikmn                | 30<br>36%n                   | 24<br>37%n                   | 30<br>33%n                   | 17<br>23%                     | 17<br>24%                     | 18<br>25%                     | 19<br>23%                     | 15<br>18%                      | 33<br>63%qst<br>uvwzAB       | 28<br>48%wz                  | 19<br>42%                    | 21<br>43%                    | 15<br>23%                    | 18<br>36%                    |
| Word of mouth                                           | 35<br>45%eij<br>klmn         | 28<br>36%klm<br>n            | 33<br>46%eijk<br>lmn          | 36<br>44%eijk<br>lmn         | 22<br>28%n                   | 22<br>30%lmn                 | 29<br>35%lmn                 | 21<br>32%mn                  | 24<br>27%n                   | 17<br>23%                     | 15<br>21%                     | 15<br>20%                     | 13<br>16%                     | 10<br>12%                      | 21<br>40%x                   | 27<br>46%wxz                 | 23<br>52%uwz<br>xz           | 28<br>58%stuw<br>xz          | 16<br>32%                    | 20<br>40%wx                  |
| Hygiene certificate                                     | 12<br>15%n                   | 14<br>17%n                   | 20<br>28%an                   | 27<br>33%abn                 | 35<br>45%abcm<br>n           | 30<br>41%abn                 | 37<br>45%abcm<br>n           | 33<br>51%abcd<br>lmn         | 32<br>36%abn                 | 34<br>45%abcm<br>n            | 35<br>49%abcd<br>lmn          | 23<br>31%abn                  | 24<br>30%an                   | -                              | 16<br>30%B                   | 20<br>34%B                   | 24<br>54%opB                 | 28<br>58%opAB                | 28<br>55%opAB                | 29<br>57%opuAB               |
| Websites                                                | 7<br>9%                      | 4<br>4%                      | 2<br>3%                       | 3<br>4%                      | 3<br>3%                      | 6<br>8%                      | 3<br>4%                      | 5<br>8%                      | 5<br>5%                      | 7<br>10%                      | 3<br>4%                       | 8<br>11%                      | 3<br>4%                       | 3<br>4%                        | 4<br>8%                      | 2<br>3%                      | 8<br>17%ptwz                 | 5<br>10%                     | 3<br>5%                      | 2<br>3%                      |
| Hygiene sticker                                         | 7<br>8%n                     | 3<br>4%                      | 8<br>11%n                     | 16<br>19%bn                  | 22<br>29%abcn                | 20<br>28%abcn                | 18<br>22%abn                 | 30<br>47%abcd<br>efgn        | 41<br>46%abcd<br>efgn        | 42<br>55%abcd                 | 31<br>42%abcd<br>gn           | 31<br>42%abcd<br>gn           | 39<br>49%abcde                | -                              | 14<br>27%pB                  | 6<br>10%B                    | 16<br>35%pB                  | 18<br>37%pB                  | 26<br>52%opB                 | 26<br>52%opuxB               |
| Hygiene stickers/certificates displayed at premises     | -                            | -                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 59<br>73%abcd<br>efghijk<br>lm | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                   | 4<br>5%j                     | -                            | -                             | 4<br>5%                      | 2<br>2%                      | 1<br>2%                      | 3<br>4%                      | -                            | -                            | 1<br>1%                       | 2<br>3%                       | 1<br>1%                       | 2<br>3%                       | 5<br>6%bcd                     | 2<br>4%                      | -                            | 1<br>3%                      | -                            | -                            | 2<br>5%puzA                  |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v)      | Wave 9<br>(Nov<br>14)<br>(w)        | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B)  |
| Unweighted Base                                                | 131                          | 101                               | 109                                 | 114                           | 114                           | 112                           | 103                           | 106                            |
| Weighted Base                                                  | 60                           | 56*                               | 59*                                 | 51                            | 53                            | 54                            | 93*                           | 95*                            |
| General appearance of<br>shop/restaurant/cafe/pub<br>/takeaway | 41<br>69%q                   | 41<br>73%qx                       | 40<br>68%q                          | 30<br>59%q                    | 39<br>73%qx                   | 39<br>73%qx                   | 56<br>60%q                    | 65<br>69%q                     |
| Appearance of people<br>working there                          | 34<br>57% <i>s</i>           | 26<br>46%                         | 38<br>64% <i>qsv</i>                | 28<br>56%                     | 29<br>54%                     | 31<br>57%                     | 51<br>55%                     | 48<br>51%                      |
| Reputation                                                     | 24<br>40% <i>w</i>           | 26<br>47% <i>swz</i>              | 16<br>27%                           | 18<br>35%                     | 25<br>47% <i>swz</i>          | 15<br>28%                     | 37<br>40%                     | 43<br>45% <i>wz</i>            |
| Word of mouth                                                  | 19<br>32%                    | 30<br>53% <i>suwx</i><br><i>z</i> | 15<br>25%                           | 12<br>23%                     | 23<br>44% <i>wxz</i>          | 15<br>29%                     | 39<br>41% <i>wx</i>           | 39<br>41% <i>wx</i>            |
| Hygiene certificate                                            | 25<br>42% <i>B</i>           | 31<br>54% <i>opAB</i>             | 36<br>60% <i>opux</i><br><i>zAB</i> | 22<br>44% <i>B</i>            | 28<br>53% <i>opAB</i>         | 24<br>45% <i>B</i>            | 35<br>38% <i>B</i>            | -                              |
| Websites                                                       | 5<br>9% <i>z</i>             | 5<br>8%                           | 3<br>5%                             | 3<br>6%                       | 5<br>10% <i>z</i>             | 1<br>3%                       | 10<br>10% <i>z</i>            | 12<br>13% <i>ptz</i>           |
| Hygiene sticker                                                | 22<br>37% <i>pB</i>          | 26<br>46% <i>opB</i>              | 31<br>52% <i>opux</i><br><i>B</i>   | 19<br>38% <i>pB</i>           | 24<br>45% <i>opB</i>          | 24<br>45% <i>opB</i>          | 43<br>46% <i>opB</i>          | -                              |
| Hygiene stickers<br>/certificates displayed<br>at premises     | -                            | -                                 | -                                   | -                             | -                             | -                             | -                             | 64<br>68% <i>opqrstuvwxyzA</i> |
| Other                                                          | -                            | 1<br>1%                           | 1<br>1%                             | *<br>1%                       | -                             | -                             | -                             | 1<br>1%                        |

**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                | 81                        | 83                        | 74                        | 90                        | 88                        | 79                        | 87                        | 68                        | 97                        | 76                         | 91                         | 94                         | 89                         | 56                         | 62                        | 46                        | 47                        | 52                        | 112                       |                           |
| Weighted Base                                  | 79*                       | 79*                       | 71*                       | 82*                       | 78*                       | 73*                       | 83*                       | 64*                       | 89*                       | 76*                        | 73*                        | 82*                        | 81*                        | 52*                        | 59*                       | 45*                       | 48*                       | 50*                       | 50                        |                           |
| Net : Hygiene certificate /Hygiene certificate | 14<br>18%                 | 14<br>17%                 | 21<br>30%                 | 32<br>39%ab               | 43<br>55%abc              | 38<br>53%abc              | 44<br>53%abc              | 44<br>68%abcd             | 57<br>64%abcd             | 55<br>73%abcd              | 52<br>72%abcd              | 41<br>57%abcd              | 52<br>63%abcd              | 59<br>73%abcd              | 18<br>34%                 | 22<br>38%                 | 29<br>64%op               | 35<br>73%opu              | 38<br>75%opux             | 33<br>67%opuz             |
| Don't know                                     | 2<br>2%                   | 3<br>4%                   | 1<br>2%                   | -                         | 2<br>2%                   | 4<br>5%di                 | 2<br>2%                   | 2<br>3%                   | -                         | *                          | 1<br>1%                    | 1<br>2%                    | 3<br>4%                    | 1<br>1%                    | -                         | -                         | -                         | -                         | -                         | 1%                        |
| Average number of mentions                     | 2.54n                     | 2.26n                     | 2.98bef<br>gijkimn        | 2.87bei<br>klmn           | 2.40n                     | 2.53n                     | 2.39n                     | 2.69n                     | 2.32n                     | 2.41n                      | 2.32n                      | 2.31n                      | 2.22                       | 1.84                       | 3.02                      | 2.74                      | 2.84                      | 3.22x                     | 2.77                      | 3.16x                     |
| 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                       | 1.80                      | 1.19                      | 1.70                      | 1.33                      | 1.27                      | 1.55                      |
| 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                       | 0.24                      | 0.15                      | 0.25                      | 0.19                      | 0.18                      | 0.15                      |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                | 131                          | 101                          | 109                          | 114                           | 114                           | 112                           | 103                           | 106                           |
| Weighted Base                                  | 60                           | 56*                          | 59*                          | 51                            | 53                            | 54                            | 93*                           | 95*                           |
| Net : Hygiene certificate /Hygiene certificate | 31<br>52%o                   | 39<br>69%opu                 | 40<br>67%opu                 | 29<br>58%op                   | 34<br>64%op                   | 30<br>57%op                   | 56<br>60%op                   | 64<br>68%opu                  |
| Don't know                                     | 1<br>2%                      | -                            | 2<br>3%                      | *<br>1%                       | -                             | *<br>1%                       | -                             | -                             |
| Average number of mentions                     | 2.93                         | 3.27px                       | 3.10x                        | 2.63                          | 3.26pxz                       | 2.81                          | 2.91                          | 2.88                          |
| Standard deviation                             | 1.62                         | 1.93                         | 1.55                         | 1.41                          | 1.79                          | 1.40                          | 1.70                          | 1.74                          |
| Standard error                                 | 0.14                         | 0.19                         | 0.15                         | 0.13                          | 0.17                          | 0.13                          | 0.17                          | 0.17                          |

**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)      | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d)   | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                         | 1522                      | 1553                           | 1498                      | 1634                        | 1553                      | 1669                      | 1612                      | 1600                      | 1688                      | 1741                       | 1672                       | 1724                       | 1672                       | 1705                       |
| Weighted Base                                           | 1454                      | 1495                           | 1448                      | 1533                        | 1509                      | 1506                      | 1492                      | 1497                      | 1559                      | 1531                       | 1536                       | 1556                       | 1581                       | 1572                       |
| Word of mouth                                           | 527<br>36%fhj<br>klmn     | 530<br>35%lhj<br>kmn           | 496<br>34%hjn             | 511<br>33%n                 | 502<br>33%                | 476<br>32%                | 502<br>34%jn              | 457<br>31%                | 513<br>33%                | 461<br>30%                 | 478<br>31%                 | 501<br>32%                 | 500<br>32%                 | 471<br>30%                 |
| Reputation                                              | 613<br>42%eai<br>jkmn     | 681<br>46%cde<br>fghijk<br>lmn | 600<br>41%egjkmn          | 641<br>42%egjkmn            | 563<br>37%                | 625<br>41%egjkmn          | 543<br>36%                | 586<br>39%ukm             | 592<br>38%                | 568<br>37%                 | 542<br>35%                 | 603<br>39%km               | 557<br>35%                 | 588<br>37%                 |
| Appearance of people working there                      | 742<br>51%ehi<br>jkmn     | 804<br>54%efg<br>hijklm<br>n   | 766<br>53%efhijkl<br>mn   | 810<br>53%efhijkl<br>mn     | 678<br>45%n               | 714<br>47%mn              | 743<br>50%ehjkmn          | 673<br>45%n               | 722<br>46%mn              | 687<br>45%n                | 695<br>45%mn               | 742<br>48%mn               | 658<br>42%                 | 649<br>41%                 |
| General appearance of shop/restaurant/cafe/pub/takeaway | 950<br>65%efg<br>ijklmn   | 1025<br>69%cef<br>ghijkl<br>mn | 927<br>64%efklm           | 1063<br>69%acefghi<br>jklmn | 888<br>59%                | 892<br>59%                | 918<br>62%lm              | 941<br>63%efm             | 945<br>61%                | 929<br>61%                 | 917<br>60%                 | 936<br>60%                 | 909<br>57%                 | 968<br>62%lm               |
| Hygiene sticker                                         | 177<br>12%n               | 225<br>15%an                   | 184<br>13%n               | 294<br>19%abcn              | 330<br>22%abcn            | 389<br>26%abcden          | 393<br>26%abcden          | 454<br>30%abcdefg<br>n    | 549<br>35%abcdefg<br>hn   | 534<br>35%abcdefg<br>hn    | 552<br>36%abcdefg<br>hn    | 604<br>39%abcdefg<br>hjn   | 631<br>40%abcdefg<br>ijkn  | -                          |
| Hygiene certificate                                     | 406<br>28%n               | 453<br>30%n                    | 452<br>31%n               | 526<br>34%abn               | 574<br>38%abcdn           | 614<br>41%abcdn           | 612<br>41%abcdn           | 594<br>40%abcdn           | 733<br>47%abcdefg<br>hjmn | 656<br>43%abcden           | 688<br>45%abcdefg<br>hmn   | 728<br>47%abcdefg<br>hjmn  | 644<br>41%abcdn            | -                          |
| Hygiene stickers/certificates displayed at premises     | -                         | -                              | -                         | -                           | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 971<br>62%abcdefghijklm    |
| Websites                                                | 78<br>5%                  | 76<br>5%                       | 93<br>6%                  | 105<br>7%b                  | 96<br>6%                  | 126<br>8%abce             | 127<br>8%abce             | 112<br>7%ab               | 168<br>11%abcdefg<br>h    | 160<br>10%abcdeh           | 176<br>11%abcdefg<br>h     | 212<br>14%abcdefg<br>hj    | 201<br>13%abcdefg<br>h     | 197<br>13%abcdefg<br>h     |
| Other                                                   | 34<br>2%                  | 33<br>2%                       | 36<br>2%                  | 47<br>3%emn                 | 28<br>2%                  | 38<br>3%                  | 36<br>2%                  | 37<br>2%                  | 32<br>2%                  | 33<br>2%                   | 31<br>2%                   | 31<br>2%                   | 31<br>2%                   | 31<br>2%                   |



**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<br>(Nov 10)<br>(a)                      | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |                    |
| Unweighted Base                                | 1522                      | 1553                      | 1498                      | 1634                      | 1553                      | 1669                      | 1612                      | 1600                      | 1688                       | 1741                       | 1672                       | 1724                       | 1672                       | 1705               |
| Weighted Base                                  | 1454                      | 1495                      | 1448                      | 1533                      | 1509                      | 1506                      | 1492                      | 1497                      | 1559                       | 1531                       | 1536                       | 1556                       | 1581                       | 1572               |
| Net : Hygiene certificate /Hygiene certificate | 474<br>33%                | 525<br>35%                | 531<br>37%a               | 635<br>41%abc             | 706<br>47%abcd            | 751<br>50%abcd            | 771<br>52%abcde           | 801<br>54%abcdef          | 954<br>61%abcdefg          | 895<br>58%abcdefg          | 896<br>58%abcdefg          | 979<br>63%abcdefg          | 946<br>60%abcdefg          | 971<br>62%abcdefgh |
| Don't know                                     | 20<br>1%                  | 26<br>2%                  | 35<br>2%klm               | 32<br>2%ln                | 41<br>3%aklmn             | 39<br>3%akln              | 36<br>2%akln              | 34<br>2%ikln              | 19<br>1%                   | 29<br>2%ln                 | 18<br>1%                   | 15<br>1%                   | 25<br>2%                   | 16<br>1%           |
| Average number of mentions                     | 2.46                      | 2.61ae                    | 2.51                      | 2.67acen                  | 2.49                      | 2.64acen                  | 2.66acen                  | 2.64acen                  | 2.76abcelfh                | 2.68acen                   | 2.69acen                   | 2.83abcdef                 | 2.65acen                   | 2.49               |
| 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               |
| 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               |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                            | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                            | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                                              | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food Standards Agency                                                                      | 1448<br>79%km             | 1509<br>83%aeh<br>ijkmn   | 1480<br>81%eklmn          | 1489<br>81%eklmn          | 1414<br>78%k              | 1507<br>82%aeklmn         | 1494<br>82%aehiklm<br>n   | 1446<br>79%ukm            | 1423<br>78%k              | 1476<br>80%ekmn            | 1354<br>74%                | 1421<br>78%k               | 1405<br>76%                | 1408<br>77%                |
| Department of Health<br>(only show if England)                                             | 1368<br>75%ijk<br>mn      | 1387<br>76%sehi<br>jkmn   | 1370<br>75%ikmn           | 1404<br>77%sehijkim<br>n  | 1339<br>73%kmn            | 1369<br>74%ikmn           | 1389<br>76%shijkimn       | 1329<br>73%mn             | 1288<br>71%               | 1323<br>72%mn              | 1285<br>70%                | 1320<br>72%mn              | 1264<br>69%                | 1257<br>68%                |
| Office of Fair Trading                                                                     | 1356<br>74%sehi<br>jkmn   | 1376<br>76%sehi<br>jkmn   | 1369<br>75%sehijkim<br>n  | 1368<br>75%sehijkim<br>n  | 1286<br>71%kmn            | 1361<br>74%sehijkim<br>n  | 1356<br>74%sehijkim<br>n  | 1272<br>70%ukmn           | 1264<br>69%kmn            | 1279<br>70%ukmn            | 1207<br>66%                | 1245<br>68%                | 1199<br>65%                | 1216<br>66%                |
| Health & Safety<br>Executive                                                               | 1262<br>69%hk             | 1292<br>71%hij<br>klm     | 1327<br>72%aefhijk<br>lmn | 1294<br>71%hkml           | 1246<br>68%               | 1272<br>69%hk             | 1314<br>72%sehijkim<br>n  | 1195<br>66%               | 1240<br>68%               | 1246<br>68%                | 1194<br>65%                | 1210<br>66%                | 1234<br>67%                | 1260<br>69%k               |
| The British Medical<br>Association                                                         | 1246<br>68%ejk            | 1276<br>70%efh<br>jkmn    | 1276<br>70%efjkmn         | 1316<br>72%aefhijk<br>mn  | 1186<br>65%               | 1214<br>66%               | 1259<br>69%efjkm          | 1217<br>67%               | 1230<br>67%k              | 1197<br>65%                | 1169<br>64%                | 1258<br>69%ejk             | 1213<br>66%                | 1215<br>66%                |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 1224<br>67%               | 1285<br>71%aej<br>klmn    | 1308<br>71%aehijkl<br>mn  | 1314<br>72%aehijkl<br>mn  | 1233<br>68%               | 1275<br>69%kmn            | 1287<br>71%ajkmn          | 1244<br>68%km             | 1239<br>68%               | 1240<br>67%                | 1208<br>66%                | 1235<br>68%                | 1195<br>65%                | 1201<br>65%                |
| World Health<br>Organisation (WHO)                                                         | 1125<br>62%               | 1157<br>64%               | 1166<br>64%               | 1183<br>65%               | 1163<br>64%               | 1159<br>63%               | 1161<br>64%               | 1136<br>62%               | 1240<br>68%abcdefg<br>hjk | 1191<br>65%                | 1173<br>64%                | 1252<br>69%abcdefg<br>hjk  | 1207<br>66%ah              | 1255<br>68%abcdefghjk      |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 897<br>49%                | 965<br>53%aef<br>k        | 955<br>52%e               | 948<br>52%                | 888<br>49%                | 903<br>49%                | 959<br>53%aefk            | 937<br>51%                | 915<br>50%                | 936<br>51%                 | 896<br>49%                 | 970<br>53%aefk             | 939<br>51%                 | 928<br>51%                 |
| Office of Communications<br>(OFCOM)                                                        | 816<br>45%                | 843<br>46%                | 841<br>46%                | 958<br>52%abcfeh<br>km    | 865<br>47%                | 854<br>46%                | 924<br>51%abcfk           | 869<br>48%                | 913<br>50%abcf            | 881<br>48%                 | 860<br>47%                 | 918<br>50%abcf             | 884<br>48%a                | 949<br>52%abcfehkm         |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                         | 756<br>41%                | 780<br>43%                | 823<br>45%a               | 818<br>45%                | 762<br>42%                | 778<br>42%                | 815<br>45%a               | 782<br>43%                | 805<br>44%                | 802<br>44%                 | 776<br>43%                 | 826<br>45%aem              | 768<br>42%                 | 838<br>46%aefm             |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                     | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-------------------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                     | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                     | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                                       | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| British Dietetic Association (BDA)                                                  | 696<br>38%                | 676<br>37%                | 723<br>39%ef              | 673<br>37%                | 644<br>35%                | 656<br>36%                | 697<br>38%                | 676<br>37%                | 747<br>41%bdefhjk<br>mn   | 667<br>36%                 | 681<br>37%                 | 695<br>38%                 | 694<br>38%                 | 688<br>37%                 |
| Department for Public Health and Health Professions (only show if Wales)            | 59<br>3%b                 | 38<br>2%                  | 44<br>2%                  | 66<br>4%bchjl             | 63<br>3%bhj               | 57<br>3%                  | 55<br>3%                  | 42<br>2%                  | 65<br>4%bchjl             | 40<br>2%                   | 57<br>3%                   | 44<br>2%                   | 58<br>3%b                  | 59<br>3%b                  |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 46<br>3%                  | 41<br>2%                  | 36<br>2%                  | 30<br>2%                  | 37<br>2%                  | 40<br>2%                  | 37<br>2%                  | 42<br>2%                  | 46<br>3%                  | 40<br>2%                   | 37<br>2%                   | 41<br>2%                   | 82<br>4%abcdefgh<br>ijkl   | 84<br>5%abcdefghijkl       |
| Department for Rural Affairs (only show if Wales)                                   | 43<br>2%                  | 33<br>2%                  | 35<br>2%                  | 35<br>2%                  | 28<br>2%                  | 38<br>2%                  | 46<br>3%e                 | 33<br>2%                  | 49<br>3%e                 | 43<br>2%                   | 48<br>3%e                  | 34<br>2%                   | 46<br>2%e                  | 51<br>3%e                  |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 39<br>2%                  | 51<br>3%cdg               | 33<br>2%                  | 26<br>1%                  | 35<br>2%                  | 43<br>2%d                 | 33<br>2%                  | 37<br>2%                  | 41<br>2%                  | 38<br>2%                   | 37<br>2%                   | 40<br>2%                   | 67<br>4%acdefghi<br>jkl    | 72<br>4%acdefghijkl        |
| Public Health Agency (PHA) (only show if NI)                                        | 31<br>2%                  | 40<br>2%                  | 38<br>2%                  | 30<br>2%                  | 36<br>2%                  | 41<br>2%                  | 35<br>2%                  | 39<br>2%                  | 43<br>2%                  | 44<br>2%                   | 42<br>2%                   | 47<br>3%                   | 80<br>4%abcdefgh<br>ijkl   | 84<br>5%abcdefghijkl       |
| Safefood (only show if NI)                                                          | 31<br>2%                  | 26<br>1%                  | 25<br>1%                  | 28<br>2%                  | 31<br>2%                  | 38<br>2%                  | 32<br>2%                  | 29<br>2%                  | 41<br>2%                  | 40<br>2%                   | 29<br>2%                   | 45<br>2%bcd                | 64<br>3%abcdefgh<br>ijk    | 67<br>4%abcdefghijkl       |
| 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)               | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                           | WAVE                         |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                           | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                           | 1919                         | 1883                         | 1896                         | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                             | 1828                         | 1818                         | 1835                         | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Audit Scotland (only<br>show if Scotland) | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| None                                      | 66<br>4%                     | 59<br>3%                     | 76<br>4%                     | 66<br>4%                  | 81<br>4%                  | 86<br>5%b                 | 85<br>5%b                 | 102<br>6%abcdl            | 85<br>5%b                 | 88<br>5%b                  | 99<br>5%abd                | 74<br>4%                   | 100<br>5%abdl              | 90<br>5%b                  |
| Don't know                                | 18<br>1%                     | 17<br>1%                     | 12<br>1%                     | 15<br>1%                  | 29<br>2%cdlgh             | 12<br>1%                  | 9<br>-                    | 10<br>1%                  | 18<br>1%                  | 24<br>1%fgh                | 24<br>1%cdlgh              | 25<br>1%cdlgh              | 24<br>1%fgh                | 29<br>2%cdlgh              |
| Average number of<br>mentions             | 7.13                         | 7.34k                        | 7.36ak                       | 7.41aek                   | 7.15                      | 7.23                      | 7.45aefhjk<br>m           | 7.20                      | 7.31k                     | 7.22                       | 7.08                       | 7.29                       | 7.22                       | 7.35k                      |
| 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                       |
| 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                       |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                                            | FEMALE                       |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)              | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                            | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                                        | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                                                              | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                                        | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Food Standards Agency                                                                      | 705<br>80%k                  | 734<br>83%ehi<br>klmn        | 718<br>80%k                  | 712<br>81%ek                 | 682<br>77%                   | 720<br>81%k                  | 718<br>81%ekm                | 694<br>78%k                  | 695<br>78%k                  | 707<br>80%k                   | 651<br>73%                    | 689<br>78%k                   | 691<br>77%                    | 700<br>78%k                                | 743<br>79%                   | 776<br>83%nos<br>wyzA        | 762<br>81%yA                 | 777<br>82%yzA                | 731<br>78%                   | 787<br>83%noswyzA            |
| Office of Fair Trading                                                                     | 660<br>75%hjk<br>lmn         | 685<br>78%ehi<br>klmn        | 671<br>75%ehj<br>klmn        | 666<br>75%ehij<br>klmn       | 626<br>70%                   | 662<br>74%hijk<br>n          | 653<br>74%hikmn              | 610<br>69%                   | 633<br>71%k                  | 619<br>70%                    | 589<br>66%                    | 619<br>70%                    | 610<br>68%                    | 596<br>67%LA                               | 696<br>74%nwx<br>yzA         | 691<br>74%nwx<br>yzA         | 698<br>74%nwx<br>yzA         | 702<br>74%nwx<br>yzA         | 660<br>71%yA                 | 700<br>74%nwyzA              |
| Department of Health<br>(only show if England)                                             | 646<br>73%im                 | 682<br>77%ace<br>hijklm<br>n | 652<br>73%im                 | 671<br>76%ikmn               | 645<br>73%                   | 657<br>73%imn                | 669<br>76%ikmn               | 647<br>73%im                 | 628<br>70%                   | 642<br>72%                    | 617<br>69%                    | 641<br>72%                    | 610<br>68%                    | 615<br>69%                                 | 722<br>76%nwx<br>yzA         | 705<br>75%nWA                | 717<br>76%nwx<br>yzA         | 733<br>77%nwx<br>yzA         | 694<br>74%nA                 | 712<br>75%nWA                |
| Health & Safety<br>Executive                                                               | 633<br>72%                   | 657<br>75%hkl                | 663<br>74%hk                 | 647<br>73%hk                 | 627<br>70%                   | 633<br>71%                   | 649<br>73%hjk                | 608<br>69%                   | 630<br>71%                   | 625<br>70%                    | 609<br>68%                    | 623<br>70%                    | 634<br>71%                    | 629<br>70%wx<br>yzA                        | 629<br>67%                   | 635<br>68%vyz<br>A           | 664<br>71%svwx<br>yzA        | 647<br>68%vyzA               | 619<br>66%                   | 639<br>67%vyz                |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 605<br>69%                   | 634<br>72%kn                 | 649<br>73%kn                 | 652<br>74%ae<br>hijklmn      | 615<br>69%                   | 626<br>70%                   | 643<br>73%kn                 | 611<br>69%                   | 612<br>69%                   | 620<br>70%                    | 588<br>66%                    | 617<br>70%                    | 612<br>68%                    | 597<br>67%LA                               | 618<br>65%                   | 650<br>69%xA                 | 659<br>70%oxA                | 662<br>70%xA                 | 617<br>66%LA                 | 649<br>69%LA                 |
| The British Medical<br>Association                                                         | 600<br>68%                   | 637<br>72%ehk<br>n           | 643<br>72%ehkn               | 646<br>73%ae<br>hijklmn      | 580<br>65%                   | 614<br>69%                   | 616<br>70%k                  | 587<br>66%                   | 613<br>69%                   | 607<br>68%                    | 577<br>65%                    | 634<br>71%ehkn                | 623<br>70%k                   | 596<br>67%xA                               | 646<br>68%tx<br>A            | 639<br>68%tx<br>A            | 634<br>67%xA                 | 670<br>70%stwx<br>yA         | 607<br>65%                   | 600<br>63%                   |
| World Health<br>Organisation (WHO)                                                         | 538<br>61%                   | 577<br>65%                   | 585<br>65%                   | 593<br>67%a                  | 595<br>67%a                  | 586<br>66%                   | 583<br>66%a                  | 565<br>64%                   | 631<br>71%abcd<br>gh         | 602<br>68%a                   | 592<br>67%a                   | 638<br>72%abcd<br>efghk       | 620<br>69%ah<br>vwyzA         | 616<br>69%ah<br>vwyzA                      | 587<br>62%                   | 580<br>62%                   | 582<br>62%                   | 590<br>62%                   | 568<br>61%                   | 574<br>61%                   |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 434<br>49%                   | 476<br>54%ae                 | 477<br>53%                   | 470<br>53%                   | 436<br>49%                   | 452<br>51%                   | 479<br>54%ae                 | 449<br>51%                   | 463<br>52%                   | 456<br>51%                    | 443<br>50%                    | 493<br>56%ae<br>fghk          | 485<br>54%ae                  | 464<br>52%                                 | 463<br>49%                   | 489<br>52%t                  | 478<br>51%                   | 478<br>50%                   | 452<br>48%                   | 451<br>48%                   |
| Office of Communications<br>(OFCOM)                                                        | 417<br>47%                   | 431<br>49%                   | 447<br>50%                   | 505<br>57%abce<br>fghjkm     | 451<br>51%                   | 452<br>51%                   | 463<br>52%a                  | 443<br>50%                   | 495<br>56%abcd<br>hjk        | 447<br>50%                    | 440<br>49%                    | 487<br>55%abcd<br>k           | 457<br>51%                    | 498<br>56%abcd<br>efhjk<br>pqrstu<br>vwyzA | 399<br>42%                   | 412<br>44%                   | 395<br>42%                   | 453<br>48%oqt                | 414<br>44%                   | 402<br>42%                   |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                            | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                                                              | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Food Standards Agency                                                                      | 776<br>83%nosw<br>yzA        | 752<br>80%yA                 | 728<br>78%                   | 769<br>81%yA                  | 703<br>75%                    | 732<br>78%                    | 714<br>75%                    | 708<br>75%                    |
| Office of Fair Trading                                                                     | 703<br>75%nsww<br>xyzA       | 662<br>71%yA                 | 631<br>68%A                  | 660<br>69%A                   | 619<br>66%                    | 626<br>67%A                   | 589<br>62%                    | 620<br>66%                    |
| Department of Health<br>(only show if England)                                             | 721<br>77%nwxy<br>zA         | 683<br>73%                   | 660<br>71%                   | 681<br>71%                    | 668<br>71%                    | 679<br>72%                    | 654<br>69%                    | 642<br>68%                    |
| Health & Safety<br>Executive                                                               | 665<br>71%swwx<br>yzA        | 587<br>63%                   | 610<br>65%                   | 621<br>65%                    | 585<br>62%                    | 588<br>63%                    | 600<br>63%                    | 631<br>67%                    |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 644<br>69%A                  | 633<br>68%A                  | 627<br>67%A                  | 620<br>65%                    | 620<br>66%A                   | 619<br>66%                    | 584<br>62%                    | 604<br>64%                    |
| The British Medical<br>Association                                                         | 643<br>68%txyA               | 630<br>67%xA                 | 617<br>66%                   | 590<br>62%                    | 592<br>63%                    | 624<br>66%xA                  | 590<br>62%                    | 619<br>66%                    |
| World Health<br>Organisation (WHO)                                                         | 578<br>61%                   | 572<br>61%                   | 609<br>65%st                 | 589<br>62%                    | 581<br>62%                    | 614<br>65%stv                 | 587<br>62%                    | 638<br>68%                    |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 480<br>51%                   | 488<br>52%t                  | 452<br>48%                   | 480<br>50%                    | 453<br>48%                    | 477<br>51%                    | 454<br>49%                    | 465<br>49%                    |
| Office of Communications<br>(OFCOM)                                                        | 461<br>49%opqs<br>t          | 426<br>45%                   | 419<br>45%                   | 434<br>46%                    | 420<br>45%                    | 432<br>46%                    | 426<br>45%                    | 451<br>48%                    |



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                     | MALE                         |                              |                              |                              |                              |                              |                              |                              |                                  |                               |                               |                               |                                      |                                                    | FEMALE                       |                              |                                  |                              |                              |                              |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|----------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------------|----------------------------------------------------|------------------------------|------------------------------|----------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                     | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)     | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m)        | Wave 14<br>(May<br>17)<br>(n)                      | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q)     | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                              | 1018                          | 937                           | 984                           | 933                                  | 983                                                | 1040                         | 1025                         | 977                              | 1013                         | 1008                         | 1044                         |
| Weighted Base                                                                       | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                              | 887                           | 890                           | 887                           | 894                                  | 894                                                | 945                          | 937                          | 941                              | 951                          | 935                          | 947                          |
| National Institute for Health and Clinical Excellence (NICE)                        | 362<br>41%                   | 375<br>43%                   | 395<br>44%                   | 379<br>43%                   | 363<br>41%                   | 366<br>41%                   | 380<br>43%                   | 379<br>43%                   | 387<br>43%                       | 386<br>44%                    | 369<br>42%                    | 426<br>48%abde<br>fghkm       | 370<br>41%                           | 410<br>46%aef                                      | 394<br>42%                   | 405<br>43%                   | 428<br>45%                       | 439<br>46%                   | 399<br>43%                   | 413<br>44%                   |
| British Dietetic Association (BDA)                                                  | 320<br>36%                   | 309<br>35%                   | 322<br>36%                   | 288<br>33%                   | 302<br>34%                   | 303<br>34%                   | 312<br>35%                   | 331<br>37% <sup>d</sup>      | 362<br>41% <sup>bdef</sup><br>gl | 292<br>33%                    | 328<br>37%                    | 332<br>37% <sup>dj</sup>      | 331<br>37%                           | 333<br>37% <sup>cd</sup>                           | 376<br>40%                   | 367<br>39%                   | 401<br>43% <sup>knstv</sup><br>y | 385<br>41%                   | 342<br>37%                   | 353<br>37%                   |
| Department for Public Health and Health Professions (only show if Wales)            | 28<br>3%                     | 18<br>2%                     | 20<br>2%                     | 29<br>3%                     | 35<br>4% <sup>bcd</sup>      | 28<br>3%                     | 26<br>3%                     | 23<br>3%                     | 32<br>4%                         | 21<br>2%                      | 23<br>3%                      | 19<br>2%                      | 29<br>3%                             | 28<br>3%                                           | 31<br>3%                     | 20<br>2%                     | 24<br>3%                         | 37<br>4% <sup>pvx</sup>      | 28<br>3%                     | 30<br>3%                     |
| Department for Rural Affairs (only show if Wales)                                   | 24<br>3%                     | 19<br>2%                     | 21<br>2%                     | 18<br>2%                     | 15<br>2%                     | 21<br>2%                     | 22<br>2%                     | 21<br>2%                     | 26<br>3%                         | 23<br>3%                      | 23<br>3%                      | 17<br>2%                      | 23<br>3%                             | 26<br>3% <sup>psv</sup>                            | 19<br>2%                     | 14<br>1%                     | 14<br>2%                         | 17<br>2%                     | 13<br>1%                     | 17<br>2%                     |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 21<br>2%                     | 18<br>2%                     | 14<br>2%                     | 13<br>2%                     | 16<br>2%                     | 19<br>2%                     | 18<br>2%                     | 22<br>2%                     | 25<br>3%                         | 18<br>2%                      | 20<br>2%                      | 20<br>2%                      | 41<br>5% <sup>abcde</sup><br>fghijkl | 36<br>4% <sup>bode</sup><br>fgklq<br>rstuvw<br>xyz | 25<br>3%                     | 23<br>2%                     | 22<br>2%                         | 17<br>2%                     | 20<br>2%                     | 21<br>2%                     |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 19<br>2%                     | 24<br>3%                     | 13<br>2%                     | 16<br>2%                     | 16<br>2%                     | 20<br>2%                     | 17<br>2%                     | 21<br>2%                     | 23<br>3%                         | 18<br>2%                      | 21<br>2%                      | 21<br>2%                      | 35<br>4% <sup>aodeg</sup><br>j       | 35<br>4% <sup>aode</sup><br>fgjqr<br>suwxyz        | 20<br>2%                     | 28<br>3% <sup>r</sup>        | 20<br>2%                         | 10<br>1%                     | 19<br>2%                     | 22<br>2% <sup>r</sup>        |
| Public Health Agency (PHA) (only show if NI)                                        | 16<br>2%                     | 18<br>2%                     | 16<br>2%                     | 15<br>2%                     | 17<br>2%                     | 20<br>2%                     | 17<br>2%                     | 21<br>2%                     | 22<br>2%                         | 19<br>2%                      | 21<br>2%                      | 24<br>3%                      | 34<br>4% <sup>abcde</sup><br>gl      | 32<br>4% <sup>aode</sup><br>goruv                  | 15<br>2%                     | 22<br>2%                     | 22<br>2%                         | 16<br>2%                     | 19<br>2%                     | 21<br>2%                     |
| Safefood (only show if NI)                                                          | 12<br>1%                     | 13<br>1%                     | 12<br>1%                     | 13<br>1%                     | 10<br>1%                     | 18<br>2%                     | 13<br>1%                     | 16<br>2%                     | 23<br>3% <sup>e</sup>            | 16<br>2%                      | 15<br>2%                      | 22<br>2% <sup>e</sup>         | 32<br>4% <sup>abcde</sup><br>fghjk   | 30<br>3% <sup>abcd</sup><br>egkqrvy                | 19<br>2%                     | 13<br>1%                     | 13<br>1%                         | 15<br>2%                     | 21<br>2%                     | 20<br>2%                     |
| Scottish Government Rural Directorate (only show if Scotland)                       | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                                | -                             | -                             | -                             | -                                    | -                                                  | -                            | -                            | -                                | -                            | -                            | -                            |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                     | FEMALE                       |                              |                              |                               |                               |                               |                                       |                               |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|---------------------------------------|-------------------------------|
|                                                                                     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A)         | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                     | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                                  | 1008                          |
| Weighted Base                                                                       | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                                   | 943                           |
| National Institute for Health and Clinical Excellence (NICE)                        | 435<br>46% <sub>o</sub>      | 402<br>43%                   | 418<br>45%                   | 415<br>44%                    | 407<br>43%                    | 401<br>43%                    | 398<br>42%                            | 428<br>45%                    |
| British Dietetic Association (BDA)                                                  | 385<br>41%                   | 345<br>37%                   | 385<br>41% <sub>sv</sub>     | 375<br>39%                    | 353<br>38%                    | 363<br>39%                    | 364<br>38%                            | 355<br>38%                    |
| Department for Public Health and Health Professions (only show if Wales)            | 29<br>3%                     | 19<br>2%                     | 33<br>4% <sub>wx</sub>       | 19<br>2%                      | 34<br>4% <sub>pxx</sub>       | 24<br>3%                      | 29<br>3%                              | 31<br>3%                      |
| Department for Rural Affairs (only show if Wales)                                   | 24<br>3% <sub>v</sub>        | 12<br>1%                     | 23<br>2%                     | 20<br>2%                      | 25<br>3% <sub>v</sub>         | 17<br>2%                      | 23<br>2%                              | 25<br>3%                      |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 19<br>2%                     | 20<br>2%                     | 21<br>2%                     | 22<br>2%                      | 19<br>2%                      | 20<br>2%                      | 40<br>4% <sub>ppqrst<br/>uvwxyz</sub> | 49<br>5%                      |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 16<br>2%                     | 16<br>2%                     | 19<br>2%                     | 20<br>2%                      | 16<br>2%                      | 18<br>2%                      | 33<br>3% <sub>ruvyz</sub>             | 36<br>4%                      |
| Public Health Agency (PHA) (only show if NI)                                        | 18<br>2%                     | 18<br>2%                     | 21<br>2%                     | 25<br>3%                      | 20<br>2%                      | 23<br>2%                      | 46<br>5% <sub>opqrs<br/>tuwxyz</sub>  | 52<br>6%                      |
| Safefood (only show if NI)                                                          | 19<br>2%                     | 12<br>1%                     | 18<br>2%                     | 24<br>3%                      | 14<br>2%                      | 23<br>2%                      | 31<br>3% <sub>ppqrvy</sub>            | 37<br>4%                      |
| Scottish Government Rural Directorate (only show if Scotland)                       | -                            | -                            | -                            | -                             | -                             | -                             | -                                     | -                             |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                     | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                     | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 879                          | 858                          | 919                          | 948                          | 876                          | 992                          | 974                          | 884                          | 974                          | 1018                          | 937                           | 984                           | 933                           | 983                           | 1040                         | 1025                         | 977                          | 1013                         | 1008                         | 1044                         |
| Weighted Base                                                                       | 883                          | 881                          | 894                          | 882                          | 889                          | 894                          | 884                          | 887                          | 891                          | 887                           | 890                           | 887                           | 894                           | 894                           | 945                          | 937                          | 941                          | 951                          | 935                          | 947                          |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Audit Scotland (only<br>show if Scotland)                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                                                | 34<br>4%                     | 26<br>3%                     | 38<br>4%                     | 33<br>4%                     | 43<br>5%b                    | 46<br>5%b                    | 46<br>5%b                    | 48<br>5%b                    | 37<br>4%                     | 40<br>5%                      | 53<br>6%abd                   | 37<br>4%                      | 51<br>6%b                     | 37<br>4%                      | 32<br>3%                     | 33<br>4%                     | 38<br>4%                     | 33<br>3%                     | 38<br>4%                     | 40<br>4%                     |
| Don't know                                                                          | 6<br>1%                      | 11<br>1%                     | 6<br>1%                      | 6<br>1%                      | 12<br>1%                     | 5<br>1%                      | 6<br>1%                      | 4<br>*                       | 9<br>1%                      | 10<br>1%                      | 13<br>2%h                     | 10<br>1%                      | 8<br>1%                       | 13<br>1%hu                    | 12<br>1%ku                   | 6<br>1%                      | 6<br>1%                      | 9<br>1%                      | 16<br>2%pqtuv                | 6<br>1%                      |
| <b>Average number of<br/>mentions</b>                                               | <b>7.16</b>                  | <b>7.47</b>                  | <b>7.44</b>                  | <b>7.51a</b>                 | <b>7.23</b>                  | <b>7.35</b>                  | <b>7.55ak</b>                | <b>7.24</b>                  | <b>7.45</b>                  | <b>7.31</b>                   | <b>7.20</b>                   | <b>7.52ak</b>                 | <b>7.47</b>                   | <b>7.39sy</b>                 | <b>7.11</b>                  | <b>7.21</b>                  | <b>7.28y</b>                 | <b>7.31yA</b>                | <b>7.07</b>                  | <b>7.12</b>                  |
| <b>Standard deviation</b>                                                           | <b>3.30</b>                  | <b>3.14</b>                  | <b>3.20</b>                  | <b>3.13</b>                  | <b>3.24</b>                  | <b>3.21</b>                  | <b>3.21</b>                  | <b>3.35</b>                  | <b>3.22</b>                  | <b>3.26</b>                   | <b>3.34</b>                   | <b>3.26</b>                   | <b>3.24</b>                   | <b>3.31</b>                   | <b>3.22</b>                  | <b>3.11</b>                  | <b>3.20</b>                  | <b>3.22</b>                  | <b>3.30</b>                  | <b>3.19</b>                  |
| <b>Standard error</b>                                                               | <b>0.11</b>                  | <b>0.11</b>                  | <b>0.11</b>                  | <b>0.10</b>                  | <b>0.11</b>                  | <b>0.11</b>                  | <b>0.11</b>                  | <b>0.12</b>                  | <b>0.11</b>                  | <b>0.11</b>                   | <b>0.11</b>                   | <b>0.11</b>                   | <b>0.11</b>                   | <b>0.11</b>                   | <b>0.10</b>                  | <b>0.10</b>                  | <b>0.11</b>                  | <b>0.10</b>                  | <b>0.11</b>                  | <b>0.10</b>                  |



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                     | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                     | 1000                         | 1060                         | 1010                         | 1073                          | 1043                          | 1060                          | 1034                          | 1008                          |
| Weighted Base                                                                       | 940                          | 937                          | 933                          | 953                           | 936                           | 939                           | 947                           | 943                           |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Audit Scotland (only<br>show if Scotland)                                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                                                                                | 39<br>4%                     | 54<br>6%opr                  | 48<br>5%                     | 48<br>5%                      | 46<br>5%                      | 37<br>4%                      | 49<br>5%                      | 53<br>6%                      |
| Don't know                                                                          | 3<br>*                       | 6<br>1%                      | 9<br>1%                      | 13<br>1%u                     | 11<br>1%u                     | 15<br>2%quv                   | 15<br>2%quv                   | 15<br>2%                      |
| <b>Average number of<br/>mentions</b>                                               | <b>7.36yA</b>                | <b>7.16</b>                  | <b>7.18</b>                  | <b>7.14</b>                   | <b>6.97</b>                   | <b>7.08</b>                   | <b>6.98</b>                   | <b>7.31</b>                   |
| Standard deviation                                                                  | 3.20                         | 3.19                         | 3.30                         | 3.30                          | 3.37                          | 3.28                          | 3.39                          | 3.36                          |
| Standard error                                                                      | 0.10                         | 0.10                         | 0.11                         | 0.10                          | 0.11                          | 0.10                          | 0.11                          | 0.11                          |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)                | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d)       | Wave 5<br>(Nov<br>12)<br>(e)    | Wave 6<br>(May<br>13)<br>(f)       | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k)     | Wave 12<br>(May<br>16)<br>(l)     | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)               | Wave 1<br>(Nov<br>10)<br>(o)      | Wave 2<br>(May<br>11)<br>(p)       | Wave 3<br>(Nov<br>11)<br>(q)          | Wave 4<br>(May<br>12)<br>(r)        | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                            | 292                          | 249                                         | 308                          | 281                                | 295                             | 305                                | 263                          | 298                          | 310                          | 292                           | 333                               | 308                               | 296                           | 252                                         | 296                               | 317                                | 303                                   | 327                                 | 299                          | 349                          |
| Weighted Base                                                                              | 291                          | 274                                         | 299                          | 288                                | 298                             | 293                                | 286                          | 297                          | 296                          | 297                           | 297                               | 266                               | 290                           | 304                                         | 315                               | 304                                | 304                                   | 339                                 | 322                          | 350                          |
| Food Standards Agency                                                                      | 194<br>67% <sub>m</sub>      | 211<br>77% <sub>ace<br/>ghijkl<br/>mn</sub> | 201<br>67% <sub>m</sub>      | 208<br>72% <sub>iklm</sub>         | 196<br>66% <sub>m</sub>         | 211<br>72% <sub>iklm</sub>         | 190<br>66% <sub>m</sub>      | 201<br>68% <sub>lm</sub>     | 183<br>62%                   | 199<br>67% <sub>m</sub>       | 183<br>62%                        | 165<br>62%                        | 164<br>56%                    | 194<br>64%                                  | 238<br>76% <sub>yz</sub>          | 247<br>81% <sub>swyz</sub><br>z    | 240<br>79% <sub>yz</sub>              | 274<br>81% <sub>swyz</sub>          | 234<br>73%                   | 264<br>76% <sub>yz</sub>     |
| Department of Health<br>(only show if England)                                             | 166<br>57%                   | 170<br>62% <sub>ijkl<br/>m</sub>            | 164<br>55%                   | 176<br>61% <sub>iklm</sub>         | 173<br>58% <sub>kl</sub>        | 185<br>63% <sub>hijkl<br/>m</sub>  | 160<br>56%                   | 161<br>54%                   | 166<br>56%                   | 155<br>52%                    | 156<br>52%                        | 130<br>49%                        | 147<br>51%                    | 165<br>54%                                  | 220<br>70% <sub>z</sub>           | 222<br>73% <sub>stwx<br/>zAB</sub> | 202<br>67%                            | 245<br>72% <sub>stwx<br/>zB</sub>   | 204<br>63%                   | 227<br>65%                   |
| Health & Safety<br>Executive                                                               | 140<br>48%                   | 128<br>47%                                  | 136<br>46%                   | 136<br>47%                         | 132<br>44%                      | 135<br>46%                         | 135<br>47%                   | 123<br>41%                   | 123<br>41%                   | 124<br>42%                    | 123<br>41%                        | 113<br>43%                        | 128<br>44%                    | 150<br>50%                                  | 178<br>56%                        | 192<br>63% <sub>xyz</sub>          | 204<br>67% <sub>stvw<br/>wxyzAB</sub> | 203<br>60% <sub>z</sub>             | 179<br>55%                   | 186<br>53%                   |
| Office of Fair Trading                                                                     | 136<br>47% <sub>ijlm</sub>   | 142<br>52% <sub>hij<br/>klmn</sub>          | 143<br>48% <sub>ijlm</sub>   | 145<br>50% <sub>hijk<br/>lmn</sub> | 129<br>43% <sub>m</sub>         | 150<br>51% <sub>hijk<br/>lmn</sub> | 130<br>45% <sub>ilm</sub>    | 119<br>40%                   | 120<br>40%                   | 112<br>38%                    | 120<br>40%                        | 95<br>36%                         | 98<br>34%                     | 124<br>41%                                  | 206<br>66% <sub>sxy<br/>zAB</sub> | 207<br>68% <sub>swx<br/>yzAB</sub> | 199<br>65% <sub>sxyz<br/>AB</sub>     | 232<br>68% <sub>stwx<br/>yzAB</sub> | 174<br>54%                   | 212<br>61% <sub>yz</sub>     |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 127<br>44%                   | 151<br>55% <sub>aeg<br/>ijklmn</sub>        | 148<br>50% <sub>m</sub>      | 138<br>48%                         | 132<br>44%                      | 143<br>49%                         | 130<br>46%                   | 139<br>47%                   | 126<br>43%                   | 125<br>42%                    | 135<br>46%                        | 112<br>42%                        | 119<br>41%                    | 138<br>45%                                  | 191<br>61%                        | 198<br>65% <sub>sxB</sub>          | 190<br>63%                            | 222<br>66% <sub>stwx<br/>B</sub>    | 183<br>57%                   | 202<br>58%                   |
| The British Medical<br>Association                                                         | 115<br>39% <sub>j</sub>      | 116<br>42% <sub>lj</sub>                    | 120<br>40% <sub>j</sub>      | 109<br>38%                         | 108<br>36%                      | 98<br>34%                          | 103<br>36%                   | 114<br>39%                   | 109<br>37%                   | 91<br>31%                     | 111<br>37%                        | 109<br>41% <sub>j</sub>           | 100<br>34%                    | 141<br>47% <sub>efg<br/>ijklm</sub>         | 180<br>57% <sub>x</sub>           | 173<br>57% <sub>x</sub>            | 183<br>60% <sub>stxy</sub>            | 217<br>64% <sub>stxy<br/>AB</sub>   | 162<br>50%                   | 182<br>52%                   |
| World Health<br>Organisation (WHO)                                                         | 100<br>34%                   | 116<br>42%                                  | 110<br>37%                   | 139<br>48% <sub>ac</sub>           | 122<br>41%                      | 134<br>46% <sub>ac</sub>           | 114<br>40%                   | 125<br>42%                   | 136<br>44% <sub>aa</sub>     | 132<br>44% <sub>aa</sub>      | 147<br>50% <sub>acag</sub>        | 137<br>52% <sub>abce<br/>gh</sub> | 139<br>48% <sub>ac</sub>      | 176<br>58% <sub>abc<br/>defghi<br/>jm</sub> | 173<br>55%                        | 162<br>53%                         | 173<br>57%                            | 187<br>55%                          | 179<br>48% <sub>ac</sub>     | 175<br>50%                   |
| Office of Communications<br>(OFCOM)                                                        | 69<br>24%                    | 87<br>32% <sub>ijm</sub>                    | 74<br>25%                    | 98<br>34% <sub>achj<br/>m</sub>    | 96<br>32% <sub>achj<br/>m</sub> | 81<br>28%                          | 78<br>27%                    | 71<br>24%                    | 86<br>29%                    | 67<br>22%                     | 96<br>32% <sub>achj<br/>m</sub>   | 72<br>27%                         | 68<br>23%                     | 116<br>38% <sub>acdf<br/>ghijlm</sub>       | 129<br>41%                        | 123<br>41%                         | 120<br>39%                            | 165<br>49% <sub>ppst<br/>y</sub>    | 122<br>38%                   | 137<br>39%                   |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 64<br>22%                    | 80<br>29%                                   | 69<br>23%                    | 66<br>23%                          | 73<br>25%                       | 71<br>24%                          | 75<br>26%                    | 75<br>25%                    | 84<br>28%                    | 66<br>22%                     | 96<br>32% <sub>acde<br/>fjm</sub> | 76<br>29%                         | 68<br>23%                     | 88<br>29%                                   | 121<br>39% <sub>td</sub>          | 134<br>44% <sub>stwx<br/>xy</sub>  | 119<br>39% <sub>td</sub>              | 127<br>38% <sub>td</sub>            | 106<br>33%                   | 102<br>29%                   |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                            | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                                              | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Food Standards Agency                                                                      | 252<br>80%syz                | 245<br>75%y                  | 246<br>73%                   | 254<br>75%y                   | 234<br>67%                    | 232<br>69%                    | 264<br>75%y                   | 263<br>75%y                   |
| Department of Health<br>(only show if England)                                             | 235<br>75%qstw<br>xzAB       | 229<br>70%z                  | 214<br>64%                   | 215<br>64%                    | 238<br>68%                    | 209<br>62%                    | 231<br>65%                    | 225<br>64%                    |
| Health & Safety<br>Executive                                                               | 215<br>68%orst<br>wxyzAB     | 181<br>56%                   | 189<br>56%                   | 186<br>55%                    | 196<br>56%                    | 174<br>52%                    | 200<br>57%                    | 197<br>57%                    |
| Office of Fair Trading                                                                     | 213<br>68%swxy<br>zAB        | 202<br>62%yB                 | 195<br>58%                   | 186<br>55%                    | 180<br>51%                    | 183<br>54%                    | 198<br>56%                    | 185<br>53%                    |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 206<br>66%stB                | 207<br>64%x                  | 193<br>58%                   | 186<br>55%                    | 206<br>59%                    | 200<br>59%                    | 208<br>59%                    | 200<br>57%                    |
| The British Medical<br>Association                                                         | 191<br>61%stxy               | 183<br>56%x                  | 194<br>58%ix                 | 158<br>47%                    | 174<br>50%                    | 194<br>57%xx                  | 188<br>53%                    | 194<br>55%xx                  |
| World Health<br>Organisation (WHO)                                                         | 164<br>52%                   | 164<br>50%                   | 205<br>61%stuvy              | 183<br>54%                    | 182<br>52%                    | 210<br>62%ptuv<br>y           | 201<br>57%                    | 218<br>62%ptuvy               |
| Office of Communications<br>(OFCOM)                                                        | 156<br>49%opqs<br>ty         | 139<br>43%                   | 145<br>43%                   | 139<br>41%                    | 138<br>40%                    | 139<br>41%                    | 149<br>42%                    | 154<br>44%                    |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 133<br>42%stw                | 141<br>43%stwy               | 114<br>34%                   | 121<br>36%                    | 123<br>35%                    | 141<br>42%st                  | 150<br>42%stw                 | 136<br>39%st                  |





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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                                                       | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| British Dietetic Association (BDA)                                                  | 56<br>19%dem                 | 57<br>21%defm                | 53<br>18%                    | 36<br>12%                    | 36<br>12%                    | 41<br>14%                    | 43<br>15%                    | 46<br>15%                    | 45<br>15%                    | 43<br>14%                     | 70<br>24%defghijm             | 57<br>21%defj                 | 34<br>12%                     | 68<br>22%defgijm              | 93<br>30%                    | 94<br>31%y                   | 89<br>29%                    | 83<br>25%                    | 84<br>26%                    | 86<br>25%                    |
| National Institute for Health and Clinical Excellence (NICE)                        | 53<br>18%                    | 67<br>24%                    | 64<br>21%                    | 83<br>29%ae                  | 57<br>19%                    | 67<br>23%                    | 73<br>26%a                   | 71<br>24%                    | 65<br>22%                    | 65<br>22%                     | 72<br>24%                     | 71<br>27%ae                   | 63<br>22%                     | 84<br>28%ae                   | 104<br>33%                   | 108<br>36%t                  | 111<br>37%t                  | 116<br>34%                   | 94<br>29%                    | 95<br>27%                    |
| Safefood (only show if NI)                                                          | 4<br>1%                      | 2<br>1%                      | 6<br>2%                      | 1<br>*                       | 4<br>2%                      | 8<br>3%ed                    | 4<br>1%                      | 5<br>2%                      | 5<br>2%                      | 7<br>2%                       | 3<br>1%                       | 3<br>1%                       | 7<br>2%ed                     | 16<br>5%aboe<br>ghikl         | 7<br>2%                      | 8<br>3%                      | 10<br>3%                     | 11<br>3%                     | 9<br>3%                      | 5<br>1%                      |
| Department for Public Health and Health Professions (only show if Wales)            | 4<br>1%                      | 3<br>1%                      | 4<br>1%                      | 8<br>3%k                     | 5<br>2%                      | 4<br>1%                      | 7<br>2%k                     | 5<br>2%                      | 3<br>1%                      | 2<br>1%                       | 1<br>*                        | 4<br>2%                       | 3<br>1%                       | 8<br>3%k                      | 4<br>1%                      | 5<br>2%                      | 8<br>3%                      | 9<br>3%                      | 12<br>4%luvwB                | 4<br>1%                      |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 2<br>1%                      | 1<br>*                       | 5<br>2%                      | 2<br>1%                      | 3<br>1%                      | 5<br>2%                      | 4<br>1%                      | 6<br>2%                      | 4<br>1%                      | 3<br>1%                       | 5<br>2%                       | 4<br>1%                       | 9<br>3%bd                     | 17<br>6%abcd<br>efghij<br>kl  | 10<br>3%                     | 9<br>3%                      | 9<br>3%                      | 8<br>2%                      | 10<br>3%                     | 4<br>1%                      |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 2<br>1%                      | 6<br>2%cd                    | 3<br>1%                      | -                            | 2<br>1%                      | 6<br>2%cd                    | 2<br>1%                      | 4<br>2%                      | 3<br>1%                      | 4<br>1%                       | 3<br>1%                       | 4<br>1%                       | 9<br>3%de                     | 12<br>4%acde<br>gk            | 8<br>3%                      | 9<br>3%                      | 11<br>4%                     | 8<br>2%                      | 11<br>3%                     | 5<br>2%                      |
| Department for Rural Affairs (only show if Wales)                                   | 2<br>1%                      | 1<br>*                       | 2<br>1%                      | 1<br>*                       | -                            | 1<br>*                       | 3<br>1%                      | -                            | 4<br>1%                      | 3<br>1%                       | 3<br>1%                       | 3<br>1%                       | 3<br>1%                       | 4<br>1%                       | 5<br>2%                      | 3<br>1%                      | 3<br>1%                      | 6<br>2%                      | 2<br>1%                      | 2<br>1%                      |
| Public Health Agency (PHA) (only show if NI)                                        | 1<br>1%                      | 4<br>2%                      | 6<br>2%                      | 3<br>1%                      | 4<br>1%                      | 5<br>2%                      | 3<br>1%                      | 6<br>2%                      | 4<br>1%                      | 4<br>1%                       | 7<br>2%                       | 5<br>2%                       | 11<br>4%ead                   | 15<br>5%aboe<br>gjl           | 6<br>2%                      | 6<br>2%                      | 9<br>3%                      | 12<br>3%                     | 9<br>3%                      | 4<br>1%                      |
| Scottish Government Rural Directorate (only show if Scotland)                       | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                     | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                     | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                                       | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| British Dietetic Association (BDA)                                                  | 92<br>29%                    | 96<br>30%                    | 92<br>27%                    | 85<br>25%                     | 80<br>23%                     | 101<br>30%y                   | 104<br>29%                    | 91<br>26%                     |
| National Institute for Health and Clinical Excellence (NICE)                        | 105<br>33%                   | 102<br>31%                   | 116<br>35%t                  | 113<br>33%                    | 119<br>34%                    | 116<br>34%                    | 125<br>35%t                   | 132<br>38%st                  |
| Safefood (only show if NI)                                                          | 8<br>2%                      | 7<br>2%                      | 8<br>2%                      | 10<br>3%                      | 5<br>1%                       | 8<br>2%                       | 16<br>5%ty                    | 14<br>4%ty                    |
| Department for Public Health and Health Professions (only show if Wales)            | 4<br>1%                      | 2<br>1%                      | 9<br>3%                      | 4<br>1%                       | 7<br>2%                       | 7<br>2%                       | 6<br>2%                       | 4<br>1%                       |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 6<br>2%                      | 8<br>3%                      | 9<br>3%                      | 8<br>2%                       | 3<br>1%                       | 6<br>2%                       | 18<br>5%rtuyz                 | 13<br>4%ty                    |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 7<br>2%                      | 7<br>2%                      | 7<br>2%                      | 9<br>3%                       | 6<br>2%                       | 5<br>2%                       | 14<br>4%                      | 10<br>3%                      |
| Department for Rural Affairs (only show if Wales)                                   | 2<br>1%                      | 2<br>1%                      | 6<br>2%                      | 2<br>1%                       | 5<br>2%                       | 5<br>1%                       | 5<br>1%                       | 2<br>1%                       |
| Public Health Agency (PHA) (only show if NI)                                        | 7<br>2%                      | 7<br>2%                      | 10<br>3%                     | 10<br>3%                      | 5<br>2%                       | 8<br>2%                       | 19<br>5%optvy<br>z            | 18<br>5%opty                  |
| Scottish Government Rural Directorate (only show if Scotland)                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 292                          | 249                          | 308                          | 281                          | 295                          | 305                          | 263                          | 298                          | 310                          | 292                           | 333                           | 308                           | 296                           | 252                           | 296                          | 317                          | 303                          | 327                          | 299                          | 349                          |
| Weighted Base                                                                       | 291                          | 274                          | 299                          | 288                          | 298                          | 293                          | 286                          | 297                          | 296                          | 297                           | 297                           | 266                           | 290                           | 304                           | 315                          | 304                          | 304                          | 339                          | 322                          | 350                          |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Audit Scotland (only<br>show if Scotland)                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                                                | 24<br>8%                     | 18<br>6%                     | 26<br>9%                     | 18<br>6%                     | 30<br>10%                    | 24<br>8%                     | 31<br>11%                    | 29<br>10%                    | 28<br>9%                     | 35<br>12% <sup>bd</sup>       | 36<br>12% <sup>bd</sup>       | 26<br>10%                     | 33<br>11%                     | 24<br>8%                      | 15<br>5%                     | 8<br>3%                      | 15<br>5%                     | 19<br>6%                     | 15<br>5%                     | 25<br>7% <sup>p</sup>        |
| Don't know                                                                          | 4<br>1%                      | 5<br>2% <sup>d</sup>         | 3<br>1%                      | -                            | 7<br>2% <sup>dj</sup>        | 2<br>1%                      | 2<br>1%                      | 2<br>1%                      | 3<br>1%                      | 1<br>*                        | 6<br>2% <sup>d</sup>          | 5<br>2% <sup>d</sup>          | 6<br>2% <sup>d</sup>          | 5<br>2% <sup>d</sup>          | 4<br>1%                      | 2<br>1%                      | 2<br>*                       | 2<br>1%                      | 6<br>2% <sup>u</sup>         | 3<br>1%                      |
| <b>Average number of<br/>mentions</b>                                               | <b>4.70</b>                  | <b>5.33<sup>al</sup></b>     | <b>4.85</b>                  | <b>4.99</b>                  | <b>4.88</b>                  | <b>5.05</b>                  | <b>4.95</b>                  | <b>4.78</b>                  | <b>4.76</b>                  | <b>4.59</b>                   | <b>5.22<sup>j</sup></b>       | <b>4.94</b>                   | <b>4.65</b>                   | <b>5.53<sup>ac</sup></b>      | <b>6.35</b>                  | <b>6.47<sup>st</sup></b>     | <b>6.52<sup>st</sup></b>     | <b>6.69<sup>stx</sup></b>    | <b>5.91</b>                  | <b>5.89</b>                  |
| 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                          | 3.25                         | 3.21                         | 3.23                         | 3.01                         | 3.28                         | 3.18                         |
| 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                          | 0.20                         | 0.18                         | 0.19                         | 0.17                         | 0.20                         | 0.18                         |



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                     | 26-35                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                     | 287                          | 323                          | 319                          | 321                           | 336                           | 320                           | 350                           | 325                           |
| Weighted Base                                                                       | 315                          | 325                          | 335                          | 337                           | 349                           | 338                           | 354                           | 350                           |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Audit Scotland (only<br>show if Scotland)                                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                                                                                | 18<br>6%                     | 24<br>8%p                    | 20<br>6%                     | 24<br>7%p                     | 29<br>8%pz                    | 13<br>4%                      | 23<br>6%p                     | 17<br>5%                      |
| Don't know                                                                          | 1<br>+                       | 1<br>+                       | 4<br>1%                      | 9<br>3%quv                    | 6<br>2%                       | 10<br>3%ppquv                 | 3<br>1%                       | 4<br>1%                       |
| <b>Average number of<br/>mentions</b>                                               | <b>6.75stx</b>               | <b>6.43t</b>                 | <b>6.28</b>                  | <b>6.13</b>                   | <b>6.06</b>                   | <b>6.15</b>                   | <b>6.39</b>                   | <b>6.26</b>                   |
| <b>Standard deviation</b>                                                           | <b>3.12</b>                  | <b>3.25</b>                  | <b>3.12</b>                  | <b>3.28</b>                   | <b>3.20</b>                   | <b>3.22</b>                   | <b>3.34</b>                   | <b>3.35</b>                   |
| <b>Standard error</b>                                                               | <b>0.19</b>                  | <b>0.19</b>                  | <b>0.18</b>                  | <b>0.19</b>                   | <b>0.18</b>                   | <b>0.19</b>                   | <b>0.19</b>                   | <b>0.19</b>                   |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                                                            | 427                       | 467                       | 430                       | 409                       | 404                       | 441                       | 440                       | 410                       | 399                       | 408                        | 373                        | 408                        | 398                        | 365                        | 453                       | 445                       | 441                       | 497                       | 454                       | 448                       |
| Weighted Base                                                                              | 443                       | 463                       | 448                       | 427                       | 431                       | 442                       | 448                       | 418                       | 413                       | 421                        | 382                        | 434                        | 411                        | 387                        | 450                       | 450                       | 455                       | 469                       | 452                       | 422                       |
| Food Standards Agency                                                                      | 374<br>84%k               | 406<br>88%ehk<br>mn       | 396<br>88%ehkm<br>n       | 372<br>87%ekn             | 353<br>82%                | 378<br>86%kn              | 396<br>88%ehkm<br>n       | 344<br>82%                | 350<br>85%k               | 360<br>86%kn               | 299<br>78%                 | 381<br>88%ehkn             | 340<br>83%                 | 308<br>80%                 | 403<br>89%y               | 391<br>87%                | 400<br>88%                | 413<br>88%                | 395<br>87%                | 391<br>93%pqrs<br>wyzAB   |
| Office of Fair Trading                                                                     | 362<br>82%hik<br>mn       | 390<br>84%ehi<br>klmn     | 379<br>85%ehij<br>klmn    | 348<br>81%hikm<br>n       | 335<br>78%km              | 351<br>80%ikmn            | 366<br>82%hikm<br>n       | 315<br>75%                | 296<br>72%                | 330<br>78%ikmn             | 263<br>69%                 | 333<br>77%k                | 291<br>71%                 | 277<br>72%                 | 392<br>87%AB              | 372<br>83%                | 392<br>86%AB              | 408<br>87%AB              | 391<br>87%AB              | 375<br>89%pvz<br>AB       |
| Department of Health<br>(only show if England)                                             | 357<br>81%ikm<br>n        | 375<br>81%ikm<br>n        | 357<br>80%ikmn            | 329<br>77%kmn             | 330<br>77%k               | 339<br>77%kmn             | 362<br>81%ikmn            | 325<br>78%kmn             | 296<br>72%                | 334<br>79%ikmn             | 263<br>69%                 | 354<br>81%ikmn             | 290<br>70%                 | 273<br>70%                 | 367<br>82%B               | 361<br>80%                | 384<br>84%wvYA<br>B       | 399<br>85%wxy<br>AB       | 376<br>83%LAB             | 350<br>83%AB              |
| Health & Safety<br>Executive                                                               | 336<br>76%k               | 376<br>81%hij<br>klmn     | 367<br>82%ahij<br>klmn    | 339<br>80%hklm<br>n       | 334<br>77%kn              | 339<br>77%k               | 347<br>77%kn              | 301<br>72%                | 308<br>75%k               | 310<br>74%k                | 254<br>66%                 | 319<br>79%k                | 297<br>72%                 | 275<br>71%                 | 376<br>83%                | 356<br>79%                | 386<br>85%pv              | 385<br>82%                | 368<br>81%                | 365<br>86%pvz<br>A        |
| The British Medical<br>Association                                                         | 324<br>73%kn              | 359<br>78%efh<br>kn       | 352<br>79%efhi<br>kn      | 337<br>79%efhi<br>kn      | 308<br>71%k               | 311<br>70%                | 334<br>74%kn              | 298<br>71%k               | 297<br>72%k               | 318<br>76%kn               | 246<br>64%                 | 333<br>77%fkn              | 300<br>73%kn               | 252<br>65%                 | 384<br>85%                | 367<br>82%                | 379<br>83%                | 408<br>87%pevx<br>zAB     | 368<br>82%                | 364<br>86%AB              |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 323<br>73%                | 369<br>80%aak<br>mn       | 370<br>83%aafh<br>ikmn    | 336<br>79%ikmn            | 320<br>74%mn              | 332<br>75%km              | 355<br>79%aakm<br>n       | 313<br>75%kn              | 299<br>72%                | 325<br>77%kmn              | 259<br>69%                 | 336<br>77%kmn              | 277<br>67%                 | 268<br>69%                 | 362<br>80%                | 335<br>75%                | 367<br>81%p               | 387<br>83%p               | 370<br>82%p               | 357<br>84%pvz<br>AB       |
| World Health<br>Organisation (WHO)                                                         | 295<br>67%                | 319<br>69%                | 322<br>72%dfk             | 278<br>65%                | 308<br>71%fk              | 283<br>64%                | 306<br>68%                | 273<br>65%                | 300<br>73%dfhk            | 287<br>68%                 | 246<br>64%                 | 320<br>74%adfh<br>k        | 299<br>73%dfhk             | 264<br>68%                 | 340<br>76%                | 331<br>74%                | 344<br>76%                | 362<br>77%                | 334<br>74%                | 338<br>80%ps              |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 257<br>58%                | 280<br>60%e               | 266<br>59%                | 250<br>59%                | 226<br>52%                | 243<br>55%                | 256<br>57%                | 247<br>59%                | 225<br>54%                | 256<br>61%e                | 205<br>54%                 | 254<br>58%                 | 242<br>59%                 | 211<br>55%                 | 288<br>64%                | 278<br>62%                | 314<br>69%pvA             | 327<br>70%pvYA            | 298<br>66%                | 299<br>71%opvYA           |
| Office of Communications<br>(OFCOM)                                                        | 234<br>53%                | 246<br>53%                | 267<br>60%fhk             | 250<br>59%fk              | 231<br>54%                | 225<br>51%                | 243<br>54%                | 217<br>52%                | 230<br>56%                | 238<br>58%                 | 195<br>51%                 | 252<br>58%l                | 238<br>58%                 | 213<br>55%                 | 247<br>55%                | 249<br>55%                | 242<br>53%                | 288<br>61%oq              | 270<br>60%                | 277<br>66%opvYA           |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | 50-65                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                            | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                                              | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Food Standards Agency                                                                      | 399<br>90%yB                 | 403<br>88%                   | 395<br>88%                   | 400<br>89%y                   | 392<br>84%                    | 388<br>86%                    | 398<br>88%                    | 399<br>85%                    |
| Office of Fair Trading                                                                     | 380<br>86%A                  | 382<br>83%                   | 392<br>87%AB                 | 377<br>84%                    | 394<br>84%                    | 378<br>84%                    | 361<br>80%                    | 378<br>81%                    |
| Department of Health<br>(only show if England)                                             | 362<br>82%B                  | 363<br>79%                   | 357<br>79%                   | 359<br>80%                    | 370<br>79%                    | 369<br>81%B                   | 347<br>76%                    | 352<br>75%                    |
| Health & Safety<br>Executive                                                               | 369<br>83%                   | 360<br>78%                   | 384<br>85%pv                 | 368<br>82%                    | 367<br>82%                    | 365<br>81%                    | 365<br>80%                    | 387<br>83%                    |
| The British Medical<br>Association                                                         | 376<br>85%                   | 377<br>82%                   | 373<br>83%                   | 368<br>82%                    | 392<br>84%                    | 370<br>82%                    | 367<br>81%                    | 374<br>80%                    |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 358<br>81%p                  | 356<br>77%                   | 373<br>82%p                  | 358<br>80%                    | 373<br>79%                    | 351<br>78%                    | 359<br>79%                    | 366<br>79%                    |
| World Health<br>Organisation (WHO)                                                         | 341<br>77%                   | 343<br>75%                   | 363<br>80%psv                | 344<br>77%                    | 363<br>77%                    | 353<br>78%                    | 341<br>75%                    | 361<br>77%                    |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 302<br>68%                   | 287<br>62%                   | 294<br>65%                   | 291<br>65%                    | 296<br>63%                    | 303<br>67%                    | 281<br>62%                    | 306<br>66%                    |
| Office of Communications<br>(OFCOM)                                                        | 284<br>64%opqy               | 268<br>58%                   | 279<br>62%oq                 | 271<br>60%q                   | 269<br>57%                    | 280<br>62%oq                  | 262<br>58%                    | 283<br>61%q                   |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                                                       | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| National Institute for Health and Clinical Excellence (NICE)                        | 195<br>44%                   | 214<br>46%                   | 230<br>51%<br>aefi<br>k      | 192<br>45%                   | 188<br>44%                   | 189<br>43%                   | 210<br>47%                   | 196<br>47%                   | 181<br>44%                   | 189<br>45%                    | 162<br>42%                    | 212<br>49%                    | 183<br>45%                    | 188<br>49%                    | 249<br>55%                   | 229<br>51%                   | 260<br>57%                   | 263<br>56%                   | 267<br>59%<br>pA             | 261<br>62%<br>pyA            |
| British Dietetic Association (BDA)                                                  | 185<br>42%                   | 190<br>41%                   | 210<br>47%<br>efkn           | 177<br>41%                   | 166<br>39%                   | 160<br>36%                   | 188<br>42%                   | 189<br>45%<br>f              | 194<br>47%<br>efkn           | 175<br>42%                    | 148<br>39%                    | 183<br>42%                    | 184<br>45%<br>f               | 148<br>38%                    | 221<br>49%                   | 215<br>48%                   | 234<br>51%                   | 242<br>52%                   | 217<br>48%                   | 232<br>55%<br>pv             |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 19<br>4%<br>c                | 11<br>2%                     | 8<br>2%                      | 14<br>3%                     | 13<br>3%                     | 13<br>3%                     | 9<br>2%                      | 10<br>2%                     | 17<br>4%                     | 12<br>3%                      | 11<br>3%                      | 9<br>2%                       | 24<br>6%<br>bcdfgh<br>jkl     | 18<br>5%<br>cgl               | 8<br>2%                      | 13<br>3%                     | 9<br>2%                      | 5<br>1%                      | 7<br>2%                      | 13<br>3%<br>r                |
| Department for Public Health and Health Professions (only show if Wales)            | 13<br>3%<br>j                | 13<br>3%<br>j                | 15<br>3%<br>j                | 17<br>4%<br>jl               | 15<br>4%<br>j                | 11<br>2%                     | 12<br>3%                     | 7<br>2%                      | 10<br>2%                     | 4<br>1%                       | 12<br>3%<br>j                 | 7<br>2%                       | 8<br>2%                       | 14<br>4%<br>j                 | 24<br>5%<br>pq               | 10<br>2%                     | 8<br>2%                      | 15<br>3%                     | 17<br>4%                     | 18<br>4%<br>q                |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 13<br>3%                     | 14<br>3%                     | 7<br>2%                      | 11<br>3%                     | 13<br>3%                     | 13<br>3%                     | 8<br>2%                      | 9<br>2%                      | 19<br>4%<br>cg               | 10<br>2%                      | 8<br>2%                       | 10<br>2%                      | 22<br>5%<br>cghijk<br>l       | 15<br>4%<br>c                 | 7<br>2%                      | 17<br>4%<br>rs               | 10<br>2%                     | 5<br>1%                      | 6<br>1%                      | 12<br>3%<br>r                |
| Safefood (only show if NI)                                                          | 13<br>3%<br>c                | 6<br>1%                      | 3<br>1%                      | 12<br>3%<br>c                | 10<br>2%<br>c                | 11<br>2%<br>c                | 9<br>2%                      | 8<br>2%                      | 17<br>4%<br>bc               | 11<br>3%<br>c                 | 10<br>3%<br>c                 | 11<br>3%<br>c                 | 21<br>5%<br>bcdefg<br>h       | 14<br>4%<br>bc                | 4<br>1%                      | 8<br>2%                      | 6<br>1%                      | 4<br>1%                      | 5<br>1%                      | 11<br>3%                     |
| Public Health Agency (PHA) (only show if NI)                                        | 12<br>3%                     | 11<br>2%                     | 9<br>2%                      | 10<br>2%                     | 11<br>3%                     | 12<br>3%                     | 6<br>1%                      | 10<br>2%                     | 17<br>4%<br>g                | 12<br>3%                      | 11<br>3%                      | 11<br>2%                      | 24<br>6%<br>abcde<br>fghj     | 17<br>4%<br>g                 | 7<br>2%                      | 15<br>3%<br>r                | 11<br>2%                     | 4<br>1%                      | 8<br>2%                      | 14<br>3%<br>r                |
| Department for Rural Affairs (only show if Wales)                                   | 7<br>2%                      | 9<br>2%                      | 16<br>4%<br>hlm              | 8<br>2%                      | 8<br>2%                      | 8<br>2%                      | 14<br>3%                     | 5<br>1%                      | 11<br>3%                     | 6<br>1%                       | 9<br>2%                       | 5<br>1%                       | 5<br>1%                       | 9<br>2%                       | 19<br>4%<br>gz               | 12<br>3%                     | 5<br>1%                      | 10<br>2%                     | 13<br>3%                     | 15<br>4%<br>q                |
| Scottish Government Rural Directorate (only show if Scotland)                       | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                     | 50-65                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                     | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                                       | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| National Institute for Health and Clinical Excellence (NICE)                        | 258<br>58%p                  | 252<br>55%                   | 275<br>61%pA                 | 261<br>58%p                   | 255<br>54%                    | 264<br>58%p                   | 234<br>52%                    | 260<br>56%                    |
| British Dietetic Association (BDA)                                                  | 230<br>52%                   | 209<br>45%                   | 260<br>58%opsv<br>xzB        | 224<br>50%                    | 243<br>52%                    | 226<br>50%                    | 231<br>51%                    | 235<br>50%                    |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 13<br>3%r                    | 11<br>2%                     | 13<br>3%                     | 9<br>2%                       | 11<br>2%                      | 15<br>3%r                     | 21<br>5%oqrsx                 | 20<br>4%oqrs                  |
| Department for Public Health and Health Professions (only show if Wales)            | 21<br>5%q                    | 17<br>4%                     | 24<br>5%pq                   | 18<br>4%q                     | 25<br>5%pq                    | 13<br>3%                      | 24<br>5%pq                    | 19<br>4%q                     |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 13<br>3%r                    | 10<br>2%                     | 11<br>2%                     | 10<br>2%                      | 13<br>3%                      | 15<br>3%r                     | 17<br>4%rs                    | 19<br>4%ors                   |
| Safefood (only show if NI)                                                          | 11<br>2%                     | 5<br>1%                      | 8<br>2%                      | 8<br>2%                       | 6<br>1%                       | 13<br>3%orsv                  | 18<br>4%oqrsv<br>y            | 16<br>3%oqrsvy                |
| Public Health Agency (PHA) (only show if NI)                                        | 14<br>3%r                    | 9<br>2%                      | 11<br>2%                     | 11<br>2%                      | 11<br>2%                      | 15<br>3%r                     | 19<br>4%ors                   | 19<br>4%ors                   |
| Department for Rural Affairs (only show if Wales)                                   | 19<br>4%qz                   | 18<br>4%q                    | 18<br>4%q                    | 20<br>4%qrz                   | 19<br>4%q                     | 9<br>2%                       | 19<br>4%q                     | 21<br>5%qrz                   |
| Scottish Government Rural Directorate (only show if Scotland)                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |





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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 427                          | 467                          | 430                          | 409                          | 404                          | 441                          | 440                          | 410                          | 399                          | 408                           | 373                           | 408                           | 398                           | 365                           | 453                          | 445                          | 441                          | 497                          | 454                          | 448                          |
| Weighted Base                                                                       | 443                          | 463                          | 448                          | 427                          | 431                          | 442                          | 448                          | 418                          | 413                          | 421                           | 382                           | 434                           | 411                           | 387                           | 450                          | 450                          | 455                          | 469                          | 452                          | 422                          |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Audit Scotland (only<br>show if Scotland)                                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                                                | 9<br>2%                      | 11<br>2%                     | 11<br>2%                     | 8<br>2%                      | 18<br>4%                     | 18<br>4%                     | 15<br>3%                     | 15<br>4%                     | 12<br>3%                     | 8<br>2%                       | 11<br>3%                      | 17<br>4%                      | 15<br>4%                      | 20<br>5%abcd<br>j             | 5<br>1%                      | 11<br>2%z                    | 5<br>1%                      | 9<br>2%                      | 8<br>2%                      | 8<br>2%                      |
| Don't know                                                                          | 4<br>1%                      | 2<br>*                       | 2<br>*                       | 5<br>1% <sup>d</sup>         | 3<br>1%                      | -                            | 2<br>*                       | 3<br>1%                      | 3<br>1%                      | 4<br>1%                       | 5<br>1% <sup>f</sup>          | 1<br>*                        | 7<br>2% <sup>dfl</sup>        | 7<br>2% <sup>dfl</sup>        | 1<br>*                       | 4<br>1%                      | 3<br>1%                      | 3<br>1%                      | 3<br>1%                      | 2<br>*                       |
| Average number of<br>mentions                                                       | 7.72k                        | 7.98k                        | 8.21aef<br>hijkn             | 7.92k                        | 7.73k                        | 7.59k                        | 7.93k                        | 7.66k                        | 7.70k                        | 7.77k                         | 7.11                          | 7.98k                         | 7.85k                         | 7.69k                         | 8.32                         | 8.18                         | 8.39                         | 8.59p                        | 8.43                         | 8.96opqrsxy<br>zAB           |
| 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                          | 2.78                         | 2.94                         | 2.73                         | 2.77                         | 2.94                         | 2.51                         |
| 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                          | 0.13                         | 0.14                         | 0.13                         | 0.13                         | 0.14                         | 0.12                         |



**Q.4 Which of the following, if any, have you heard of? - UK**  
**Base: All adults England/Wales/NI**

|                                                                                     | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                     | 499                          | 464                          | 441                          | 497                           | 450                           | 491                           | 407                           | 488                           |
| Weighted Base                                                                       | 443                          | 459                          | 452                          | 449                           | 469                           | 452                           | 454                           | 466                           |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Audit Scotland (only<br>show if Scotland)                                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                                                                                | 6<br>1%                      | 15<br>3% <sup>oqz</sup>      | 8<br>2%                      | 11<br>2% <sup>z</sup>         | 10<br>2%                      | 3<br>1%                       | 12<br>3% <sup>z</sup>         | 11<br>2% <sup>z</sup>         |
| Don't know                                                                          | 2<br>+                       | 3<br>1%                      | 2<br>+                       | 5<br>1%                       | 2<br>+                        | 3<br>1%                       | 2<br>+                        | 7<br>2% <sup>o</sup>          |
| <b>Average number of<br/>mentions</b>                                               | <b>8.61<sup>p</sup></b>      | <b>8.31</b>                  | <b>8.67<sup>p</sup></b>      | <b>8.55</b>                   | <b>8.35</b>                   | <b>8.34</b>                   | <b>8.33</b>                   | <b>8.51</b>                   |
| <b>Standard deviation</b>                                                           | <b>2.79</b>                  | <b>2.79</b>                  | <b>2.79</b>                  | <b>2.77</b>                   | <b>2.83</b>                   | <b>2.99</b>                   | <b>2.86</b>                   | <b>2.80</b>                   |
| <b>Standard error</b>                                                               | <b>0.13</b>                  | <b>0.13</b>                  | <b>0.13</b>                  | <b>0.13</b>                   | <b>0.14</b>                   | <b>0.14</b>                   | <b>0.14</b>                   | <b>0.13</b>                   |

Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                            | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                                                              | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Office of Fair Trading                                                                     | 259<br>79%                   | 265<br>81%mn                 | 256<br>78%                   | 236<br>76%                | 257<br>80%                | 273<br>82%dklmm           | 267<br>81%                | 254<br>78%                | 261<br>80%                | 275<br>82%dklmm            | 251<br>76%                 | 255<br>76%                 | 251<br>76%                 | 250<br>76%                 |
| Department of Health<br>(only show if England)                                             | 257<br>76%                   | 261<br>80%ln                 | 262<br>80%ln                 | 256<br>82%mm              | 255<br>79%ln              | 268<br>80%ln              | 270<br>82%mm              | 252<br>77%                | 254<br>78%                | 260<br>77%                 | 259<br>79%                 | 259<br>77%                 | 249<br>75%                 | 242<br>73%                 |
| The British Medical<br>Association                                                         | 244<br>74%                   | 261<br>80%lc                 | 242<br>74%                   | 245<br>79%                | 240<br>75%                | 259<br>77%                | 255<br>77%                | 244<br>75%                | 258<br>79%                | 262<br>78%                 | 247<br>75%                 | 253<br>75%                 | 257<br>78%                 | 254<br>77%                 |
| Food Standards Agency                                                                      | 239<br>73%                   | 254<br>78%ldm                | 243<br>74%                   | 221<br>71%                | 236<br>73%                | 262<br>78%ldm             | 258<br>78%ldm             | 253<br>76%                | 249<br>76%                | 263<br>78%ldm              | 245<br>75%                 | 255<br>76%                 | 239<br>72%                 | 244<br>74%                 |
| Health & Safety<br>Executive                                                               | 232<br>70%                   | 239<br>73%                   | 234<br>71%                   | 231<br>74%                | 233<br>73%                | 247<br>74%                | 248<br>75%                | 231<br>71%                | 236<br>72%                | 256<br>77%ahk              | 234<br>71%                 | 240<br>71%                 | 244<br>74%                 | 250<br>76%                 |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 221<br>67%                   | 231<br>71%                   | 232<br>71%                   | 231<br>74%a               | 227<br>71%                | 242<br>72%                | 238<br>72%                | 230<br>71%                | 248<br>76%an              | 245<br>73%a                | 235<br>71%                 | 237<br>71%                 | 233<br>70%                 | 230<br>69%                 |
| World Health<br>Organisation (WHO)                                                         | 218<br>66%                   | 228<br>70%                   | 218<br>66%                   | 217<br>70%                | 220<br>69%                | 230<br>69%                | 237<br>72%                | 231<br>71%                | 236<br>72%                | 244<br>73%ac               | 235<br>71%                 | 232<br>69%                 | 227<br>68%                 | 236<br>71%                 |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 167<br>51%                   | 192<br>59%a                  | 188<br>57%                   | 179<br>57%                | 184<br>57%                | 189<br>57%                | 194<br>59%a               | 188<br>58%a               | 198<br>60%ak              | 203<br>61%ak               | 176<br>53%                 | 196<br>59%a                | 198<br>60%a                | 187<br>57%                 |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                         | 155<br>47%                   | 161<br>49%                   | 158<br>48%                   | 163<br>52%                | 156<br>49%                | 166<br>50%                | 168<br>51%                | 161<br>50%                | 167<br>51%                | 173<br>52%                 | 168<br>51%                 | 164<br>49%                 | 163<br>49%                 | 174<br>53%                 |
| British Dietetic<br>Association (BDA)                                                      | 142<br>43%                   | 120<br>37%                   | 137<br>42%                   | 136<br>44%b               | 140<br>44%b               | 138<br>41%                | 143<br>43%                | 136<br>42%                | 157<br>48%bfl             | 140<br>42%                 | 139<br>42%                 | 128<br>38%                 | 142<br>43%                 | 147<br>45%bl               |
| Office of Communications<br>(OFCOM)                                                        | 137<br>41%                   | 138<br>42%                   | 139<br>42%                   | 158<br>51%abcf            | 146<br>46%                | 134<br>40%                | 162<br>49%abcf            | 174<br>54%abcef           | 172<br>52%abcef           | 167<br>50%abcf             | 162<br>49%abcf             | 175<br>52%abcef            | 167<br>50%abcf             | 184<br>56%abcefg           |
| Department for Public<br>Health and Health<br>Professions (only show<br>if Wales)          | 14<br>4%                     | 7<br>2%                      | 9<br>3%                      | 16<br>5%b                 | 13<br>4%                  | 20<br>6%bch               | 11<br>3%                  | 10<br>3%                  | 18<br>6%bc                | 13<br>4%                   | 12<br>4%                   | 12<br>4%                   | 18<br>5%bc                 | 14<br>4%                   |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                     | 66-                       |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-------------------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                     | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                     | 451                       | 405                       | 414                       | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base                                                                       | 330                       | 327                       | 329                       | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| Department for Rural Affairs (only show if Wales)                                   | 10<br>3%                  | 9<br>3%                   | 8<br>2%                   | 10<br>3%                  | 5<br>2%                   | 12<br>3%                  | 8<br>2%                   | 7<br>2%                   | 14<br>4%e                 | 12<br>4%                   | 11<br>3%                   | 12<br>4%                   | 15<br>4%e                  | 15<br>4%eh                 |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 8<br>2%cdi                | 6<br>2%                   | 2<br>1%                   | 2<br>1%                   | 3<br>1%                   | 6<br>2%                   | 4<br>1%                   | 6<br>2%                   | 2<br>1%                   | 6<br>2%                    | 8<br>2%di                  | 6<br>2%                    | 6<br>2%                    | 14<br>4%bdefghijlm         |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 7<br>2%                   | 7<br>2%                   | 5<br>1%                   | 2<br>1%                   | 3<br>1%                   | 6<br>2%                   | 4<br>1%                   | 7<br>2%cd                 | 3<br>1%                   | 7<br>2%                    | 7<br>2%cd                  | 7<br>2%                    | 8<br>3%cd                  | 15<br>5%abcdefghijkl       |
| Public Health Agency (PHA) (only show if NI)                                        | 5<br>1%                   | 4<br>1%                   | 3<br>1%                   | 2<br>1%                   | 4<br>1%                   | 6<br>2%di                 | 4<br>1%                   | 6<br>2%di                 | 1<br>*                    | 7<br>2%di                  | 7<br>2%di                  | 8<br>2%di                  | 6<br>2%di                  | 15<br>4%abcdefghijklm      |
| Safefood (only show if NI)                                                          | 3<br>1%                   | 1<br>*                    | 1<br>*                    | -<br>-                    | 3<br>1%                   | 3<br>1%                   | 1<br>*                    | 3<br>1%cd                 | 2<br>1%                   | 5<br>1%cd                  | 5<br>1%cd                  | 9<br>3%bcdefgim            | 1<br>*                     | 7<br>2%bcdgim              |
| 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                                                                                | 12<br>4%                  | 12<br>4%                  | 20<br>6%e                 | 13<br>4%                  | 9<br>3%                   | 11<br>3%                  | 15<br>4%                  | 18<br>6%                  | 17<br>5%                  | 11<br>3%                   | 13<br>4%                   | 15<br>4%                   | 17<br>5%                   | 19<br>6%e                  |
| Don't know                                                                          | 5<br>2%                   | 4<br>1%                   | 2<br>1%                   | 5<br>2%                   | 9<br>3%cgh                | 4<br>1%                   | 2<br>1%                   | 2<br>1%                   | 6<br>2%                   | 5<br>1%                    | 6<br>2%                    | 6<br>2%                    | 5<br>1%                    | 5<br>1%                    |
| <b>Average number of mentions</b>                                                   | <b>7.43</b>               | <b>7.67</b>               | <b>7.63</b>               | <b>7.84</b>               | <b>7.69</b>               | <b>7.70</b>               | <b>7.87a</b>              | <b>7.84</b>               | <b>8.12abcdf</b>          | <b>7.94a</b>               | <b>7.73</b>                | <b>7.79</b>                | <b>7.83</b>                | <b>8.06ac</b>              |



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                    | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base    | 451                          | 405                          | 414                          | 447                       | 432                       | 493                       | 485                       | 449                       | 515                       | 573                        | 488                        | 517                        | 516                        | 561                        |
| Weighted Base      | 330                          | 327                          | 329                          | 312                       | 321                       | 334                       | 331                       | 325                       | 328                       | 336                        | 329                        | 335                        | 332                        | 331                        |
| 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                       |
| 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                       |

Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                            | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                            | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1782                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                                              | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Department of Health<br>(only show if England)                                             | 1368<br>82%hij<br>klmn       | 1387<br>83%ehi<br>jklmn      | 1370<br>81%ijkl<br>mn        | 1404<br>84%efhi<br>jklmn     | 1339<br>81%klmn              | 1369<br>81%klmn              | 1389<br>84%efhi<br>jklmn     | 1329<br>79%                  | 1288<br>78%                  | 1323<br>78%                   | 1285<br>77%                   | 1320<br>79%                   | 1264<br>77%                   | 1257<br>77%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Food Standards Agency                                                                      | 1313<br>79%k                 | 1374<br>83%aeh<br>ijklmn     | 1352<br>80%eikm<br>n         | 1360<br>81%eikd<br>mn        | 1282<br>77%k                 | 1382<br>82%aehi<br>klmn      | 1370<br>83%aehi<br>ijklmn    | 1321<br>79%k                 | 1281<br>77%k                 | 1350<br>80%klmn               | 1226<br>73%                   | 1304<br>78%k                  | 1239<br>76%                   | 1244<br>76%k                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Office of Fair Trading                                                                     | 1221<br>73%hij<br>klmn       | 1259<br>76%ehi<br>jklmn      | 1255<br>75%ehij<br>klmn      | 1250<br>75%ehij<br>klmn      | 1171<br>70%klmn              | 1233<br>73%hijk<br>lmn       | 1249<br>75%ehij<br>klmn      | 1169<br>70%klmn              | 1132<br>68%k                 | 1171<br>69%klmn               | 1093<br>65%                   | 1138<br>68%                   | 1061<br>65%                   | 1066<br>65%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 1144<br>69%                  | 1225<br>74%aei<br>jklmn      | 1239<br>74%aeij<br>klmn      | 1230<br>73%aeij<br>klmn      | 1156<br>70%                  | 1204<br>71%k                 | 1216<br>73%aeij<br>klmn      | 1187<br>71%                  | 1155<br>70%                  | 1176<br>69%                   | 1135<br>68%                   | 1178<br>70%                   | 1129<br>69%                   | 1133<br>69%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Health & Safety<br>Executive                                                               | 1143<br>68%k                 | 1191<br>72%efh<br>ijklmn     | 1220<br>73%ae fh<br>ijklmn   | 1183<br>71%hijk<br>lm        | 1126<br>68%k                 | 1157<br>68%k                 | 1202<br>72%ae fh<br>ijklmn   | 1102<br>66%                  | 1117<br>67%                  | 1139<br>67%                   | 1079<br>64%                   | 1106<br>66%                   | 1092<br>67%                   | 1112<br>68%k                  | -                            | -                            | -                            | -                            | -                            | -                            |
| The British Medical<br>Association                                                         | 1125<br>67%k                 | 1173<br>70%efh<br>ijklmn     | 1180<br>70%efhj<br>kln       | 1207<br>72%ae fh<br>ijklmn   | 1078<br>65%                  | 1109<br>65%                  | 1164<br>70%efhj<br>kln       | 1118<br>67%k                 | 1113<br>67%k                 | 1105<br>65%                   | 1051<br>63%                   | 1157<br>69%efjk               | 1077<br>66%                   | 1075<br>66%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| World Health<br>Organisation (WHO)                                                         | 1017<br>61%                  | 1068<br>64%                  | 1085<br>65%a                 | 1090<br>65%a                 | 1064<br>64%                  | 1068<br>63%                  | 1069<br>64%a                 | 1045<br>62%                  | 1126<br>68%abef<br>hk        | 1099<br>65%a                  | 1069<br>64%                   | 1153<br>69%abcd<br>efghjk     | 1072<br>65%a                  | 1123<br>69%abcd<br>efghkm     | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 897<br>54%                   | 965<br>58%ae f<br>k          | 955<br>57%f                  | 948<br>57%                   | 888<br>53%                   | 903<br>53%                   | 959<br>58%ae f k             | 937<br>56%                   | 915<br>55%                   | 936<br>55%                    | 896<br>53%                    | 970<br>58%ae f k              | 939<br>57%ae f k              | 928<br>57%fk                  | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                                              | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Department of Health<br>(only show if England)                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food Standards Agency                                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Office of Fair Trading                                                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| The Environment Agency<br>(only show if England or<br>Wales)                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health & Safety<br>Executive                                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| The British Medical<br>Association                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| World Health<br>Organisation (WHO)                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |



Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                              | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                              | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                                                | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Office of Communications<br>(OFCOM)                                                          | 737<br>44%                   | 787<br>47%                   | 792<br>47%                   | 884<br>53%abcde<br>fhjkm     | 792<br>48%a                  | 779<br>46%                   | 852<br>51%abcde<br>fhjkm     | 804<br>48%a                  | 828<br>50%af                 | 804<br>47%                    | 781<br>47%                    | 839<br>50%afk                 | 781<br>48%a                   | 834<br>51%abcd<br>jk          | -                            | -                            | -                            | -                            | -                            | -                            |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                           | 689<br>41%                   | 725<br>44%                   | 767<br>46%aefk<br>m          | 754<br>45%a                  | 695<br>42%                   | 710<br>42%                   | 749<br>45%a                  | 728<br>43%                   | 728<br>44%                   | 743<br>44%                    | 705<br>42%                    | 765<br>46%aefk<br>m           | 683<br>42%                    | 744<br>46%aefk<br>m           | -                            | -                            | -                            | -                            | -                            | -                            |
| British Dietetic<br>Association (BDA)                                                        | 626<br>38%                   | 636<br>38%                   | 679<br>40%defh<br>jkmn       | 618<br>37%                   | 586<br>35%                   | 598<br>35%                   | 635<br>38%                   | 617<br>37%                   | 671<br>40%defh<br>jkmn       | 614<br>36%                    | 606<br>36%                    | 630<br>38%                    | 604<br>37%                    | 593<br>36%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland)          | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)                  | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Scottish Government<br>Rural Directorate (only<br>show if Scotland)                          | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for Public<br>Health and Health<br>Professions (only show<br>if Wales)            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Safefood (only show if<br>NI)                                                                | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Audit Scotland (only<br>show if Scotland)                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS)<br>(only show if NI) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |

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 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                                                | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Office of Communications<br>(OFCOM)                                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| British Dietetic<br>Association (BDA)                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland)          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Government<br>Rural Directorate (only<br>show if Scotland)                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department for Public<br>Health and Health<br>Professions (only show<br>if Wales)            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Safefood (only show if<br>NI)                                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Audit Scotland (only<br>show if Scotland)                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS)<br>(only show if NI) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                   | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                                     | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Public Health Agency<br>(PHA) (only show if NI)                                   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for Rural<br>Affairs (only show if<br>Wales)                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Department of<br>Agriculture and Rural<br>Development (DARD) (only<br>show if NI) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                                              | 61<br>4%                     | 55<br>3%                     | 70<br>4%                     | 59<br>3%                     | 73<br>4%                     | 84<br>5%bd                   | 71<br>4%                     | 98<br>6%abodg<br>l           | 81<br>5%bd                   | 81<br>5%b                     | 94<br>6%abdl                  | 67<br>4%                      | 92<br>6%abdl                  | 85<br>5%abd                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                                        | 18<br>1%g                    | 16<br>1%                     | 12<br>1%                     | 14<br>1%                     | 27<br>2%cfgh                 | 10<br>1%                     | 7<br>*                       | 10<br>1%                     | 18<br>1%g                    | 22<br>1%fgh                   | 24<br>1%fgh                   | 23<br>1%fgh                   | 21<br>1%fgh                   | 24<br>1%fgh                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of<br>mentions                                                     | 7.09                         | 7.40ae                       | 7.44aef                      | 7.44aef                      | 7.16                         | 7.19                         | 7.50aef                      | 7.23                         | 7.27k                        | 7.21                          | 7.00                          | 7.28k                         | 7.16                          | 7.29k                         | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                                     | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Public Health Agency<br>(PHA) (only show if NI)                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department for Rural<br>Affairs (only show if<br>Wales)                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department of<br>Agriculture and Rural<br>Development (DARD) (only<br>show if NI) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Average number of<br/>mentions</b>                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard deviation</b>                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard error</b>                                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)  | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                          | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                            | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                            | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                           | 53*                          | 54*                          | 57*                          | 57                           |
| Office of Fair Trading                                                   | 86<br>88%bce<br>gjm          | 67<br>72%                    | 73<br>72%                    | 82<br>78%g                   | 79<br>75%                    | 83<br>91%bcde<br>ghlmn       | 66<br>65%                    | 62<br>77%                    | 86<br>87%bceg<br>lm          | 67<br>76%                     | 76<br>87%bceg<br>lm           | 60<br>69%                     | 66<br>69%                     | 72<br>80%g                    | 48<br>80%uvy                 | 50<br>85%suw<br>xyAB          | 41<br>78%                    | 37<br>69%                    | 37<br>64%                    | 46<br>81%suwxyA              |
| Food Standards Agency                                                    | 86<br>88%g                   | 79<br>84%g                   | 84<br>83%                    | 86<br>83%                    | 82<br>77%                    | 78<br>86%g                   | 73<br>72%                    | 75<br>94%cddeg<br>l          | 89<br>91%egl                 | 75<br>86%g                    | 81<br>92%egl                  | 69<br>79%                     | 80<br>85%g                    | 77<br>86%g                    | 49<br>62%                    | 57<br>96%oqr<br>tuwvxy<br>zAB | 45<br>84%                    | 43<br>81%                    | 50<br>88%                    | 47<br>83%                    |
| The British Medical Association                                          | 81<br>83%bcg<br>jlmn         | 56<br>60%                    | 59<br>58%                    | 74<br>71%                    | 75<br>71%                    | 64<br>71%                    | 59<br>58%                    | 57<br>71%                    | 75<br>76%bcg                 | 57<br>65%                     | 70<br>80%bcgj<br>l            | 57<br>65%                     | 65<br>68%                     | 63<br>70%                     | 40<br>67%                    | 48<br>80%suw<br>xA            | 38<br>71%                    | 35<br>65%                    | 33<br>58%                    | 41<br>71%u                   |
| The Environment Agency (only show if England or Wales)                   | 79<br>81%bl                  | 60<br>64%                    | 70<br>69%                    | 84<br>81%bl                  | 77<br>73%                    | 72<br>79%bl                  | 71<br>70%                    | 57<br>71%                    | 84<br>85%bceg<br>hlm         | 64<br>73%                     | 73<br>84%bcgh<br>lm           | 57<br>66%                     | 66<br>69%                     | 68<br>75%                     | -                            | -                             | -                            | -                            | -                            | -                            |
| Health & Safety Executive                                                | 77<br>79%b                   | 58<br>62%                    | 70<br>70%                    | 77<br>75%                    | 82<br>78%b                   | 73<br>80%bmn                 | 71<br>70%                    | 54<br>68%                    | 80<br>81%bhm                 | 63<br>72%                     | 72<br>82%bhlm                 | 61<br>69%                     | 63<br>66%                     | 69<br>77%b                    | 42<br>70%                    | 43<br>72%                     | 37<br>70%                    | 34<br>63%                    | 37<br>64%                    | 42<br>75%v                   |
| World Health Organisation (WHO)                                          | 70<br>71%bc                  | 51<br>54%                    | 52<br>52%                    | 61<br>59%                    | 69<br>65%                    | 52<br>58%                    | 59<br>58%                    | 50<br>62%                    | 76<br>77%bcdf<br>ghlm        | 58<br>67%c                    | 68<br>78%bcdf<br>ghlm         | 53<br>60%                     | 61<br>64%                     | 60<br>66%c                    | 38<br>62%                    | 38<br>63%                     | 29<br>55%                    | 32<br>60%                    | 30<br>52%                    | 39<br>69%six                 |
| Department for Public Health and Health Professions (only show if Wales) | 59<br>60%bc                  | 38<br>41%                    | 44<br>43%                    | 66<br>63%bcj                 | 63<br>60%bc                  | 57<br>64%bcj                 | 55<br>54%                    | 42<br>53%                    | 65<br>66%bcjl                | 40<br>46%                     | 57<br>65%bcjl                 | 44<br>50%                     | 58<br>61%bcj                  | 59<br>65%bcjl                 | -                            | -                             | -                            | -                            | -                            | -                            |
| National Institute for Health and Clinical Excellence (NICE)             | 52<br>53%b                   | 32<br>35%                    | 39<br>39%                    | 47<br>45%                    | 48<br>46%                    | 43<br>48%                    | 50<br>49%b                   | 34<br>42%                    | 51<br>52%b                   | 41<br>46%                     | 48<br>55%bc                   | 38<br>44%                     | 41<br>43%                     | 50<br>56%bc                   | 16<br>26%                    | 22<br>38%                     | 16<br>31%                    | 17<br>31%                    | 18<br>31%                    | 25<br>44%oux                 |
| Office of Communications (OFCOM)                                         | 48<br>49%c                   | 37<br>40%                    | 34<br>34%                    | 49<br>47%                    | 53<br>50%c                   | 44<br>49%c                   | 47<br>46%                    | 38<br>47%                    | 56<br>57%bc                  | 49<br>57%bc                   | 54<br>61%bcgl<br>m            | 40<br>45%                     | 42<br>44%                     | 50<br>56%bc                   | 30<br>50%pq                  | 18<br>31%                     | 16<br>29%                    | 26<br>47%                    | 21<br>36%                    | 31<br>54%pgsu                |

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



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                   | N                            |                              |                              |                               |                                      |                                       |                               |                               |
|-----------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|--------------------------------------|---------------------------------------|-------------------------------|-------------------------------|
|                                                                                   | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y)        | Wave 12<br>(May<br>16)<br>(z)         | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                   | 141                          | 115                          | 119                          | 135                           | 126                                  | 126                                   | 120                           | 123                           |
| Weighted Base                                                                     | 64                           | 64                           | 64                           | 60                            | 60                                   | 60                                    | 109                           | 113                           |
| Office of Fair Trading                                                            | 41<br>63%                    | 42<br>65%                    | 46<br>72%                    | 41<br>69%                     | 39<br>65%                            | 46<br>77% <i>uvy</i>                  | 73<br>67%                     | 78<br>69%                     |
| Food Standards Agency                                                             | 52<br>81%                    | 50<br>78%                    | 53<br>83%                    | 51<br>85%                     | 48<br>80%                            | 49<br>81%                             | 85<br>79%                     | 86<br>76%                     |
| The British Medical Association                                                   | 36<br>56%                    | 42<br>66%                    | 41<br>65%                    | 36<br>60%                     | 48<br>81% <i>rsuv</i><br><i>wxAB</i> | 44<br>73% <i>sux</i>                  | 71<br>65%                     | 77<br>68%                     |
| The Environment Agency<br>(only show if England or<br>Wales)                      | -                            | -                            | -                            | -                             | -                                    | -                                     | -                             | -                             |
| Health & Safety<br>Executive                                                      | 41<br>65%                    | 38<br>60%                    | 44<br>68%                    | 43<br>72% <i>w</i>            | 43<br>72%                            | 43<br>72%                             | 78<br>72%                     | 79<br>70%                     |
| World Health<br>Organisation (WHO)                                                | 33<br>52%                    | 41<br>65% <i>u</i>           | 39<br>61%                    | 33<br>56%                     | 35<br>59%                            | 46<br>76% <i>qsuw</i><br><i>xyB</i>   | 75<br>69% <i>sux</i>          | 72<br>63%                     |
| Department for Public<br>Health and Health<br>Professions (only show<br>if Wales) | -                            | -                            | -                            | -                             | -                                    | -                                     | -                             | -                             |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                | 16<br>26%                    | 21<br>32%                    | 25<br>40% <i>u</i>           | 18<br>30%                     | 22<br>37%                            | 23<br>39% <i>u</i>                    | 44<br>40% <i>u</i>            | 43<br>38% <i>u</i>            |
| Office of Communications<br>(OfCOM)                                               | 24<br>38%                    | 27<br>43%                    | 29<br>46%                    | 28<br>47% <i>pq</i>           | 26<br>43%                            | 40<br>66% <i>pqrs</i><br><i>uvwxy</i> | 60<br>55% <i>pqsu</i>         | 65<br>57% <i>pqsuvy</i>       |

Q.4 Which of the following, if any, have you heard of? - UK  
 Base: All adults England/Wales/NI

|                                                                                     | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|-------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                     | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                     | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                                       | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| British Dietetic Association (BDA)                                                  | 48<br>49%bce<br>j            | 20<br>21%                    | 26<br>25%                    | 38<br>37%b                   | 32<br>30%                    | 36<br>40%bc                  | 43<br>42%bc                  | 32<br>40%bc                  | 45<br>46%bce                 | 28<br>32%                     | 43<br>49%bcej                 | 31<br>35%b                    | 39<br>41%bc                   | 46<br>51%bce<br>j             | 22<br>36%                    | 21<br>35%                    | 18<br>34%                    | 17<br>31%                    | 26<br>44%                    | 22<br>38%                    |
| Department for Rural Affairs (only show if Wales)                                   | 43<br>44%e                   | 33<br>35%                    | 35<br>35%                    | 35<br>33%                    | 28<br>27%                    | 38<br>42%e                   | 46<br>45%e                   | 33<br>41%e                   | 49<br>50%bcde                | 43<br>49%cde                  | 48<br>55%bcde<br>l            | 34<br>39%                     | 46<br>48%de                   | 51<br>56%bcde<br>l            | -                            | -                            | -                            | -                            | -                            | -                            |
| 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<br>51%                    | 26<br>44%                    | 25<br>47%                    | 28<br>52%                    | 31<br>54%                    | 38<br>66%pqwy                |
| Audit Scotland (only show if Scotland)                                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | 46<br>77%ruy                 | 41<br>69%                    | 36<br>68%                    | 30<br>56%                    | 37<br>64%                    | 40<br>71%u                   |
| Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |

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



Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                              | N                            |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                              | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                                                                | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| British Dietetic<br>Association (BDA)                                                        | 19<br>30%                    | 27<br>42%                    | 31<br>49%ru                  | 25<br>41%                     | 32<br>53%ppqr<br>tu           | 34<br>57%ppqr<br>tuvx         | 51<br>47%u                    | 50<br>44%u                    |
| Department for Rural<br>Affairs (only show if<br>Wales)                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland)          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Environment<br>Protection Agency (SEPA)<br>(only show if Scotland)                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Scottish Government<br>Rural Directorate (only<br>show if Scotland)                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department of Health<br>(only show if England)                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Safefood (only show if<br>NI)                                                                | 32<br>51%                    | 29<br>45%                    | 41<br>64%puvy                | 40<br>67%ppqu<br>vy           | 29<br>46%                     | 45<br>74%ppqr<br>suvyAB       | 64<br>59%v                    | 67<br>59%v                    |
| Audit Scotland (only<br>show if Scotland)                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS)<br>(only show if NI) | 37<br>58%                    | 42<br>66%                    | 46<br>72%u                   | 40<br>67%                     | 37<br>62%                     | 41<br>68%                     | 82<br>75%ruy                  | 84<br>75%ruy                  |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England)   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

**Q.4 Which of the following, if any, have you heard of? - UK**  
**Base: All adults England/Wales/NI**

|                                                                                   | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                   | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                   | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | 64                           | 63                           | 53                           | 53                           | 60                           | 127                          |
| Weighted Base                                                                     | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | 60*                          | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |
| Public Health Agency<br>(PHA) (only show if NI)                                   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | 31                           | 40                           | 38                           | 30                           | 36                           | 41                           |
| Department of<br>Agriculture and Rural<br>Development (DARD) (only<br>show if NI) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | 51%                          | 68%                          | 73%ou                        | 56%                          | 63%                          | 72%ou                        |
| None                                                                              | 4                            | 4                            | 5                            | 3                            | 6                            | 1                            | 9                            | 1                            | 1                            | 5                             | 3                             | 5                             | 5                             | 4                             | 1                            | -                            | 1                            | 4                            | 2                            | 2                            |
| Don't know                                                                        | 4%                           | 5%                           | 5%                           | 3%                           | 6%                           | 1%                           | 9%h                          | 2%                           | 1%                           | 5%                            | 3%                            | 5%                            | 5%                            | 4%                            | 2%                           | -                            | 3%                           | 8%pB                         | 3%                           | 3%                           |
| Average number of<br>mentions                                                     | 7.72bc                       | 6.01                         | 6.12                         | 6.99b                        | 7.06bc                       | 7.23bc                       | 7.07b                        | 6.76                         | 7.77bch                      | 7.25bc                        | 8.13bcd                       | 6.69                          | 7.14bc                        | 8.14bc                        | 7.35                         | 7.65                         | 7.21                         | 7.15                         | 7.03                         | 8.32su                       |
| Standard deviation                                                                | 2.87                         | 3.15                         | 3.19                         | 2.95                         | 2.88                         | 3.07                         | 3.56                         | 3.19                         | 2.76                         | 3.23                          | eghlm                         | 2.97                          | 3.55                          | 3.36                          | 3.01                         | 2.93                         | 3.56                         | 3.78                         | 3.41                         | 3.26                         |
| 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                          | 0.38                         | 0.37                         | 0.50                         | 0.55                         | 0.45                         | 0.30                         |

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





Q.4 Which of the following, if any, have you heard of? - UK  
Base: All adults England/Wales/NI

|                                                                                   | N                            |                              |                              |                               |                               |                               |                               |                               |
|-----------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                   | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                   | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                                                     | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Public Health Agency<br>(PHA) (only show if NI)                                   | 35<br>54%                    | 39<br>61%                    | 43<br>68%ou                  | 44<br>74%oruv                 | 42<br>69%ou                   | 47<br>78%orsu<br>v            | 80<br>74%oru                  | 84<br>74%oruv                 |
| Department of<br>Agriculture and Rural<br>Development (DARD) (only<br>show if NI) | 33<br>52%                    | 37<br>58%                    | 41<br>65%u                   | 38<br>63%                     | 37<br>62%                     | 40<br>66%ru                   | 67<br>62%                     | 72<br>63%                     |
| None                                                                              | 4<br>6%pB                    | 2<br>3%                      | 2<br>4%                      | 3<br>4%B                      | 3<br>5%B                      | 2<br>4%B                      | 3<br>3%                       | -                             |
| Don't know                                                                        | -                            | -<br>1%                      | -                            | -                             | -<br>1%                       | -                             | -                             | -                             |
| Average number of<br>mentions                                                     | 6.68                         | 7.07                         | 7.79u                        | 7.62u                         | 7.70u                         | 8.60oqr<br>suvx               | 7.88u                         | 7.60                          |
| Standard deviation                                                                | 3.43                         | 3.76                         | 3.70                         | 3.32                          | 3.52                          | 3.56                          | 3.71                          | 3.84                          |
| Standard error                                                                    | 0.30                         | 0.36                         | 0.35                         | 0.29                          | 0.32                          | 0.32                          | 0.34                          | 0.35                          |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                              | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                                                | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Food Standards Agency                                                                        | 1448<br>79%km             | 1509<br>83%aeh<br>ijkimn  | 1480<br>81%eklmn          | 1489<br>81%seiklmn        | 1414<br>78%k              | 1507<br>82%aeliklmn       | 1494<br>82%aeihiklm<br>n  | 1446<br>79%km             | 1423<br>78%k              | 1476<br>80%ekmn            | 1354<br>74%                | 1421<br>78%k               | 1405<br>76%                | 1408<br>77%                |
| Department of Health<br>(only show if England)                                               | 1368<br>75%ijk<br>mn      | 1387<br>76%sehi<br>jkimn  | 1370<br>75%ikmn           | 1404<br>77%sehijkim<br>n  | 1339<br>73%ikmn           | 1369<br>74%ikmn           | 1389<br>76%shijkimn       | 1329<br>73%imn            | 1288<br>71%               | 1323<br>72%imn             | 1285<br>70%                | 1320<br>72%imn             | 1264<br>69%                | 1257<br>68%                |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS)<br>(only show if NI) | 46<br>3%                  | 41<br>2%                  | 36<br>2%                  | 30<br>2%                  | 37<br>2%                  | 40<br>2%                  | 37<br>2%                  | 42<br>2%                  | 46<br>3%                  | 40<br>2%                   | 37<br>2%                   | 41<br>2%                   | 82<br>4%abcdefg<br>hijkl   | 84<br>5%abcdefg<br>hijkl   |
| Public Health Agency<br>(PHA) (only show if NI)                                              | 31<br>2%                  | 40<br>2%                  | 38<br>2%                  | 30<br>2%                  | 36<br>2%                  | 41<br>2%                  | 35<br>2%                  | 39<br>2%                  | 43<br>2%                  | 44<br>2%                   | 42<br>2%                   | 47<br>3%                   | 80<br>4%abcdefg<br>hijkl   | 84<br>5%abcdefg<br>hijkl   |
| Scottish Government<br>Health Improvement<br>Directorate (only show<br>if Scotland)          | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Department for Public<br>Health and Health<br>Professions (only show<br>if Wales)            | 59<br>3%b                 | 38<br>2%                  | 44<br>2%                  | 66<br>4%bchjl             | 63<br>3%bhj               | 57<br>3%                  | 55<br>3%                  | 42<br>2%                  | 65<br>4%bchjl             | 40<br>2%                   | 57<br>3%                   | 44<br>2%                   | 58<br>3%b                  | 59<br>3%b                  |
| Safefood (only show if<br>NI)                                                                | 31<br>2%                  | 26<br>1%                  | 25<br>1%                  | 28<br>2%                  | 31<br>2%                  | 38<br>2%                  | 32<br>2%                  | 29<br>2%                  | 41<br>2%                  | 40<br>2%                   | 29<br>2%                   | 45<br>2%bcd                | 64<br>3%abcdefg<br>hijkl   | 67<br>4%abcdefg<br>hijkl   |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                           | 756<br>41%                | 780<br>43%                | 823<br>45%a               | 818<br>45%                | 762<br>42%                | 778<br>42%                | 815<br>45%a               | 782<br>43%                | 805<br>44%                | 802<br>44%                 | 776<br>43%                 | 826<br>45%aem              | 768<br>42%                 | 838<br>46%aefm             |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England)   | 897<br>49%                | 965<br>53%aef<br>k        | 955<br>52%e               | 948<br>52%                | 888<br>49%                | 903<br>49%                | 959<br>53%aefk            | 937<br>51%                | 915<br>50%                | 936<br>51%                 | 896<br>49%                 | 970<br>53%aefk             | 939<br>51%                 | 928<br>51%                 |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                          | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                      | 2091                       | 1980                       | 2044                       | 1967                       | 1991                       |
| Weighted Base                                                            | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                      | 1840                       | 1826                       | 1826                       | 1841                       | 1837                       |
| Department for Rural Affairs (only show if Wales)                        | 43<br>2%                  | 33<br>2%                  | 35<br>2%                  | 35<br>2%                  | 28<br>2%                  | 38<br>2%                  | 46<br>3%e                 | 33<br>2%                  | 49<br>3%e                 | 43<br>2%                   | 48<br>3%e                  | 34<br>2%                   | 46<br>2%e                  | 51<br>3%e                  |
| Department of Agriculture and Rural Development (DARD) (only show if NI) | 39<br>2%                  | 51<br>3%cdg               | 33<br>2%                  | 26<br>1%                  | 35<br>2%                  | 43<br>2%cd                | 33<br>2%                  | 37<br>2%                  | 41<br>2%                  | 38<br>2%                   | 37<br>2%                   | 40<br>2%                   | 67<br>4%acdefghijkl        | 72<br>4%acdefghijkl        |
| The Environment Agency (only show if England or Wales)                   | 1224<br>67%               | 1285<br>71%aej<br>klmn    | 1308<br>71%aejhijkl<br>mn | 1314<br>72%aejhijkl<br>mn | 1233<br>68%               | 1275<br>69%klmn           | 1287<br>71%ajkmn          | 1244<br>68%um             | 1239<br>68%               | 1240<br>67%                | 1208<br>66%                | 1235<br>68%                | 1195<br>65%                | 1201<br>65%                |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)    | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Scottish Government Rural Directorate (only show if Scotland)            | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| The British Medical Association                                          | 1246<br>68%ejk            | 1276<br>70%efh<br>jkmn    | 1276<br>70%efjkmn         | 1316<br>72%aejhijk<br>mn  | 1186<br>65%               | 1214<br>66%               | 1259<br>69%efjkm          | 1217<br>67%               | 1230<br>67%k              | 1197<br>65%                | 1169<br>64%                | 1258<br>69%ejk             | 1213<br>66%                | 1215<br>66%                |
| Office of Communications (OFCOM)                                         | 816<br>45%                | 843<br>46%                | 841<br>46%                | 958<br>52%abcdeh<br>km    | 865<br>47%                | 854<br>46%                | 924<br>51%abcfk           | 869<br>48%                | 913<br>50%abcf            | 881<br>48%                 | 860<br>47%                 | 918<br>50%abcf             | 884<br>48%a                | 949<br>52%abcdehijkm       |
| Audit Scotland (only show if Scotland)                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Health & Safety Executive                                                | 1262<br>69%ghk            | 1292<br>71%shij<br>klm    | 1327<br>72%aejhijk<br>lmn | 1294<br>71%shklm          | 1246<br>68%               | 1272<br>69%ghk            | 1314<br>72%ehijklm<br>n   | 1195<br>66%               | 1240<br>68%               | 1246<br>68%                | 1194<br>65%                | 1210<br>66%                | 1234<br>67%                | 1260<br>69%kk              |
| Office of Fair Trading                                                   | 1356<br>74%ehi<br>jklmn   | 1376<br>76%ehi<br>jklmn   | 1369<br>75%ehijklm<br>n   | 1368<br>75%ehijklm<br>n   | 1286<br>71%klmn           | 1361<br>74%ehijklm<br>n   | 1356<br>74%ehijklm<br>n   | 1272<br>70%klmn           | 1264<br>69%klmn           | 1279<br>70%klmn            | 1207<br>66%                | 1245<br>68%                | 1199<br>65%                | 1216<br>66%                |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)  | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)   |
| Unweighted Base                    | 1919                      | 1883                      | 1896                      | 1961                      | 1884                      | 2036                      | 1974                      | 1944                      | 1984                       | 2091                       | 1980                       | 2044                       | 1967                       | 1991                         |
| Weighted Base                      | 1828                      | 1818                      | 1835                      | 1834                      | 1824                      | 1841                      | 1824                      | 1824                      | 1824                       | 1840                       | 1826                       | 1826                       | 1841                       | 1837                         |
| World Health Organisation (WHO)    | 1125<br>62%               | 1157<br>64%               | 1166<br>64%               | 1183<br>65%               | 1163<br>64%               | 1159<br>63%               | 1161<br>64%               | 1136<br>62%               | 1240<br>68% <i>abcdefg</i> | 1191<br>65%                | 1173<br>64%                | 1252<br>69% <i>abcdefg</i> | 1207<br>66% <i>ah</i>      | 1255<br>68% <i>bcdefghjk</i> |
| British Dietetic Association (BDA) | 696<br>38%                | 676<br>37%                | 723<br>39% <i>ef</i>      | 673<br>37%                | 644<br>35%                | 656<br>36%                | 697<br>38%                | 676<br>37%                | 747<br>41% <i>bdefhjk</i>  | 667<br>36%                 | 681<br>37%                 | 695<br>38%                 | 694<br>38%                 | 688<br>37%                   |
| None                               | 66<br>4%                  | 59<br>3%                  | 76<br>4%                  | 66<br>4%                  | 81<br>4%                  | 86<br>5% <i>b</i>         | 85<br>5% <i>b</i>         | 102<br>6% <i>abcdl</i>    | 85<br>5% <i>b</i>          | 88<br>5% <i>b</i>          | 99<br>5% <i>abd</i>        | 74<br>4%                   | 100<br>5% <i>abcdl</i>     | 90<br>5% <i>b</i>            |
| Don't know                         | 18<br>1%                  | 17<br>1%                  | 12<br>1%                  | 15<br>1%                  | 29<br>2% <i>cdlgh</i>     | 12<br>1%                  | 9<br>*                    | 10<br>1%                  | 18<br>1%                   | 24<br>1% <i>fgh</i>        | 24<br>1% <i>cfgh</i>       | 25<br>1% <i>cfgh</i>       | 24<br>1% <i>fgh</i>        | 29<br>2% <i>cdlgh</i>        |
| Average number of mentions         | 7.13                      | 7.34 <i>k</i>             | 7.36 <i>ak</i>            | 7.41 <i>æk</i>            | 7.15                      | 7.23                      | 7.45 <i>æfhjk</i>         | 7.20                      | 7.31 <i>k</i>              | 7.22                       | 7.08                       | 7.29                       | 7.22                       | 7.35 <i>k</i>                |
| 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                         |
| 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                         |



**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                              | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                              | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                              | 1752                      | 1721                      | 1736                      | 1791                      | 1706                      | 1810                      | 1723                      | 1743                      | 1758                      | 1844                       | 1762                       | 1808                       | 1738                       | 1769                       |
| Weighted Base                                                | 1670                      | 1665                      | 1681                      | 1676                      | 1661                      | 1694                      | 1658                      | 1680                      | 1662                      | 1693                       | 1678                       | 1678                       | 1637                       | 1634                       |
| Department of Health                                         | 1368<br>82%hij<br>klmn    | 1387<br>83%ehi<br>jklmn   | 1370<br>81%ijklmn         | 1404<br>84%efhijkl<br>mn  | 1339<br>81%iklmn          | 1369<br>81%iklmn          | 1389<br>84%efhijkl<br>mn  | 1329<br>79%               | 1288<br>78%               | 1323<br>78%                | 1285<br>77%                | 1320<br>79%                | 1264<br>77%                | 1257<br>77%                |
| Food Standards Agency                                        | 1313<br>79%k              | 1374<br>83%ae<br>hijklmn  | 1352<br>80%eikmn          | 1360<br>81%eiklmn         | 1282<br>77%k              | 1382<br>82%ae<br>hijklmn  | 1370<br>83%ae<br>hijklmn  | 1321<br>79%k              | 1281<br>77%k              | 1350<br>80%k<br>lmn        | 1226<br>73%                | 1304<br>78%k               | 1239<br>76%                | 1244<br>76%k               |
| Office of Fair Trading                                       | 1221<br>73%hij<br>klmn    | 1259<br>76%ehi<br>jklmn   | 1255<br>75%ehijkl<br>mn   | 1250<br>75%ehijkl<br>mn   | 1171<br>70%klmn           | 1233<br>73%hijkl<br>mn    | 1249<br>75%ehijkl<br>mn   | 1169<br>70%klmn           | 1132<br>68%lm             | 1171<br>69%klmn            | 1093<br>65%                | 1138<br>68%                | 1061<br>65%                | 1066<br>65%                |
| The Environment Agency                                       | 1144<br>69%               | 1225<br>74%ae<br>ijklmn   | 1239<br>74%ae<br>ijklmn   | 1230<br>73%ae<br>ijklmn   | 1156<br>70%               | 1204<br>71%k              | 1216<br>73%ae<br>ijklmn   | 1187<br>71%               | 1155<br>70%               | 1176<br>69%                | 1135<br>68%                | 1178<br>70%                | 1129<br>69%                | 1133<br>69%                |
| Health & Safety Executive                                    | 1143<br>68%k              | 1191<br>72%ef<br>hijklmn  | 1220<br>73%ae<br>hijklmn  | 1183<br>71%hijkl<br>mn    | 1126<br>68%k              | 1157<br>68%k              | 1202<br>72%ae<br>hijklmn  | 1102<br>66%               | 1117<br>67%               | 1139<br>67%                | 1079<br>64%                | 1106<br>66%                | 1092<br>67%                | 1112<br>68%k               |
| The British Medical Association                              | 1125<br>67%k              | 1173<br>70%ef<br>hijklmn  | 1180<br>70%ef<br>hijklmn  | 1207<br>72%ae<br>hijklmn  | 1078<br>65%               | 1109<br>65%               | 1164<br>70%ef<br>hijklmn  | 1118<br>67%k              | 1113<br>67%k              | 1105<br>65%                | 1051<br>63%                | 1157<br>69%ef<br>jkl       | 1077<br>66%                | 1075<br>66%                |
| World Health Organisation (WHO)                              | 1017<br>61%               | 1068<br>64%               | 1085<br>65%a              | 1090<br>65%a              | 1064<br>64%               | 1068<br>63%               | 1069<br>64%a              | 1045<br>62%               | 1126<br>68%abef<br>hk     | 1099<br>65%a               | 1069<br>64%                | 1153<br>69%abode<br>fghjkl | 1072<br>65%a               | 1123<br>69%abode<br>fghjkl |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 897<br>54%                | 965<br>58%ae<br>fk        | 955<br>57%l               | 948<br>57%                | 888<br>53%                | 903<br>53%                | 959<br>58%ae<br>fk        | 937<br>56%                | 915<br>55%                | 936<br>55%                 | 896<br>53%                 | 970<br>58%ae<br>fk         | 939<br>57%ae<br>fk         | 928<br>57%k                |
| Office of Communications (OfCOM)                             | 737<br>44%                | 787<br>47%                | 792<br>47%                | 894<br>53%abce<br>fghjkm  | 792<br>48%a               | 779<br>46%                | 852<br>51%abce<br>fghjkm  | 804<br>48%a               | 828<br>50%af              | 804<br>47%                 | 781<br>47%                 | 839<br>50%afk              | 781<br>48%a                | 834<br>51%abc<br>fghjkl    |
| National Institute for Health and Clinical Excellence (NICE) | 689<br>41%                | 725<br>44%                | 767<br>46%ae<br>fkm       | 754<br>45%a               | 695<br>42%                | 710<br>42%                | 749<br>45%a               | 728<br>43%                | 728<br>44%                | 743<br>44%                 | 705<br>42%                 | 765<br>46%ae<br>fkm        | 683<br>42%                 | 744<br>46%ae<br>fkm        |



**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                       | WAVE                         |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|---------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                       | 1752                         | 1721                         | 1736                         | 1791                      | 1706                      | 1810                      | 1723                      | 1743                      | 1758                      | 1844                       | 1762                       | 1808                       | 1738                       | 1769                       |
| Weighted Base                         | 1670                         | 1665                         | 1681                         | 1676                      | 1661                      | 1694                      | 1658                      | 1680                      | 1662                      | 1693                       | 1678                       | 1678                       | 1637                       | 1634                       |
| British Dietetic<br>Association (BDA) | 626<br>38%                   | 636<br>38%                   | 679<br>40%defhjk<br>m        | 618<br>37%                | 586<br>35%                | 598<br>35%                | 635<br>38%                | 617<br>37%                | 671<br>40%defhjk<br>m     | 614<br>36%                 | 606<br>36%                 | 630<br>38%                 | 604<br>37%                 | 593<br>36%                 |
| None                                  | 61<br>4%                     | 55<br>3%                     | 70<br>4%                     | 59<br>3%                  | 73<br>4%                  | 84<br>5%bd                | 71<br>4%                  | 98<br>6%abcdg             | 81<br>5%bd                | 81<br>5%b                  | 94<br>6%abcd               | 67<br>4%                   | 92<br>6%abcd               | 85<br>5%abd                |
| Don't know                            | 18<br>1%g                    | 16<br>1%                     | 12<br>1%                     | 14<br>1%                  | 27<br>2%cdgh              | 10<br>1%                  | 7<br>-                    | 10<br>1%                  | 18<br>1%g                 | 22<br>1%fgh                | 24<br>1%fgh                | 23<br>1%fgh                | 21<br>1%fgh                | 24<br>1%cfgh               |
| <b>Average number of<br/>mentions</b> | <b>7.09</b>                  | <b>7.40ae</b>                | <b>7.44aefkm</b>             | <b>7.44aefjkm</b>         | <b>7.16</b>               | <b>7.19</b>               | <b>7.50aefhij</b>         | <b>7.23</b>               | <b>7.27k</b>              | <b>7.21</b>                | <b>7.00</b>                | <b>7.28k</b>               | <b>7.18</b>                | <b>7.29k</b>               |
| <b>Standard deviation</b>             | <b>3.29</b>                  | <b>3.12</b>                  | <b>3.17</b>                  | <b>3.17</b>               | <b>3.29</b>               | <b>3.20</b>               | <b>3.17</b>               | <b>3.25</b>               | <b>3.27</b>               | <b>3.29</b>                | <b>3.36</b>                | <b>3.24</b>                | <b>3.29</b>                | <b>3.30</b>                |
| <b>Standard error</b>                 | <b>0.08</b>                  | <b>0.08</b>                  | <b>0.08</b>                  | <b>0.08</b>               | <b>0.08</b>               | <b>0.08</b>               | <b>0.08</b>               | <b>0.08</b>               | <b>0.08</b>               | <b>0.08</b>                | <b>0.08</b>                | <b>0.08</b>                | <b>0.08</b>                | <b>0.08</b>                |

**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                            | MALE                         |                               |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                                        | FEMALE                       |                              |                              |                              |                              |                              |
|------------------------------------------------------------|------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)  | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)          | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                            | 804                          | 788                           | 841                          | 864                          | 793                          | 881                          | 846                          | 789                          | 857                          | 897                           | 833                           | 874                           | 819                           | 878                                    | 948                          | 933                          | 895                          | 927                          | 913                          | 929                          |
| Weighted Base                                              | 809                          | 808                           | 819                          | 806                          | 809                          | 823                          | 798                          | 814                          | 806                          | 817                           | 822                           | 816                           | 791                           | 798                                    | 861                          | 857                          | 862                          | 870                          | 851                          | 871                          |
| Department of Health                                       | 646<br>80%k                  | 682<br>84%ace<br>fhijkl<br>mn | 652<br>80%k                  | 671<br>83%ijkl<br>mn         | 645<br>80%k                  | 657<br>80%k                  | 669<br>84%acef<br>hijklmn    | 647<br>79%k                  | 628<br>78%                   | 642<br>79%                    | 617<br>75%                    | 641<br>79%                    | 610<br>77%                    | 615<br>77%                             | 722<br>84%nrw<br>xyzA        | 705<br>82%nrw<br>yA          | 717<br>83%nrwx<br>yZA        | 733<br>84%nrwx<br>yZA        | 694<br>81%nrwA               | 712<br>82%nrwyA              |
| Food Standards Agency                                      | 638<br>79%k                  | 668<br>83%ehi<br>klmn         | 656<br>80%k                  | 652<br>81%ek                 | 617<br>76%                   | 656<br>80%k                  | 628<br>82%ehik<br>lm         | 621<br>77%k                  | 644<br>79%k                  | 591<br>72%                    | 630<br>77%k                   | 608<br>77%k                   | 625<br>78%ky                  | 674<br>78%y                            | 706<br>82%nos                | 696<br>81%yA                 | 708<br>81%wyA                | 665<br>78%                   | 726<br>83%noswyzA            |                              |
| Office of Fair Trading                                     | 594<br>73%hkm<br>n           | 624<br>77%efh<br>ijklmn       | 616<br>75%ehij<br>klmn       | 608<br>75%ehij<br>klmn       | 569<br>70%k                  | 596<br>72%kn                 | 600<br>75%ehij<br>klmn       | 558<br>69%                   | 563<br>70%k                  | 564<br>69%                    | 533<br>65%                    | 565<br>69%                    | 540<br>66%                    | 525<br>66%                             | 627<br>73%nrw<br>zA          | 635<br>74%nrw<br>yZA         | 639<br>74%nrwy<br>zA         | 642<br>74%nrwy<br>zA         | 602<br>71%nyA                | 636<br>73%nrwyzA             |
| Health & Safety Executive                                  | 571<br>71%                   | 608<br>75%aef<br>hijkln       | 612<br>75%efhi<br>jkl        | 590<br>73%k                  | 563<br>70%                   | 574<br>70%                   | 593<br>74%efhi<br>jkl        | 558<br>69%                   | 562<br>70%                   | 569<br>70%                    | 551<br>67%                    | 568<br>70%                    | 561<br>71%                    | 559<br>70%vw<br>yzA                    | 572<br>66%y                  | 583<br>68%vz<br>A            | 608<br>71%vwxy<br>zA         | 593<br>68%vz<br>yZA          | 563<br>66%                   | 583<br>67%yz                 |
| The Environment Agency                                     | 564<br>70%                   | 602<br>75%ak                  | 613<br>75%aik                | 610<br>76%aek<br>n           | 575<br>71%                   | 591<br>72%                   | 608<br>76%aefh<br>ijkl       | 580<br>71%                   | 567<br>70%                   | 583<br>71%                    | 553<br>67%                    | 588<br>72%k                   | 576<br>73%k                   | 562<br>70%A                            | 580<br>67%                   | 623<br>73%osx<br>yA          | 626<br>73%oxyA               | 620<br>71%A                  | 581<br>68%                   | 613<br>70%A                  |
| The British Medical Association                            | 540<br>67%                   | 580<br>72%aeh<br>kn           | 595<br>73%aehj<br>kn         | 589<br>73%aefh<br>ijn        | 524<br>65%                   | 562<br>68%k                  | 568<br>71%ehk<br>ijn         | 535<br>66%                   | 551<br>68%                   | 556<br>68%                    | 523<br>64%                    | 579<br>71%ehk                 | 552<br>70%ek                  | 532<br>67%y                            | 585<br>68%by<br>A            | 592<br>69%by<br>A            | 585<br>68%byA                | 618<br>71%stwx<br>yA         | 554<br>65%                   | 547<br>63%                   |
| World Health Organisation (WHO)                            | 488<br>60%                   | 532<br>66%a                   | 544<br>66%a                  | 543<br>67%a                  | 541<br>67%a                  | 540<br>66%a                  | 537<br>67%a                  | 516<br>63%                   | 572<br>71%abfh<br>k          | 552<br>68%a                   | 543<br>66%a                   | 584<br>72%abce<br>fhk         | 551<br>70%ah                  | 551<br>69%ahd<br>pqrstu<br>vxyA        | 529<br>61%                   | 536<br>63%                   | 541<br>63%                   | 547<br>63%                   | 523<br>61%                   | 527<br>61%                   |
| Department for Environment, Food and Rural Affairs (DEFRA) | 434<br>54%                   | 476<br>59%aek                 | 477<br>58%                   | 470<br>58%                   | 436<br>54%                   | 452<br>55%                   | 479<br>60%aefk               | 449<br>55%                   | 463<br>57%                   | 456<br>56%                    | 443<br>54%                    | 493<br>60%aefh<br>k           | 485<br>61%aefh<br>jk          | 464<br>58%stw<br>y                     | 463<br>54%                   | 489<br>57%t                  | 478<br>55%                   | 478<br>55%                   | 452<br>53%                   | 451<br>52%                   |
| Office of Communications (OFCOM)                           | 378<br>47%                   | 402<br>50%                    | 420<br>51%                   | 465<br>58%abce<br>fhjkm      | 408<br>50%                   | 413<br>50%                   | 428<br>54%a                  | 410<br>50%                   | 448<br>56%abef<br>hjk        | 403<br>49%                    | 400<br>49%                    | 447<br>55%akj                 | 406<br>51%                    | 436<br>55%akj<br>opqrst<br>uvwxyz<br>A | 360<br>42%                   | 385<br>45%                   | 371<br>43%                   | 419<br>48%oqt                | 384<br>45%                   | 366<br>42%                   |

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



**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                            | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                            | 877                          | 954                          | 901                          | 947                           | 929                           | 934                           | 919                           | 891                           |
| Weighted Base                                              | 860                          | 866                          | 856                          | 875                           | 856                           | 862                           | 845                           | 836                           |
| Department of Health                                       | 721<br>84%<br>nrwx<br>yzA    | 683<br>79%                   | 660<br>77%                   | 681<br>78%                    | 668<br>78%                    | 679<br>79%                    | 654<br>77%                    | 642<br>77%                    |
| Food Standards Agency                                      | 714<br>83%<br>nosw<br>yzA    | 693<br>80%<br>yA             | 660<br>77%                   | 706<br>81%<br>yA              | 635<br>74%                    | 673<br>78%                    | 631<br>75%                    | 619<br>74%                    |
| Office of Fair Trading                                     | 648<br>75%<br>nsww<br>xyZA   | 610<br>70%<br>nyA            | 570<br>67%<br>A              | 607<br>69%<br>A               | 559<br>65%                    | 573<br>67%<br>A               | 520<br>62%                    | 540<br>65%                    |
| Health & Safety Executive                                  | 609<br>71%<br>svwx<br>yzA    | 545<br>63%                   | 555<br>65%                   | 570<br>65%                    | 528<br>62%                    | 538<br>62%                    | 531<br>63%                    | 553<br>66%                    |
| The Environment Agency                                     | 608<br>71%<br>A              | 607<br>70%<br>A              | 588<br>69%                   | 593<br>68%                    | 582<br>68%                    | 590<br>68%                    | 553<br>65%                    | 571<br>68%                    |
| The British Medical Association                            | 595<br>69%<br>txyA           | 583<br>67%<br>xyA            | 563<br>66%                   | 548<br>63%                    | 528<br>62%                    | 578<br>67%<br>yA              | 525<br>62%                    | 543<br>65%                    |
| World Health Organisation (WHO)                            | 532<br>62%                   | 529<br>61%                   | 554<br>65%                   | 547<br>62%                    | 526<br>61%                    | 569<br>66%<br>lostv<br>y      | 520<br>62%                    | 572<br>68%                    |
| Department for Environment, Food and Rural Affairs (DEFRA) | 480<br>56%                   | 488<br>56%                   | 452<br>53%                   | 480<br>55%                    | 453<br>53%                    | 477<br>55%                    | 454<br>54%                    | 465<br>56%                    |
| Office of Communications (OFCOM)                           | 425<br>49%<br>oqtw<br>yA     | 394<br>45%                   | 380<br>44%                   | 400<br>46%                    | 381<br>44%                    | 392<br>45%                    | 375<br>44%                    | 398<br>48%                    |





**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                              | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                                    |                               |                               | FEMALE                       |                              |                                    |                              |                              |                              |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|------------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------------|------------------------------|------------------------------|------------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)      | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q)       | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 804                          | 788                          | 841                          | 864                          | 793                          | 881                          | 846                          | 789                          | 857                          | 897                           | 833                           | 874                                | 819                           | 878                           | 948                          | 933                          | 895                                | 927                          | 913                          | 929                          |
| Weighted Base                                                | 809                          | 808                          | 819                          | 806                          | 809                          | 823                          | 798                          | 814                          | 806                          | 817                           | 822                           | 816                                | 791                           | 798                           | 861                          | 857                          | 862                                | 870                          | 851                          | 871                          |
| National Institute for Health and Clinical Excellence (NICE) | 329<br>41%                   | 353<br>44%                   | 368<br>45%                   | 347<br>43%                   | 327<br>40%                   | 330<br>40%                   | 350<br>44%                   | 351<br>43%                   | 348<br>43%                   | 356<br>44%                    | 337<br>41%                    | 395<br>48% <sup>adef</sup><br>hikm | 330<br>42%                    | 360<br>45% <sup>l</sup>       | 360<br>42%                   | 372<br>43%                   | 399<br>46%                         | 407<br>47% <sup>oA</sup>     | 368<br>43%                   | 380<br>44%                   |
| British Dietetic Association (BDA)                           | 285<br>35%                   | 288<br>36%                   | 304<br>37%                   | 263<br>33%                   | 275<br>34%                   | 272<br>33%                   | 284<br>36%                   | 299<br>37%                   | 322<br>40% <sup>defj</sup>   | 268<br>33%                    | 294<br>36%                    | 300<br>37%                         | 285<br>36%                    | 288<br>36%                    | 342<br>40%                   | 348<br>41%                   | 375<br>44% <sup>lnstv</sup><br>yzA | 355<br>41%                   | 311<br>37%                   | 326<br>37%                   |
| None                                                         | 32<br>4%                     | 26<br>3%                     | 37<br>4%                     | 31<br>4%                     | 38<br>5%                     | 45<br>5% <sup>b</sup>        | 39<br>5%                     | 48<br>6% <sup>b</sup>        | 35<br>4%                     | 38<br>5%                      | 50<br>6% <sup>bd</sup>        | 35<br>4%                           | 48<br>6% <sup>bd</sup>        | 35<br>4%                      | 29<br>3%                     | 29<br>3%                     | 33<br>4%                           | 28<br>3%                     | 34<br>4%                     | 38<br>4%                     |
| Don't know                                                   | 6<br>1%                      | 11<br>1%                     | 6<br>1%                      | 6<br>1%                      | 12<br>2%                     | 5<br>1%                      | 5<br>1%                      | 4<br>1%                      | 9<br>1%                      | 9<br>1%                       | 13<br>2% <sup>h</sup>         | 10<br>1%                           | 6<br>1%                       | 10<br>1% <sup>u</sup>         | 12<br>1% <sup>u</sup>        | 6<br>1%                      | 6<br>1%                            | 8<br>1%                      | 14<br>2% <sup>ptuv</sup>     | 5<br>1%                      |
| <b>Average number of mentions</b>                            | <b>7.10</b>                  | <b>7.54ak</b>                | <b>7.55ak</b>                | <b>7.55ak</b>                | <b>7.23</b>                  | <b>7.31</b>                  | <b>7.65aef</b>               | <b>7.26</b>                  | <b>7.41</b>                  | <b>7.26</b>                   | <b>7.09</b>                   | <b>7.50ak</b>                      | <b>7.46ak</b>                 | <b>7.33yA</b>                 | <b>7.08</b>                  | <b>7.27yA</b>                | <b>7.33yA</b>                      | <b>7.34yA</b>                | <b>7.10</b>                  | <b>7.09</b>                  |
| 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                          | 3.24                         | 3.10                         | 3.18                               | 3.21                         | 3.31                         | 3.20                         |
| 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                          | 0.11                         | 0.10                         | 0.11                               | 0.11                         | 0.11                         | 0.11                         |

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



Q.4 Which of the following, if any, have you heard of? - England  
Base: All adults England

|                                                                    | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 877                          | 954                          | 901                          | 947                           | 929                           | 934                           | 919                           | 891                           |
| Weighted Base                                                      | 860                          | 866                          | 856                          | 875                           | 856                           | 862                           | 845                           | 836                           |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 398<br>46%                   | 377<br>44%                   | 380<br>44%                   | 386<br>44%                    | 369<br>43%                    | 370<br>43%                    | 353<br>42%                    | 385<br>46%                    |
| British Dietetic<br>Association (BDA)                              | 351<br>41%                   | 318<br>37%                   | 349<br>41%                   | 347<br>40%                    | 312<br>36%                    | 331<br>38%                    | 320<br>38%                    | 304<br>36%                    |
| None                                                               | 33<br>4%                     | 51<br>6%opqz                 | 46<br>5%opr                  | 43<br>5%                      | 44<br>5%                      | 32<br>4%                      | 44<br>5%or                    | 50<br>6%                      |
| Don't know                                                         | 2<br>*                       | 5<br>1%                      | 1<br>1%                      | 12<br>1%u                     | 10<br>1%u                     | 13<br>1%tu                    | 15<br>2%pptuv                 | 14<br>2%                      |
| Average number of<br>mentions                                      | 7.37yA                       | 7.19                         | 7.13                         | 7.16                          | 6.91                          | 7.07                          | 6.92                          | 7.25                          |
| Standard deviation                                                 | 3.18                         | 3.18                         | 3.30                         | 3.28                          | 3.36                          | 3.23                          | 3.37                          | 3.36                          |
| Standard error                                                     | 0.11                         | 0.11                         | 0.11                         | 0.11                          | 0.11                          | 0.11                          | 0.12                          | 0.12                          |

**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                            | 16-25                        |                                 |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                                    | 26-35                        |                              |                              |                              |                              |                              |
|------------------------------------------------------------|------------------------------|---------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)    | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)      | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                            | 273                          | 231                             | 280                          | 257                          | 270                          | 272                          | 226                          | 261                          | 286                          | 262                           | 303                           | 280                           | 268                           | 219                                | 271                          | 290                          | 276                          | 297                          | 262                          | 326                          |
| Weighted Base                                              | 271                          | 256                             | 272                          | 263                          | 276                          | 272                          | 262                          | 269                          | 276                          | 273                           | 278                           | 246                           | 259                           | 263                                | 288                          | 279                          | 275                          | 307                          | 283                          | 334                          |
| Food Standards Agency                                      | 179<br>66%<br>m              | 194<br>76%<br>ace<br>hijkl<br>n | 179<br>66%<br>m              | 189<br>72%<br>iklm           | 179<br>65%<br>m              | 195<br>72%<br>iklm           | 177<br>68%<br>m              | 178<br>66%<br>m              | 168<br>61%                   | 179<br>66%<br>m               | 169<br>61%                    | 155<br>63%                    | 143<br>55%                    | 166<br>63%                         | 214<br>74%<br>y              | 223<br>80%<br>swyz           | 217<br>79%<br>yz             | 249<br>81%<br>swyz<br>A      | 202<br>71%                   | 250<br>75%<br>yz             |
| Department of Health                                       | 166<br>61%                   | 170<br>66%<br>k<br>l<br>m       | 164<br>60%                   | 176<br>67%<br>klm            | 173<br>63%<br>l              | 185<br>68%<br>ijklm          | 160<br>61%                   | 161<br>60%                   | 166<br>60%                   | 155<br>57%                    | 156<br>56%                    | 130<br>53%                    | 147<br>57%                    | 165<br>63%<br>l                    | 220<br>76%<br>txz            | 222<br>79%<br>itwx<br>yzB    | 202<br>74%                   | 245<br>80%<br>stwx<br>yzB    | 204<br>72%                   | 227<br>68%                   |
| Health & Safety Executive                                  | 130<br>48%                   | 121<br>47%                      | 121<br>45%                   | 126<br>48%                   | 124<br>45%                   | 126<br>47%                   | 123<br>47%                   | 111<br>41%                   | 113<br>41%                   | 109<br>40%                    | 114<br>41%                    | 104<br>42%                    | 110<br>42%                    | 130<br>49%                         | 159<br>55%                   | 176<br>63%<br>stx<br>yz      | 184<br>67%<br>orst<br>wxyzAB | 178<br>58%                   | 151<br>53%                   | 173<br>52%                   |
| Office of Fair Trading                                     | 124<br>46%<br>jlm            | 132<br>52%<br>hij<br>klmn       | 128<br>47%<br>jlm            | 134<br>51%<br>hijk<br>lmn    | 122<br>44%<br>lm             | 136<br>50%<br>hijk<br>lmn    | 122<br>47%<br>jlm            | 106<br>39%                   | 109<br>39%                   | 99<br>36%                     | 112<br>40%                    | 88<br>36%                     | 87<br>34%                     | 105<br>40%                         | 184<br>64%<br>sxy<br>zB      | 188<br>67%<br>swx<br>yzAB    | 175<br>64%<br>sxyz<br>B      | 208<br>68%<br>sewxy<br>zAB   | 148<br>52%                   | 200<br>60%<br>yB             |
| The Environment Agency                                     | 123<br>45%                   | 147<br>58%<br>ade<br>giklm      | 138<br>51%                   | 125<br>48%                   | 126<br>46%                   | 136<br>50%                   | 124<br>48%                   | 133<br>49%                   | 124<br>45%                   | 117<br>43%                    | 131<br>47%                    | 107<br>43%                    | 112<br>43%                    | 134<br>51%                         | 177<br>62%                   | 190<br>68%<br>stw<br>xy      | 180<br>65%                   | 209<br>68%<br>stwx<br>yB     | 167<br>59%                   | 194<br>58%                   |
| The British Medical Association                            | 108<br>40%<br>j              | 109<br>43%<br>j                 | 107<br>39%<br>j              | 104<br>40%<br>j              | 104<br>38%                   | 95<br>35%                    | 96<br>37%                    | 104<br>39%<br>j              | 102<br>37%                   | 82<br>30%                     | 102<br>37%                    | 102<br>41%<br>j               | 90<br>35%                     | 124<br>47%<br>efg<br>ijk<br>m      | 161<br>56%                   | 160<br>57%<br>xy             | 166<br>60%<br>stxy<br>A      | 194<br>63%<br>stxy<br>A      | 141<br>50%                   | 169<br>51%                   |
| World Health Organisation (WHO)                            | 92<br>34%                    | 111<br>43%<br>a                 | 100<br>37%                   | 128<br>49%<br>ac             | 118<br>43%<br>a              | 127<br>47%<br>ac             | 104<br>40%                   | 112<br>42%                   | 127<br>46%<br>ac             | 120<br>44%<br>a               | 138<br>50%<br>acg             | 125<br>51%<br>acgh            | 120<br>46%<br>ac              | 154<br>59%<br>abcd<br>defghi<br>jm | 158<br>55%                   | 151<br>54%                   | 154<br>56%                   | 165<br>54%                   | 163<br>58%                   | 168<br>50%                   |
| Department for Environment, Food and Rural Affairs (DEFRA) | 64<br>24%                    | 80<br>31%                       | 69<br>25%                    | 66<br>25%                    | 73<br>27%                    | 71<br>26%                    | 75<br>29%                    | 75<br>28%                    | 84<br>30%                    | 66<br>24%                     | 96<br>34%<br>acdf<br>jm       | 76<br>31%                     | 68<br>26%                     | 88<br>33%<br>aj                    | 121<br>42%<br>t              | 134<br>48%<br>stw<br>xy      | 119<br>43%<br>t              | 127<br>41%<br>t              | 106<br>37%                   | 102<br>31%                   |
| Office of Communications (OFCOM)                           | 63<br>23%                    | 82<br>32%<br>ajm                | 71<br>26%                    | 92<br>35%<br>achj<br>lm      | 93<br>34%<br>ahjm            | 78<br>29%                    | 70<br>27%                    | 64<br>24%                    | 81<br>29%<br>j               | 58<br>21%                     | 91<br>33%<br>ahjm             | 66<br>27%                     | 59<br>23%                     | 96<br>36%<br>acg<br>hlm            | 112<br>39%                   | 120<br>43%                   | 111<br>40%                   | 148<br>48%<br>osty           | 105<br>37%                   | 130<br>39%                   |

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



**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                            | 26-35                            |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------------------------|----------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                            | Wave 7<br>(Nov<br>13)<br>(u)     | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                            | 250                              | 297                          | 285                          | 285                           | 309                           | 284                           | 310                           | 298                           |
| Weighted Base                                              | 288                              | 307                          | 310                          | 314                           | 329                           | 310                           | 313                           | 320                           |
| Food Standards Agency                                      | 235<br>82% <i>oewy</i><br>zA     | 230<br>75% <i>yz</i>         | 224<br>72%                   | 234<br>75% <i>xy</i>          | 215<br>65%                    | 208<br>67%                    | 230<br>73% <i>xy</i>          | 239<br>75% <i>yz</i>          |
| Department of Health                                       | 235<br>82% <i>qstv</i><br>wxyzAB | 229<br>74%                   | 214<br>69%                   | 215<br>68%                    | 238<br>72%                    | 209<br>67%                    | 231<br>74%                    | 225<br>70%                    |
| Health & Safety Executive                                  | 200<br>69% <i>orst</i><br>wxyzAB | 171<br>56%                   | 172<br>56%                   | 172<br>55%                    | 178<br>54%                    | 156<br>50%                    | 177<br>57%                    | 177<br>56%                    |
| Office of Fair Trading                                     | 197<br>69% <i>stwx</i><br>yzAB   | 189<br>62% <i>syzB</i>       | 178<br>57%                   | 169<br>54%                    | 165<br>50%                    | 162<br>52%                    | 179<br>57%                    | 163<br>51%                    |
| The Environment Agency                                     | 199<br>69% <i>stwx</i><br>yzB    | 204<br>66% <i>tx</i>         | 180<br>58%                   | 180<br>57%                    | 194<br>59%                    | 187<br>60%                    | 198<br>63%                    | 192<br>60%                    |
| The British Medical Association                            | 179<br>62% <i>stxy</i>           | 170<br>55%                   | 180<br>58% <i>xy</i>         | 150<br>48%                    | 160<br>49%                    | 175<br>57% <i>cx</i>          | 169<br>54%                    | 177<br>55%                    |
| World Health Organisation (WHO)                            | 153<br>53%                       | 155<br>51%                   | 190<br>61% <i>tvy</i>        | 173<br>55%                    | 169<br>52%                    | 194<br>62% <i>optu</i><br>vy  | 179<br>57%                    | 202<br>63% <i>optuy</i>       |
| Department for Environment, Food and Rural Affairs (DEFRA) | 133<br>46% <i>stwy</i>           | 141<br>46% <i>twy</i>        | 114<br>37%                   | 121<br>38%                    | 123<br>38%                    | 141<br>45% <i>t</i>           | 150<br>48% <i>stwx</i><br>y   | 136<br>43% <i>t</i>           |
| Office of Communications (OFCOM)                           | 145<br>50% <i>ogst</i><br>xyzA   | 132<br>43%                   | 132<br>43%                   | 129<br>41%                    | 128<br>39%                    | 125<br>40%                    | 128<br>41%                    | 137<br>43%                    |



Q.4 Which of the following, if any, have you heard of? - England  
 Base: All adults England

|                                                              | 16-25                        |                                 |                              |                              |                              |                              |                              |                              |                              |                               |                                    |                               |                               |                               | 26-35                        |                                  |                              |                              |                              |                              |
|--------------------------------------------------------------|------------------------------|---------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)    | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k)      | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p)     | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 273                          | 231                             | 280                          | 257                          | 270                          | 272                          | 226                          | 261                          | 286                          | 262                           | 303                                | 280                           | 268                           | 219                           | 271                          | 290                              | 276                          | 297                          | 262                          | 326                          |
| Weighted Base                                                | 271                          | 256                             | 272                          | 263                          | 276                          | 272                          | 262                          | 269                          | 276                          | 273                           | 278                                | 246                           | 259                           | 263                           | 288                          | 279                              | 275                          | 307                          | 283                          | 334                          |
| National Institute for Health and Clinical Excellence (NICE) | 52<br>19%                    | 62<br>24%                       | 62<br>23%                    | 75<br>28% <sup>aem</sup>     | 54<br>20%                    | 66<br>24%                    | 69<br>26%                    | 66<br>24%                    | 61<br>22%                    | 62<br>23%                     | 68<br>25%                          | 66<br>27% <sup>aa</sup>       | 53<br>20%                     | 74<br>28% <sup>aae</sup>      | 92<br>32%                    | 102<br>37% <sup>at</sup>         | 100<br>36% <sup>at</sup>     | 104<br>34%                   | 84<br>30%                    | 90<br>27%                    |
| British Dietetic Association (BDA)                           | 50<br>18% <sup>m</sup>       | 55<br>21% <sup>def<br/>jm</sup> | 52<br>19% <sup>em</sup>      | 34<br>13%                    | 33<br>12%                    | 37<br>14%                    | 38<br>14%                    | 43<br>16%                    | 43<br>15%                    | 38<br>14%                     | 65<br>23% <sup>defg<br/>hijm</sup> | 52<br>21% <sup>defj</sup>     | 30<br>12%                     | 57<br>22% <sup>def</sup>      | 83<br>29%                    | 92<br>33% <sup>urtx<br/>yB</sup> | 82<br>30% <sup>y</sup>       | 75<br>25%                    | 74<br>26%                    | 82<br>24%                    |
| None                                                         | 22<br>8%                     | 17<br>6%                        | 25<br>9%                     | 17<br>6%                     | 27<br>10%                    | 23<br>9%                     | 29<br>11%                    | 28<br>10%                    | 26<br>9%                     | 33<br>12% <sup>bd</sup>       | 33<br>12% <sup>bd</sup>            | 25<br>10%                     | 31<br>12% <sup>bd</sup>       | 22<br>8%                      | 15<br>5%                     | 8<br>3%                          | 14<br>5%                     | 17<br>5%                     | 12<br>4%                     | 24<br>7% <sup>p</sup>        |
| Don't know                                                   | 4<br>1%                      | 5<br>2% <sup>dj</sup>           | 3<br>1%                      | -                            | 6<br>2% <sup>dj</sup>        | 2<br>1%                      | 1<br>*                       | 1<br>*                       | 3<br>1%                      | -                             | 6<br>2% <sup>dj</sup>              | 4<br>2% <sup>dj</sup>         | 5<br>2% <sup>dj</sup>         | 5<br>2% <sup>dj</sup>         | 4<br>1%                      | 2<br>1%                          | 2<br>1%                      | 2<br>1%                      | 6<br>2%                      | 3<br>1%                      |
| Average number of mentions                                   | 4.70                         | 5.39 <sup>ai</sup>              | 4.90                         | 5.06                         | 4.95                         | 5.08                         | 4.99                         | 4.81                         | 4.75                         | 4.52                          | 5.21 <sup>jm</sup>                 | 4.93                          | 4.57                          | 5.50 <sup>ah</sup>            | 6.25                         | 6.53 <sup>st</sup>               | 6.50 <sup>st</sup>           | 6.61 <sup>sty</sup>          | 5.81                         | 5.83                         |
| 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                          | 3.29                         | 3.25                             | 3.20                         | 2.98                         | 3.32                         | 3.18                         |
| 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                          | 0.21                         | 0.19                             | 0.20                         | 0.18                         | 0.21                         | 0.18                         |



**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                                    | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 250                          | 297                          | 285                          | 285                           | 309                           | 284                           | 310                           | 298                           |
| Weighted Base                                                      | 288                          | 307                          | 310                          | 314                           | 329                           | 310                           | 313                           | 320                           |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 98<br>34%                    | 97<br>32%                    | 105<br>34%                   | 106<br>34%                    | 111<br>34%                    | 104<br>34%                    | 112<br>36% <sup>st</sup>      | 122<br>38% <sup>st</sup>      |
| British Dietetic<br>Association (BDA)                              | 89<br>31% <sup>y</sup>       | 90<br>29%                    | 86<br>28%                    | 79<br>25%                     | 73<br>22%                     | 90<br>29%                     | 90<br>29%                     | 81<br>25%                     |
| None                                                               | 13<br>4%                     | 24<br>8% <sup>pz</sup>       | 19<br>6%                     | 21<br>7% <sup>p</sup>         | 29<br>9% <sup>psz</sup>       | 12<br>4%                      | 21<br>7% <sup>p</sup>         | 15<br>5%                      |
| Don't know                                                         | 1<br>*                       | 1<br>*                       | 4<br>1%                      | 9<br>3% <sup>uv</sup>         | 6<br>2%                       | 9<br>3% <sup>quvA</sup>       | 2<br>1%                       | 4<br>1%                       |
| Average number of<br>mentions                                      | 6.80 <sup>stw</sup>          | 6.42 <sup>st</sup>           | 6.22                         | 6.07                          | 5.97                          | 6.06                          | 6.37                          | 6.16                          |
| Standard deviation                                                 | xyz <sup>B</sup><br>3.12     | 3.23                         | 3.14                         | 3.29                          | 3.19                          | 3.18                          | 3.26                          | 3.35                          |
| Standard error                                                     | 0.20                         | 0.20                         | 0.19                         | 0.21                          | 0.19                          | 0.20                          | 0.19                          | 0.20                          |

**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                            | 36-49                     |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | 50-65                     |                           |                           |                           |                           |                           |
|------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                                                            | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
|                                                            | Unweighted Base           | 388                       | 423                       | 388                       | 366                       | 365                       | 389                       | 388                       | 374                       | 347                        | 368                        | 331                        | 368                        | 353                        | 323                       | 413                       | 402                       | 413                       | 462                       | 417                       |
| Weighted Base                                              | 403                       | 420                       | 405                       | 382                       | 392                       | 404                       | 409                       | 391                       | 374                       | 396                        | 351                        | 402                        | 369                        | 343                        | 410                       | 407                       | 426                       | 437                       | 416                       | 384                       |
| Department of Health                                       | 357<br>89%hik<br>mn       | 375<br>89%efh<br>ikmn     | 357<br>88%ikmn            | 329<br>86%ikmn            | 330<br>84%k               | 339<br>84%k               | 362<br>89%shikm<br>n      | 325<br>83%k               | 296<br>79%                | 334<br>84%k                | 263<br>76%                 | 354<br>88%ikmn             | 290<br>79%                 | 273<br>80%                 | 367<br>90%B               | 361<br>89%                | 384<br>90%B               | 399<br>91%B               | 376<br>90%B               | 350<br>91%B               |
| Food Standards Agency                                      | 341<br>85%k               | 368<br>88%ehk<br>mn       | 356<br>88%ehkm<br>n       | 333<br>87%ehkn            | 318<br>81%                | 346<br>86%kn              | 362<br>89%ehik<br>mn      | 319<br>82%                | 312<br>83%                | 338<br>85%kn               | 271<br>77%                 | 353<br>88%ehikm<br>n       | 302<br>82%                 | 271<br>79%                 | 364<br>89%y               | 351<br>86%                | 375<br>88%y               | 386<br>88%y               | 364<br>88%                | 356<br>93%pqrs<br>zAB     |
| Office of Fair Trading                                     | 327<br>81%ikm<br>n        | 357<br>85%efh<br>jkimn    | 344<br>85%efhi<br>jkimn   | 313<br>82%ikmn            | 305<br>78%ikm             | 317<br>78%ikmn            | 340<br>83%shikl<br>mn     | 297<br>76%k               | 263<br>70%                | 309<br>78%ikmn             | 239<br>68%                 | 311<br>77%ikm              | 257<br>70%                 | 245<br>71%                 | 354<br>86%AB              | 338<br>83%                | 369<br>87%AB              | 378<br>87%AB              | 357<br>86%A               | 337<br>88%AB              |
| The Environment Agency                                     | 307<br>76%                | 347<br>83%ael<br>kmn      | 345<br>85%aefh<br>ikmn    | 314<br>82%aikm<br>n       | 301<br>77%k               | 317<br>79%k               | 336<br>82%aikm<br>n       | 302<br>77%k               | 284<br>76%                | 315<br>80%ikm              | 245<br>70%                 | 325<br>81%ikmn             | 269<br>73%                 | 254<br>74%                 | 335<br>82%                | 318<br>78%                | 355<br>83%                | 366<br>84%p               | 346<br>83%                | 334<br>87%opvz            |
| Health & Safety Executive                                  | 304<br>75%k               | 346<br>82%afh<br>ijkimn   | 333<br>82%afhi<br>jkimn   | 308<br>81%hijk<br>lmn     | 303<br>77%kn              | 306<br>76%k               | 318<br>78%kn              | 282<br>72%                | 275<br>73%k               | 290<br>73%k                | 230<br>66%                 | 295<br>73%k                | 265<br>72%                 | 241<br>70%                 | 341<br>83%                | 323<br>79%                | 362<br>85%pv              | 359<br>82%                | 336<br>81%                | 330<br>86%pvzA            |
| The British Medical Association                            | 291<br>72%kn              | 329<br>78%aef<br>hikn     | 323<br>80%aefh<br>ikmn    | 305<br>80%aefh<br>ikmn    | 278<br>71%k               | 285<br>71%k               | 311<br>76%kn              | 280<br>72%kn              | 266<br>71%k               | 301<br>76%kn               | 221<br>63%                 | 310<br>77%ikn              | 268<br>73%kn               | 221<br>64%                 | 347<br>85%                | 330<br>81%                | 358<br>84%                | 378<br>87%psAB            | 336<br>81%                | 331<br>86%sAB             |
| World Health Organisation (WHO)                            | 265<br>66%                | 291<br>69%                | 297<br>73%afh             | 259<br>68%                | 274<br>70%                | 260<br>64%                | 282<br>69%                | 258<br>66%                | 272<br>73%fk              | 271<br>68%                 | 227<br>65%                 | 299<br>74%afh              | 268<br>73%fk               | 237<br>69%                 | 309<br>75%                | 301<br>74%                | 329<br>77%                | 338<br>77%                | 307<br>74%                | 307<br>80%ps              |
| Department for Environment, Food and Rural Affairs (DEFRA) | 257<br>64%                | 280<br>67%ek              | 266<br>66%e               | 250<br>65%e               | 226<br>58%                | 243<br>60%                | 256<br>63%                | 247<br>63%                | 225<br>60%                | 256<br>65%                 | 205<br>59%                 | 254<br>63%                 | 242<br>66%e                | 211<br>62%                 | 288<br>70%                | 278<br>68%                | 314<br>74%                | 327<br>75%p               | 298<br>72%                | 299<br>78%opvYA           |
| Office of Communications (OFCOM)                           | 214<br>53%                | 228<br>54%                | 248<br>61%abef<br>hk      | 228<br>60%fk              | 208<br>53%                | 203<br>50%                | 226<br>55%                | 205<br>52%                | 206<br>55%                | 223<br>56%                 | 175<br>50%                 | 235<br>58%fk               | 213<br>58%fk               | 188<br>55%                 | 226<br>55%                | 229<br>56%                | 230<br>54%                | 269<br>62%q               | 249<br>60%                | 251<br>65%opvYA           |

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



Q.4 Which of the following, if any, have you heard of? - England  
 Base: All adults England

|                                                            | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                            | 425                          | 410                          | 384                          | 430                           | 391                           | 427                           | 353                           | 434                           |
| Weighted Base                                              | 396                          | 416                          | 405                          | 405                           | 419                           | 414                           | 399                           | 415                           |
| Department of Health                                       | 362<br>91%B                  | 363<br>87%                   | 357<br>88%                   | 359<br>89%                    | 370<br>88%                    | 369<br>89%                    | 347<br>87%                    | 352<br>85%                    |
| Food Standards Agency                                      | 357<br>90%yzB                | 364<br>87%                   | 354<br>87%                   | 360<br>89%y                   | 347<br>83%                    | 354<br>85%                    | 350<br>88%                    | 353<br>85%                    |
| Office of Fair Trading                                     | 340<br>86%A                  | 346<br>83%                   | 350<br>86%AB                 | 343<br>85%A                   | 349<br>83%                    | 344<br>83%                    | 314<br>79%                    | 336<br>81%                    |
| The Environment Agency                                     | 332<br>84%p                  | 333<br>80%                   | 341<br>84%p                  | 334<br>82%                    | 341<br>81%                    | 335<br>81%                    | 334<br>84%                    | 342<br>82%                    |
| Health & Safety Executive                                  | 330<br>83%                   | 327<br>78%                   | 345<br>85%pv                 | 333<br>82%                    | 341<br>81%                    | 333<br>81%                    | 320<br>80%                    | 345<br>83%                    |
| The British Medical Association                            | 340<br>86%AB                 | 343<br>82%                   | 333<br>82%                   | 334<br>82%                    | 346<br>83%                    | 338<br>82%                    | 320<br>80%                    | 331<br>80%                    |
| World Health Organisation (WHO)                            | 308<br>78%                   | 310<br>75%                   | 326<br>80%ps                 | 313<br>77%                    | 321<br>77%                    | 324<br>78%                    | 299<br>75%                    | 321<br>77%                    |
| Department for Environment, Food and Rural Affairs (DEFRA) | 302<br>76%pv                 | 287<br>69%                   | 294<br>73%                   | 291<br>72%                    | 296<br>71%                    | 303<br>73%                    | 281<br>70%                    | 306<br>74%                    |
| Office of Communications (OFCOM)                           | 259<br>65%opqv<br>yA         | 243<br>58%                   | 254<br>63%oq                 | 244<br>60%                    | 240<br>57%                    | 255<br>62%lq                  | 232<br>58%                    | 251<br>61%                    |





**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                              | 36-49                        |                              |                                  |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------------|------------------------------|------------------------------|----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c)     | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 388                          | 423                          | 388                              | 366                          | 365                          | 389                          | 388                          | 374                          | 347                          | 368                           | 331                           | 368                           | 353                           | 323                           | 413                          | 402                          | 413                          | 462                          | 417                          | 392                          |
| Weighted Base                                                | 403                          | 420                          | 405                              | 382                          | 392                          | 404                          | 409                          | 391                          | 374                          | 396                           | 351                           | 402                           | 369                           | 343                           | 410                          | 407                          | 426                          | 437                          | 416                          | 384                          |
| National Institute for Health and Clinical Excellence (NICE) | 175<br>43%                   | 196<br>47%                   | 213<br>53% <sup>ade</sup><br>ikm | 173<br>45%                   | 168<br>43%                   | 167<br>41%                   | 193<br>47%                   | 183<br>47%                   | 160<br>43%                   | 181<br>46%                    | 143<br>41%                    | 197<br>49% <sup>lk</sup>      | 166<br>45%                    | 167<br>49% <sup>kk</sup>      | 227<br>55%                   | 214<br>53%                   | 244<br>57%                   | 252<br>58%                   | 245<br>59%                   | 235<br>61% <sup>pA</sup>     |
| British Dietetic Association (BDA)                           | 170<br>42%                   | 174<br>41%                   | 194<br>48% <sup>efkn</sup>       | 159<br>42%                   | 147<br>37%                   | 143<br>36%                   | 170<br>41%                   | 172<br>44% <sup>f</sup>      | 168<br>45% <sup>efn</sup>    | 164<br>41%                    | 132<br>38%                    | 170<br>42%                    | 160<br>44% <sup>f</sup>       | 127<br>37%                    | 197<br>48%                   | 200<br>49%                   | 223<br>52% <sup>w</sup>      | 222<br>51%                   | 200<br>48%                   | 210<br>55% <sup>v</sup>      |
| None                                                         | 8<br>2%                      | 11<br>3%                     | 10<br>2%                         | 6<br>2%                      | 17<br>4% <sup>d</sup>        | 17<br>4% <sup>d</sup>        | 13<br>3%                     | 14<br>4%                     | 12<br>3%                     | 8<br>2%                       | 10<br>3%                      | 15<br>4%                      | 15<br>4%                      | 20<br>6% <sup>abcd</sup><br>j | 5<br>1%                      | 11<br>3% <sup>z</sup>        | 5<br>1%                      | 8<br>2%                      | 8<br>2%                      | 8<br>2% <sup>z</sup>         |
| Don't know                                                   | 4<br>1%                      | 2<br>1%                      | 2<br>*                           | 4<br>1% <sup>f</sup>         | 3<br>1%                      | -                            | 2<br>*                       | 3<br>1%                      | 4<br>1%                      | 5<br>1% <sup>f</sup>          | 1<br>*                        | 7<br>2% <sup>cfl</sup>        | 4<br>1% <sup>f</sup>          | 1<br>*                        | 3<br>1%                      | 3<br>1%                      | 3<br>1%                      | 3<br>1%                      | 3<br>1%                      | 1<br>*                       |
| <b>Average number of mentions</b>                            | <b>7.68k</b>                 | <b>8.08fl</b><br>k           | <b>8.33aef</b><br>hijkmn         | <b>7.99k</b>                 | <b>7.69k</b>                 | <b>7.57k</b>                 | <b>8.02lk</b>                | <b>7.69k</b>                 | <b>7.59k</b>                 | <b>7.76k</b>                  | <b>7.00</b>                   | <b>8.02lk</b>                 | <b>7.80k</b>                  | <b>7.64k</b>                  | <b>8.30</b>                  | <b>8.24</b>                  | <b>8.47</b>                  | <b>8.63</b>                  | <b>8.44</b>                  | <b>8.92opqsrvzA</b><br>B     |
| <b>Standard deviation</b>                                    | <b>3.15</b>                  | <b>2.74</b>                  | <b>2.80</b>                      | <b>2.84</b>                  | <b>3.01</b>                  | <b>3.00</b>                  | <b>2.90</b>                  | <b>3.18</b>                  | <b>3.04</b>                  | <b>3.02</b>                   | <b>3.35</b>                   | <b>2.86</b>                   | <b>3.08</b>                   | <b>3.16</b>                   | <b>2.78</b>                  | <b>2.92</b>                  | <b>2.67</b>                  | <b>2.76</b>                  | <b>2.89</b>                  | <b>2.52</b>                  |
| <b>Standard error</b>                                        | <b>0.16</b>                  | <b>0.13</b>                  | <b>0.14</b>                      | <b>0.15</b>                  | <b>0.16</b>                  | <b>0.16</b>                  | <b>0.15</b>                  | <b>0.17</b>                  | <b>0.17</b>                  | <b>0.16</b>                   | <b>0.19</b>                   | <b>0.15</b>                   | <b>0.17</b>                   | <b>0.18</b>                   | <b>0.14</b>                  | <b>0.15</b>                  | <b>0.13</b>                  | <b>0.13</b>                  | <b>0.14</b>                  | <b>0.13</b>                  |

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



**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                                    | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 425                          | 410                          | 384                          | 430                           | 391                           | 427                           | 353                           | 434                           |
| Weighted Base                                                      | 396                          | 416                          | 405                          | 405                           | 419                           | 414                           | 399                           | 415                           |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 232<br>58%                   | 231<br>55%                   | 249<br>62%pA                 | 237<br>59%                    | 228<br>54%                    | 246<br>59%A                   | 206<br>52%                    | 228<br>55%                    |
| British Dietetic<br>Association (BDA)                              | 206<br>52%v                  | 188<br>45%                   | 229<br>57%opsv<br>zB         | 204<br>50%                    | 212<br>50%                    | 205<br>50%                    | 199<br>50%                    | 201<br>49%                    |
| None                                                               | 6<br>2%                      | 15<br>4%oqz                  | 8<br>2%                      | 11<br>3%z                     | 9<br>2%z                      | 2<br>-                        | 8<br>2%                       | 11<br>3%z                     |
| Don't know                                                         | 2<br>-                       | 3<br>1%                      | 2<br>-                       | 5<br>1%                       | 2<br>-                        | 3<br>1%                       | 2<br>1%                       | 6<br>1%                       |
| <b>Average number of<br/>mentions</b>                              | <b>8.66p</b>                 | <b>8.36</b>                  | <b>8.66pA</b>                | <b>8.62</b>                   | <b>8.31</b>                   | <b>8.32</b>                   | <b>8.25</b>                   | <b>8.46</b>                   |
| <b>Standard deviation</b>                                          | <b>2.74</b>                  | <b>2.74</b>                  | <b>2.82</b>                  | <b>2.72</b>                   | <b>2.86</b>                   | <b>2.97</b>                   | <b>2.88</b>                   | <b>2.75</b>                   |
| <b>Standard error</b>                                              | <b>0.13</b>                  | <b>0.14</b>                  | <b>0.15</b>                  | <b>0.13</b>                   | <b>0.15</b>                   | <b>0.14</b>                   | <b>0.16</b>                   | <b>0.13</b>                   |

**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                              | 66-                          |                                  |                              |                            |                           |                           |                             |                             |                            |                             |                            |                            |                            |                             |
|--------------------------------------------------------------|------------------------------|----------------------------------|------------------------------|----------------------------|---------------------------|---------------------------|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b)     | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d)  | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g)   | Wave 8<br>(May 14)<br>(h)   | Wave 9<br>(Nov 14)<br>(i)  | Wave 10<br>(May 15)<br>(j)  | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)  |
| Unweighted Base                                              | 407                          | 375                              | 379                          | 409                        | 392                       | 431                       | 434                         | 401                         | 456                        | 499                         | 428                        | 449                        | 454                        | 495                         |
| Weighted Base                                                | 297                          | 303                              | 303                          | 287                        | 294                       | 301                       | 304                         | 297                         | 297                        | 305                         | 302                        | 305                        | 297                        | 294                         |
| Department of Health                                         | 257<br>87%                   | 261<br>86%                       | 262<br>86%                   | 256<br>89%mn               | 255<br>87%                | 268<br>89%mn              | 270<br>89%mn                | 252<br>85%                  | 254<br>86%                 | 260<br>85%                  | 259<br>86%                 | 259<br>85%                 | 249<br>84%                 | 242<br>82%                  |
| Office of Fair Trading                                       | 233<br>78%                   | 244<br>81% <sup>n</sup>          | 239<br>79%                   | 218<br>76%                 | 238<br>81% <sup>n</sup>   | 243<br>81% <sup>n</sup>   | 250<br>82% <sup>dklmm</sup> | 230<br>78%                  | 233<br>79%                 | 251<br>82% <sup>dklmm</sup> | 227<br>75%                 | 233<br>76%                 | 224<br>75%                 | 217<br>74%                  |
| The British Medical Association                              | 217<br>73%                   | 245<br>81% <sup>ace<br/>hk</sup> | 225<br>74%                   | 225<br>78%                 | 219<br>75%                | 230<br>76%                | 238<br>78%                  | 220<br>74%                  | 233<br>78%                 | 239<br>78%                  | 221<br>73%                 | 232<br>76%                 | 230<br>78%                 | 222<br>75%                  |
| Food Standards Agency                                        | 215<br>72%                   | 237<br>78% <sup>dm</sup>         | 226<br>74%                   | 204<br>71%                 | 219<br>74%                | 235<br>78% <sup>dm</sup>  | 239<br>79% <sup>adm</sup>   | 230<br>77% <sup>d</sup>     | 223<br>75%                 | 238<br>78% <sup>dm</sup>    | 223<br>74%                 | 234<br>77%                 | 213<br>72%                 | 215<br>73%                  |
| Health & Safety Executive                                    | 209<br>70%                   | 225<br>74%                       | 220<br>73%                   | 211<br>73%                 | 212<br>72%                | 221<br>74%                | 231<br>76%                  | 211<br>71%                  | 211<br>71%                 | 235<br>77% <sup>a</sup>     | 215<br>71%                 | 218<br>72%                 | 219<br>74%                 | 219<br>75%                  |
| The Environment Agency                                       | 202<br>68%                   | 222<br>73%                       | 221<br>73%                   | 215<br>75% <sup>a</sup>    | 215<br>73%                | 222<br>74%                | 225<br>74%                  | 214<br>72%                  | 225<br>76% <sup>a</sup>    | 229<br>75% <sup>a</sup>     | 223<br>74%                 | 224<br>73%                 | 216<br>73%                 | 211<br>72%                  |
| World Health Organisation (WHO)                              | 193<br>65%                   | 214<br>71%                       | 205<br>67%                   | 199<br>69%                 | 202<br>69%                | 205<br>68%                | 222<br>73% <sup>a</sup>     | 210<br>71%                  | 211<br>71%                 | 223<br>73% <sup>a</sup>     | 214<br>71%                 | 211<br>69%                 | 205<br>69%                 | 210<br>72% <sup>a</sup>     |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 167<br>56%                   | 192<br>64% <sup>a</sup>          | 188<br>62%                   | 179<br>62%                 | 184<br>63%                | 189<br>63%                | 194<br>64% <sup>a</sup>     | 188<br>63% <sup>a</sup>     | 198<br>67% <sup>ak</sup>   | 203<br>67% <sup>ak</sup>    | 176<br>58%                 | 196<br>64% <sup>a</sup>    | 187<br>67% <sup>ak</sup>   | 187<br>64% <sup>a</sup>     |
| National Institute for Health and Clinical Excellence (NICE) | 142<br>48%                   | 150<br>50%                       | 147<br>49%                   | 150<br>52%                 | 145<br>49%                | 151<br>50%                | 158<br>52%                  | 151<br>51%                  | 153<br>51%                 | 157<br>52%                  | 154<br>51%                 | 151<br>50%                 | 147<br>50%                 | 153<br>52%                  |
| British Dietetic Association (BDA)                           | 127<br>43%                   | 115<br>38%                       | 129<br>42%                   | 127<br>44% <sup>l</sup>    | 132<br>45% <sup>l</sup>   | 126<br>42%                | 132<br>43%                  | 125<br>42%                  | 144<br>49% <sup>bkl</sup>  | 129<br>42%                  | 124<br>41%                 | 114<br>37%                 | 125<br>42%                 | 126<br>43%                  |
| Office of Communications (OFCOM)                             | 122<br>41%                   | 128<br>42%                       | 132<br>43%                   | 147<br>51% <sup>abcf</sup> | 137<br>47% <sup>f</sup>   | 117<br>39%                | 152<br>50% <sup>abf</sup>   | 160<br>54% <sup>abcef</sup> | 154<br>52% <sup>abcf</sup> | 150<br>49% <sup>af</sup>    | 149<br>49% <sup>af</sup>   | 159<br>52% <sup>abcf</sup> | 149<br>50% <sup>abf</sup>  | 162<br>55% <sup>abcef</sup> |
| None                                                         | 10<br>4%                     | 10<br>3%                         | 16<br>5%                     | 12<br>4%                   | 9<br>3%                   | 10<br>3%                  | 11<br>4%                    | 16<br>6%                    | 9<br>5%                    | 9<br>3%                     | 12<br>4%                   | 13<br>4%                   | 16<br>5%                   | 17<br>6% <sup>ej</sup>      |
| Don't know                                                   | 5<br>2%                      | 4<br>1%                          | 2<br>1%                      | 5<br>2%                    | 8<br>3% <sup>ogh</sup>    | 4<br>1%                   | 2<br>1%                     | 2<br>1%                     | 6<br>2% <sup>g</sup>       | 4<br>1%                     | 5<br>2%                    | 6<br>2%                    | 4<br>1%                    | 5<br>2%                     |

**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                            | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 407                          | 375                          | 379                          | 409                       | 392                       | 431                       | 434                       | 401                       | 456                       | 499                        | 428                        | 449                        | 454                        | 495                        |
| Weighted Base              | 297                          | 303                          | 303                          | 287                       | 294                       | 301                       | 304                       | 297                       | 297                       | 305                        | 302                        | 305                        | 297                        | 294                        |
| Average number of mentions | 7.41                         | 7.72                         | 7.70                         | 7.88a                     | 7.80                      | 7.70                      | 7.93a                     | 7.86a                     | 8.16abcfk                 | 7.92a                      | 7.68                       | 7.80                       | 7.88a                      | 7.97a                      |
| 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                       |
| 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                       |

**Q.4 Which of the following, if any, have you heard of? - England**  
**Base: All adults England**

|                                                            | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                            | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1782                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                              | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Department of Health                                       | 1368<br>82%hij<br>klmn       | 1387<br>83%ehi<br>jklmn      | 1370<br>81%ijkl<br>mn        | 1404<br>84%efhi<br>klmn      | 1339<br>81%ikmn              | 1369<br>81%ikmn              | 1389<br>84%efhi<br>klmn      | 1329<br>79%                  | 1288<br>78%                  | 1323<br>78%                   | 1285<br>77%                   | 1320<br>79%                   | 1264<br>77%                   | 1257<br>77%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Food Standards Agency                                      | 1313<br>79%k                 | 1374<br>83%aeh<br>ijklmn     | 1352<br>80%ekm<br>n          | 1360<br>81%eikl<br>mn        | 1282<br>77%k                 | 1382<br>82%aehi<br>klmn      | 1370<br>83%aehi<br>klmn      | 1321<br>79%k                 | 1281<br>77%k                 | 1350<br>80%kmn                | 1226<br>73%                   | 1304<br>78%k                  | 1239<br>76%                   | 1244<br>76%k                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Office of Fair Trading                                     | 1221<br>73%hij<br>klmn       | 1259<br>76%ehi<br>jklmn      | 1255<br>75%ehij<br>klmn      | 1250<br>75%ehij<br>klmn      | 1171<br>70%kmn               | 1233<br>73%hijk<br>lmn       | 1249<br>75%ehij<br>klmn      | 1169<br>70%kmn               | 1132<br>68%lm                | 1171<br>69%kmn                | 1093<br>65%                   | 1138<br>68%                   | 1061<br>65%                   | 1066<br>65%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| The Environment Agency                                     | 1144<br>69%                  | 1225<br>74%ael<br>jklmn      | 1239<br>74%aeij<br>klmn      | 1230<br>73%aeij<br>klmn      | 1156<br>70%                  | 1204<br>71%k                 | 1216<br>73%aeij<br>klmn      | 1187<br>71%                  | 1155<br>70%                  | 1176<br>69%                   | 1135<br>68%                   | 1178<br>70%                   | 1129<br>69%                   | 1133<br>69%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Health & Safety Executive                                  | 1143<br>68%k                 | 1191<br>72%efh<br>ijklmn     | 1220<br>73%aeih<br>ijklmn    | 1183<br>71%hijk<br>lm        | 1126<br>68%k                 | 1157<br>68%k                 | 1202<br>72%aeih<br>ijklmn    | 1102<br>66%                  | 1117<br>67%                  | 1139<br>67%                   | 1079<br>64%                   | 1106<br>66%                   | 1092<br>67%                   | 1112<br>68%k                  | -                            | -                            | -                            | -                            | -                            | -                            |
| The British Medical Association                            | 1125<br>67%k                 | 1173<br>70%efh<br>ijklmn     | 1180<br>70%efhj<br>kln       | 1207<br>72%aeih<br>ijklmn    | 1078<br>65%                  | 1109<br>65%                  | 1164<br>70%efhj<br>kln       | 1118<br>67%k                 | 1113<br>67%k                 | 1105<br>65%                   | 1051<br>63%                   | 1157<br>69%efjk               | 1077<br>66%                   | 1075<br>66%                   | -                            | -                            | -                            | -                            | -                            | -                            |
| World Health Organisation (WHO)                            | 1017<br>61%                  | 1068<br>64%                  | 1085<br>65%a                 | 1090<br>65%a                 | 1064<br>64%                  | 1068<br>63%                  | 1069<br>64%a                 | 1045<br>62%                  | 1126<br>68%abef<br>hik       | 1099<br>65%a                  | 1069<br>64%                   | 1153<br>69%abcd<br>efghjk     | 1072<br>65%a                  | 1123<br>69%abcd<br>efghjkm    | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for Environment, Food and Rural Affairs (DEFRA) | 897<br>54%                   | 965<br>58%aef<br>k           | 955<br>57%f                  | 948<br>57%                   | 888<br>53%                   | 903<br>53%                   | 959<br>58%aefk               | 937<br>56%                   | 915<br>55%                   | 936<br>55%                    | 896<br>53%                    | 970<br>58%aefk                | 939<br>57%aefk                | 928<br>57%fk                  | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                    | 1752                         | 1721                         | 1736                         | 1791                         | 1706                         | 1810                         | 1723                         | 1743                         | 1758                         | 1844                          | 1762                          | 1808                          | 1738                          | 1769                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                      | 1670                         | 1665                         | 1681                         | 1676                         | 1661                         | 1694                         | 1658                         | 1680                         | 1662                         | 1693                          | 1678                          | 1678                          | 1637                          | 1634                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Office of Communications<br>(OFCOM)                                | 737<br>44%                   | 787<br>47%                   | 792<br>47%                   | 884<br>53%abce<br>fhjkm      | 792<br>48%a                  | 779<br>46%                   | 852<br>51%abce<br>fhjkm      | 804<br>48%a                  | 828<br>50%af                 | 804<br>47%                    | 781<br>47%                    | 839<br>50%afk                 | 781<br>48%a                   | 834<br>51%abct<br>jk          | -                            | -                            | -                            | -                            | -                            | -                            |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 689<br>41%                   | 725<br>44%                   | 767<br>46%aefk<br>m          | 754<br>45%a                  | 695<br>42%                   | 710<br>42%                   | 749<br>45%a                  | 728<br>43%                   | 743<br>44%                   | 705<br>42%                    | 765<br>46%aefk<br>m           | 683<br>42%                    | 744<br>46%aefk<br>m           | -                             | -                            | -                            | -                            | -                            | -                            |                              |
| British Dietetic<br>Association (BDA)                              | 626<br>38%                   | 636<br>38%                   | 679<br>40%defh<br>jkmm       | 618<br>37%                   | 586<br>35%                   | 598<br>35%                   | 635<br>38%                   | 617<br>37%                   | 671<br>40%defh<br>jkmm       | 614<br>36%                    | 606<br>36%                    | 630<br>38%                    | 604<br>37%                    | 593<br>36%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| None                                                               | 61<br>4%                     | 55<br>3%                     | 70<br>4%                     | 59<br>3%                     | 73<br>4%                     | 84<br>5%bd                   | 71<br>4%                     | 98<br>6%abcdg<br>l           | 81<br>5%bd                   | 81<br>5%b                     | 94<br>6%abdl                  | 67<br>4%                      | 92<br>6%abdl                  | 85<br>5%bcd                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                         | 18<br>1%g                    | 16<br>1%                     | 12<br>1%                     | 14<br>1%                     | 27<br>2%cfgh                 | 10<br>1%                     | 7<br>*                       | 10<br>1%                     | 18<br>1%g                    | 22<br>1%fgh                   | 24<br>1%fgh                   | 23<br>1%fgh                   | 21<br>1%fgh                   | 24<br>1%cfgh                  | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of<br>mentions                                      | 7.09                         | 7.40ae                       | 7.44aef                      | 7.44aef                      | 7.16                         | 7.19                         | 7.50aef                      | 7.23                         | 7.27k                        | 7.21                          | 7.00                          | 7.28k                         | 7.18                          | 7.29k                         | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
\*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                      | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Office of Communications<br>(OFCOM)                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| British Dietetic<br>Association (BDA)                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Average number of<br/>mentions</b>                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard deviation</b>                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard error</b>                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>ENGLAND/WALES/NI |                           |                            |                           |                           |                           |                            |                           |                           |                            |                            |                            |                            |                             |
|--------------------------------------------------------------|----------------------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
|                                                              | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c)  | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g)  | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)  |
| Unweighted Base                                              | 1752                                   | 1721                      | 1736                       | 1791                      | 1706                      | 1810                      | 1723                       | 1743                      | 1758                      | 1844                       | 1762                       | 1808                       | 1738                       | 1769                        |
| Weighted Base                                                | 1670                                   | 1665                      | 1681                       | 1676                      | 1661                      | 1694                      | 1658                       | 1680                      | 1662                      | 1693                       | 1678                       | 1678                       | 1637                       | 1634                        |
| Department of Health                                         | 1368<br>82%hij<br>klmn                 | 1387<br>83%lehi<br>klmn   | 1370<br>81%ijklmn          | 1404<br>84%efhijk<br>mn   | 1339<br>81%ikmn           | 1369<br>81%ikmn           | 1389<br>84%efhijk<br>mn    | 1329<br>79%               | 1288<br>78%               | 1323<br>78%                | 1285<br>77%                | 1320<br>79%                | 1264<br>77%                | 1257<br>77%                 |
| Food Standards Agency                                        | 1313<br>79%ik                          | 1374<br>83%aeah<br>ijklmn | 1352<br>80%eikmn           | 1360<br>81%eikmn          | 1282<br>77%ik             | 1382<br>82%aeahikim<br>n  | 1370<br>83%aeahijk<br>mn   | 1321<br>79%ik             | 1281<br>77%ik             | 1350<br>80%ikmn            | 1226<br>73%                | 1304<br>78%ik              | 1239<br>76%                | 1244<br>76%ik               |
| National Institute for Health and Clinical Excellence (NICE) | 689<br>41%                             | 725<br>44%                | 767<br>46%aeefkm           | 754<br>45%a               | 695<br>42%                | 710<br>42%                | 749<br>45%a                | 728<br>43%                | 728<br>44%                | 743<br>44%                 | 705<br>42%                 | 765<br>46%aeefkm           | 683<br>42%                 | 744<br>46%aeefkm            |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 897<br>54%                             | 965<br>58%aeaf<br>k       | 955<br>57%l                | 948<br>57%                | 888<br>53%                | 903<br>53%                | 959<br>58%aeafk            | 937<br>56%                | 915<br>55%                | 936<br>55%                 | 896<br>53%                 | 970<br>58%aeafk            | 939<br>57%aeafk            | 928<br>57%ik                |
| The Environment Agency                                       | 1144<br>69%                            | 1225<br>74%aeai<br>ijklmn | 1239<br>74%aeaijklm<br>n   | 1230<br>73%aeaijklm<br>n  | 1156<br>70%               | 1204<br>71%ik             | 1216<br>73%aeaijklm<br>n   | 1187<br>71%               | 1155<br>70%               | 1176<br>69%                | 1135<br>68%                | 1178<br>70%                | 1129<br>69%                | 1133<br>69%                 |
| The British Medical Association                              | 1125<br>67%k                           | 1173<br>70%efh<br>ijklmn  | 1180<br>70%efhijkmn        | 1207<br>72%aeefhijk<br>mn | 1078<br>65%               | 1109<br>65%               | 1164<br>70%efhijkmn        | 1118<br>67%ik             | 1113<br>67%k              | 1105<br>65%                | 1051<br>63%                | 1157<br>69%efijk           | 1077<br>66%                | 1075<br>66%                 |
| Office of Communications (OFCOM)                             | 737<br>44%                             | 787<br>47%                | 792<br>47%                 | 884<br>53%abcefhj<br>km   | 792<br>48%a               | 779<br>46%                | 852<br>51%abcefhj<br>km    | 804<br>48%a               | 828<br>50%af              | 804<br>47%                 | 781<br>47%                 | 839<br>50%afk              | 781<br>48%a                | 834<br>51%abcefhj<br>km     |
| Health & Safety Executive                                    | 1143<br>68%k                           | 1191<br>72%efh<br>ijklmn  | 1220<br>73%aeefhijk<br>lmn | 1183<br>71%hijklm         | 1126<br>68%k              | 1157<br>68%k              | 1202<br>72%aeefhijk<br>lmn | 1102<br>66%               | 1117<br>67%               | 1139<br>67%                | 1079<br>64%                | 1106<br>66%                | 1092<br>67%                | 1112<br>68%k                |
| Office of Fair Trading                                       | 1221<br>73%hij<br>klmn                 | 1259<br>76%lehi<br>ijklmn | 1255<br>75%ehijklm<br>n    | 1250<br>75%ehijklm<br>n   | 1171<br>70%ikmn           | 1233<br>73%hijklmn        | 1249<br>75%ehijklm<br>n    | 1169<br>70%ikmn           | 1132<br>68%km             | 1171<br>69%ikmn            | 1093<br>65%                | 1138<br>68%                | 1061<br>65%                | 1066<br>65%                 |
| World Health Organisation (WHO)                              | 1017<br>61%                            | 1068<br>64%               | 1085<br>65%a               | 1090<br>65%a              | 1064<br>64%               | 1068<br>63%               | 1069<br>64%a               | 1045<br>62%               | 1126<br>68%abefhk         | 1099<br>65%a               | 1069<br>64%                | 1153<br>69%abcdefg<br>hjk  | 1072<br>65%a               | 1123<br>69%abcdefghijk<br>m |



Q.4 Which of the following, if any, have you heard of? - England  
 Base: All adults England

|                                    | ADDITIONAL COUNTRY        |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |              |
|------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--------------|
|                                    | ENGLAND/WALES/NI          |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |              |
| Wave 1<br>(Nov 10)<br>(a)          | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |              |
| Unweighted Base                    | 1752                      | 1721                      | 1736                      | 1791                      | 1706                      | 1810                      | 1723                      | 1743                      | 1758                       | 1844                       | 1762                       | 1808                       | 1738                       | 1769         |
| Weighted Base                      | 1670                      | 1665                      | 1681                      | 1676                      | 1661                      | 1694                      | 1658                      | 1680                      | 1662                       | 1693                       | 1678                       | 1678                       | 1637                       | 1634         |
| British Dietetic Association (BDA) | 626<br>38%                | 636<br>38%                | 679<br>40%defhjk<br>n     | 618<br>37%                | 586<br>35%                | 598<br>35%                | 635<br>38%                | 617<br>37%                | 671<br>40%defhjk<br>n      | 614<br>36%                 | 606<br>36%                 | 630<br>38%                 | 604<br>37%                 | 593<br>36%   |
| None                               | 61<br>4%                  | 55<br>3%                  | 70<br>4%                  | 59<br>3%                  | 73<br>4%                  | 84<br>5%bd                | 71<br>4%                  | 98<br>6%abcdgl            | 81<br>5%bd                 | 81<br>5%b                  | 94<br>6%abdl               | 67<br>4%                   | 92<br>6%abdl               | 85<br>5%abd  |
| Don't know                         | 18<br>1%                  | 16<br>1%                  | 12<br>1%                  | 14<br>1%                  | 27<br>2%cdgh              | 10<br>1%                  | 7<br>*                    | 10<br>1%                  | 18<br>1%                   | 22<br>1%                   | 24<br>1%                   | 23<br>1%                   | 21<br>1%                   | 24<br>1%cdgh |
| Average number of mentions         | 7.09                      | 7.40ae                    | 7.44aefkm                 | 7.44aefjkm                | 7.16                      | 7.19                      | 7.50aefhij                | 7.23                      | 7.27k                      | 7.21                       | 7.00                       | 7.28k                      | 7.16                       | 7.29k        |
| 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         |
| 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         |



**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                                                              | WAVE                         |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                              | 103                          | 99                           | 107                          | 117                       | 118                       | 99                        | 110                       | 86                        | 107                       | 112                        | 92                         | 110                        | 109                        | 99                         |
| Weighted Base                                                | 98*                          | 93*                          | 101*                         | 104                       | 106                       | 90*                       | 102                       | 80*                       | 98*                       | 87*                        | 88*                        | 88*                        | 95*                        | 90*                        |
| Office of Fair Trading                                       | 86<br>88%bce<br>gjm          | 67<br>72%                    | 73<br>72%                    | 82<br>78%g                | 79<br>75%                 | 83<br>91%bcdeghj<br>lmn   | 66<br>65%                 | 62<br>77%                 | 86<br>87%bcoglm           | 67<br>76%                  | 76<br>87%bcoglm            | 60<br>69%                  | 66<br>69%                  | 72<br>80%g                 |
| Food Standards Agency                                        | 86<br>88%g                   | 79<br>84%g                   | 84<br>83%                    | 86<br>83%                 | 82<br>77%                 | 78<br>86%g                | 73<br>72%                 | 75<br>94%codegl           | 89<br>91%egl              | 75<br>86%g                 | 81<br>92%egl               | 69<br>79%                  | 80<br>85%g                 | 77<br>86%g                 |
| The British Medical Association                              | 81<br>83%bcg<br>jmn          | 56<br>60%                    | 59<br>58%                    | 74<br>71%                 | 75<br>71%                 | 64<br>71%                 | 59<br>58%                 | 57<br>71%                 | 75<br>76%bcg              | 57<br>65%                  | 70<br>80%bcgj              | 57<br>65%                  | 65<br>68%                  | 63<br>70%                  |
| The Environment Agency                                       | 79<br>81%bl                  | 60<br>64%                    | 70<br>69%                    | 84<br>81%bl               | 77<br>73%                 | 72<br>79%bl               | 71<br>70%                 | 57<br>71%                 | 84<br>85%bcceghj<br>m     | 64<br>73%                  | 73<br>84%bcghlm            | 57<br>66%                  | 66<br>69%                  | 68<br>75%                  |
| Health & Safety Executive                                    | 77<br>79%b                   | 58<br>62%                    | 70<br>70%                    | 77<br>75%                 | 82<br>78%b                | 73<br>80%bm               | 71<br>70%                 | 54<br>68%                 | 80<br>81%bhm              | 63<br>72%                  | 72<br>82%bbhm              | 61<br>69%                  | 63<br>66%                  | 69<br>77%b                 |
| World Health Organisation (WHO)                              | 70<br>71%bc                  | 51<br>54%                    | 52<br>52%                    | 61<br>59%                 | 69<br>65%                 | 52<br>58%                 | 59<br>58%                 | 50<br>62%                 | 76<br>77%bcdfighl<br>m    | 58<br>67%c                 | 68<br>78%bcdfighl<br>m     | 53<br>60%                  | 61<br>64%                  | 60<br>66%c                 |
| Department for Public Health and Health Professions          | 59<br>60%bc                  | 38<br>41%                    | 44<br>43%                    | 66<br>63%bcj              | 63<br>60%bc               | 57<br>64%bcj              | 55<br>54%                 | 42<br>53%                 | 65<br>66%bcjl             | 40<br>46%                  | 57<br>65%bcjl              | 44<br>50%                  | 58<br>61%bcj               | 59<br>65%bcjl              |
| National Institute for Health and Clinical Excellence (NICE) | 52<br>53%b                   | 32<br>35%                    | 39<br>39%                    | 47<br>45%                 | 48<br>46%                 | 43<br>48%                 | 50<br>49%b                | 34<br>42%                 | 51<br>52%b                | 41<br>46%                  | 48<br>55%bc                | 38<br>44%                  | 41<br>43%                  | 50<br>56%bc                |
| Office of Communications (OFCOM)                             | 48<br>49%c                   | 37<br>40%                    | 34<br>34%                    | 49<br>47%                 | 53<br>50%c                | 44<br>49%c                | 47<br>46%                 | 38<br>47%                 | 56<br>57%bc               | 49<br>57%bc                | 54<br>61%bcoglm            | 40<br>45%                  | 42<br>44%                  | 50<br>56%bc                |
| British Dietetic Association (BDA)                           | 48<br>49%bce<br>j            | 20<br>21%                    | 26<br>25%                    | 38<br>37%b                | 32<br>30%                 | 36<br>40%bc               | 43<br>42%bc               | 32<br>40%bc               | 45<br>46%bce              | 28<br>32%                  | 43<br>49%bcej              | 31<br>35%b                 | 39<br>41%bc                | 46<br>51%bcej              |
| Department for Rural Affairs                                 | 43<br>44%e                   | 33<br>35%                    | 35<br>35%                    | 35<br>33%                 | 28<br>27%                 | 38<br>42%e                | 46<br>45%e                | 33<br>41%e                | 49<br>50%bcde             | 43<br>49%code              | 48<br>55%bcde              | 34<br>39%                  | 46<br>48%de                | 51<br>56%bcde              |

Q.4 Which of the following, if any, have you heard of? - Wales  
 Base: All adults Wales

|                            | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 103                       | 99                        | 107                       | 117                       | 118                       | 99                        | 110                       | 86                        | 107                       | 112                        | 92                         | 110                        | 109                        | 99                         |
| Weighted Base              | 98*                       | 93*                       | 101*                      | 104                       | 106                       | 90*                       | 102                       | 80*                       | 98*                       | 87*                        | 88*                        | 88*                        | 95*                        | 90*                        |
| None                       | 4                         | 4                         | 5                         | 3                         | 6                         | 1                         | 9                         | 1                         | 1                         | 5                          | 3                          | 5                          | 5                          | 4                          |
|                            | 4%                        | 5%                        | 5%                        | 3%                        | 6%                        | 1%                        | 9%thi                     | 2%                        | 1%                        | 5%                         | 3%                         | 5%                         | 5%                         | 4%                         |
| Don't know                 | -                         | 1                         | -                         | 1                         | 2                         | 1                         | 2                         | -                         | -                         | 2                          | -                          | 2                          | 2                          | 4                          |
|                            | -                         | 1%                        | -                         | 1%                        | 2%                        | 1%                        | 2%                        | -                         | -                         | 2%                         | -                          | 2%                         | 3%                         | 5%achik                    |
| Average number of mentions | 7.72bc                    | 6.01                      | 6.12                      | 6.99b                     | 7.06bc                    | 7.23bc                    | 7.07b                     | 6.76                      | 7.77bchl                  | 7.25bc                     | 8.13bcdegh                 | 6.69                       | 7.14bc                     | 8.14bcdeghlm               |
| 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                       |
| 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                       |

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  
 Proportions/Mean: 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 46                           | 42                           | 56                           | 58                           | 57                           | 48                           | 57                           | 41                           | 57                           | 54                            | 43                            | 52                            | 54                            | 50                            | 57                           | 57                           | 51                           | 59                           | 61                           | 51                           |
| Weighted Base                                                | 45*                          | 46*                          | 52*                          | 48*                          | 54*                          | 43*                          | 53*                          | 40*                          | 49*                          | 42*                           | 38*                           | 43*                           | 47*                           | 46*                           | 53*                          | 47*                          | 49*                          | 56*                          | 52*                          | 48*                          |
| Office of Fair Trading                                       | 43                           | 38                           | 37                           | 40                           | 43                           | 41                           | 32                           | 30                           | 45                           | 36                            | 34                            | 30                            | 34                            | 35                            | 44                           | 29                           | 36                           | 42                           | 36                           | 41                           |
|                                                              | 94%ceg<br>hlmn               | 83%g                         | 72%                          | 83%g                         | 80%g                         | 97%bode<br>ghlmn             | 61%                          | 75%                          | 90%cglm                      | 85%g                          | 89%cglm                       | 71%                           | 72%                           | 77%                           | 83%p                         | 61%                          | 73%                          | 74%                          | 70%                          | 86%peuzA                     |
| Food Standards Agency                                        | 41                           | 40                           | 44                           | 40                           | 43                           | 39                           | 36                           | 39                           | 44                           | 38                            | 35                            | 34                            | 39                            | 39                            | 45                           | 38                           | 40                           | 47                           | 39                           | 38                           |
|                                                              | 92%g                         | 87%g                         | 84%                          | 82%                          | 80%                          | 92%g                         | 68%                          | 96%degl                      | 90%g                         | 91%g                          | 92%g                          | 80%                           | 84%                           | 84%                           | 84%                          | 81%                          | 82%                          | 83%                          | 75%                          | 80%                          |
| The Environment Agency                                       | 41                           | 32                           | 36                           | 42                           | 41                           | 35                           | 35                           | 31                           | 45                           | 37                            | 35                            | 29                            | 35                            | 34                            | 38                           | 28                           | 34                           | 42                           | 36                           | 37                           |
|                                                              | 91%bcg<br>lm                 | 70%                          | 70%                          | 88%bcgl                      | 76%                          | 82%                          | 66%                          | 78%                          | 91%bceg<br>lmn               | 88%bcgl                       | 92%bceg<br>lmn                | 67%                           | 75%                           | 75%                           | 72%                          | 59%                          | 69%                          | 75%                          | 70%                          | 77%                          |
| Health & Safety Executive                                    | 39                           | 29                           | 35                           | 38                           | 45                           | 37                           | 36                           | 28                           | 43                           | 36                            | 34                            | 33                            | 34                            | 34                            | 38                           | 29                           | 35                           | 40                           | 38                           | 35                           |
|                                                              | 86%bcg                       | 64%                          | 67%                          | 79%                          | 83%b                         | 88%bcg                       | 68%                          | 69%                          | 87%bcgh                      | 85%bc                         | 88%bcgh                       | 75%                           | 73%                           | 74%                           | 72%                          | 61%                          | 72%                          | 71%                          | 73%                          | 74%                          |
| The British Medical Association                              | 38                           | 34                           | 32                           | 38                           | 41                           | 32                           | 27                           | 28                           | 40                           | 33                            | 31                            | 32                            | 33                            | 31                            | 43                           | 22                           | 27                           | 36                           | 34                           | 32                           |
|                                                              | 85%cg                        | 74%g                         | 62%                          | 79%g                         | 77%g                         | 75%g                         | 52%                          | 69%                          | 81%cg                        | 78%g                          | 81%g                          | 73%g                          | 71%                           | 67%p                          | 81%pqx<br>z                  | 47%                          | 54%                          | 64%                          | 65%                          | 67%p                         |
| World Health Organisation (WHO)                              | 34                           | 26                           | 29                           | 30                           | 39                           | 26                           | 26                           | 24                           | 40                           | 32                            | 31                            | 28                            | 31                            | 30                            | 36                           | 24                           | 23                           | 31                           | 30                           | 27                           |
|                                                              | 75%g                         | 57%                          | 56%                          | 63%                          | 72%g                         | 60%                          | 50%                          | 61%                          | 81%bcd<br>gh                 | 77%cg                         | 80%bcgl                       | 66%                           | 65%                           | 66%                           | 68%q                         | 52%                          | 47%                          | 55%                          | 58%                          | 56%                          |
| Department for Public Health and Health Professions          | 28                           | 18                           | 20                           | 29                           | 35                           | 28                           | 26                           | 23                           | 32                           | 21                            | 23                            | 19                            | 29                            | 28                            | 31                           | 20                           | 24                           | 37                           | 28                           | 30                           |
|                                                              | 62%c                         | 40%                          | 38%                          | 60%c                         | 66%bcl                       | 65%bc                        | 49%                          | 57%                          | 64%bc                        | 50%                           | 60%c                          | 44%                           | 62%bc                         | 62%bc                         | 58%                          | 42%                          | 49%                          | 66%px                        | 54%                          | 63%p                         |
| Office of Communications (OFCOM)                             | 26                           | 19                           | 18                           | 26                           | 31                           | 23                           | 23                           | 17                           | 30                           | 27                            | 26                            | 18                            | 20                            | 28                            | 22                           | 18                           | 16                           | 22                           | 22                           | 21                           |
|                                                              | 59%c                         | 42%                          | 36%                          | 55%                          | 57%c                         | 54%                          | 44%                          | 42%                          | 60%c                         | 65%bcgh<br>lm                 | 68%bcgh<br>lm                 | 43%                           | 43%                           | 60%cpd<br>r                   | 41%                          | 38%                          | 32%                          | 40%                          | 42%                          | 44%                          |
| National Institute for Health and Clinical Excellence (NICE) | 25                           | 12                           | 20                           | 23                           | 29                           | 22                           | 23                           | 18                           | 26                           | 20                            | 19                            | 17                            | 20                            | 25                            | 27                           | 20                           | 19                           | 23                           | 20                           | 21                           |
|                                                              | 55%b                         | 26%                          | 39%                          | 49%b                         | 53%b                         | 51%b                         | 43%                          | 45%                          | 52%b                         | 48%b                          | 51%b                          | 40%                           | 42%                           | 55%b                          | 50%                          | 43%                          | 39%                          | 42%                          | 38%                          | 45%                          |
| Department for Rural Affairs                                 | 24                           | 19                           | 21                           | 18                           | 15                           | 21                           | 22                           | 21                           | 26                           | 23                            | 23                            | 17                            | 23                            | 26                            | 19                           | 14                           | 14                           | 17                           | 13                           | 17                           |
|                                                              | 53%e                         | 41%                          | 40%                          | 37%                          | 28%                          | 49%e                         | 42%                          | 53%e                         | 53%e                         | 56%e                          | 61%de                         | 40%                           | 48%e                          | 56%epd<br>rsv                 | 36%                          | 30%                          | 29%                          | 30%                          | 25%                          | 35%                          |

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



**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                                                                    | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 53                           | 45                           | 50                           | 58                            | 49                            | 58                            | 55                            | 49                            |
| Weighted Base                                                      | 49*                          | 40*                          | 49*                          | 46*                           | 49*                           | 44*                           | 48*                           | 44*                           |
| Office of Fair Trading                                             | 34<br>70%                    | 32<br>80%p                   | 41<br>84%pA                  | 31<br>68%                     | 42<br>85%pzA                  | 30<br>67%                     | 32<br>66%                     | 37<br>83%                     |
| Food Standards Agency                                              | 37<br>76%                    | 37<br>91% <i>s</i>           | 45<br>92% <i>suz</i>         | 37<br>81%                     | 45<br>92% <i>su</i>           | 34<br>78%                     | 41<br>85%                     | 39<br>88%                     |
| The Environment Agency                                             | 36<br>73%                    | 25<br>63%                    | 39<br>80% <i>px</i>          | 27<br>60%                     | 38<br>77%                     | 28<br>64%                     | 31<br>64%                     | 34<br>76%                     |
| Health & Safety<br>Executive                                       | 35<br>71%                    | 27<br>67%                    | 37<br>75%                    | 28<br>61%                     | 38<br>77%                     | 28<br>63%                     | 29<br>59%                     | 35<br>79%                     |
| The British Medical<br>Association                                 | 32<br>65%                    | 29<br>72% <i>p</i>           | 35<br>72% <i>p</i>           | 24<br>53%                     | 39<br>79% <i>ppxz</i>         | 25<br>56%                     | 32<br>65%                     | 32<br>73%                     |
| World Health<br>Organisation (WHO)                                 | 33<br>67%                    | 25<br>63%                    | 35<br>72% <i>pq</i>          | 26<br>58%                     | 38<br>76% <i>pqrt</i><br>z    | 24<br>55%                     | 30<br>62%                     | 29<br>66%                     |
| Department for Public<br>Health and Health<br>Professions          | 29<br>59%                    | 19<br>48%                    | 33<br>68% <i>px</i>          | 19<br>43%                     | 34<br>69% <i>px</i>           | 24<br>55%                     | 29<br>60%                     | 31<br>69%                     |
| Office of Communications<br>(OFCOM)                                | 24<br>49%                    | 21<br>52%                    | 26<br>54% <i>q</i>           | 22<br>49%                     | 28<br>56% <i>q</i>            | 21<br>48%                     | 22<br>46%                     | 23<br>51%                     |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 27<br>55%                    | 16<br>39%                    | 26<br>53%                    | 20<br>45%                     | 29<br>59% <i>s</i>            | 21<br>48%                     | 21<br>43%                     | 25<br>57%                     |
| Department for Rural<br>Affairs                                    | 24<br>49% <i>pqs</i>         | 12<br>30%                    | 23<br>46% <i>s</i>           | 20<br>43% <i>s</i>            | 25<br>50% <i>pqs</i>          | 17<br>37%                     | 23<br>47% <i>s</i>            | 25<br>57%                     |

**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                                    | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                    | 46                           | 42                           | 56                           | 58                           | 57                           | 48                           | 57                           | 41                           | 57                           | 54                            | 43                            | 52                            | 54                            | 50                            | 57                           | 57                           | 51                           | 59                           | 61                           | 51                           |
| Weighted Base                      | 45*                          | 46*                          | 52*                          | 48*                          | 54*                          | 43*                          | 53*                          | 40*                          | 49*                          | 42*                           | 38*                           | 43*                           | 47*                           | 46*                           | 53*                          | 47*                          | 49*                          | 56*                          | 52*                          | 48*                          |
| British Dietetic Association (BDA) | 23<br>50%bc                  | 8<br>18%                     | 12<br>23%                    | 15<br>32%                    | 17<br>31%                    | 19<br>45%bc                  | 19<br>36%                    | 18<br>44%bc                  | 24<br>48%bc                  | 15<br>36%                     | 19<br>51%bc                   | 15<br>34%                     | 20<br>44%bc                   | 21<br>46%bc                   | 26<br>49%pqrs<br>x           | 12<br>25%                    | 13<br>27%                    | 23<br>41%                    | 15<br>30%                    | 17<br>36%                    |
| None                               | -                            | -                            | 1<br>1%                      | 1<br>2%                      | 4<br>7%                      | -                            | 6<br>11%abcdh<br>i           | -                            | -                            | 1<br>3%                       | 2<br>5%                       | 2<br>5%                       | 2<br>3%                       | 1<br>2%                       | 4<br>7%                      | 4<br>9%                      | 4<br>9%                      | 2<br>4%                      | 2<br>5%                      | 1<br>1%                      |
| Don't know                         | -                            | -                            | -                            | -                            | -                            | -                            | 1<br>2%                      | -                            | -                            | 1<br>2%                       | -                             | -                             | 2<br>4%                       | 3<br>7%                       | -                            | 1<br>2%                      | -                            | 1<br>1%                      | 2<br>4%                      | 1<br>3%                      |
| Average number of mentions         | 8.02bc                       | 6.01                         | 5.94                         | 7.23bc                       | 7.55bc                       | 7.58bc                       | 6.68                         | 6.90                         | 7.97bcg                      | 8.00bc                        | 8.53bcd                       | 6.65                          | 7.33c                         | 7.93bc                        | 7.45p                        | 6.02                         | 6.32                         | 6.77                         | 6.53                         | 6.91                         |
| 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                          | 2.86                         | 3.46                         | 3.17                         | 3.20                         | 2.96                         | 3.05                         |
| 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                          | 0.39                         | 0.49                         | 0.47                         | 0.43                         | 0.40                         | 0.44                         |

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



Q.4 Which of the following, if any, have you heard of? - Wales  
Base: All adults Wales

|                                       | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|---------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                       | 53                           | 45                           | 50                           | 58                            | 49                            | 58                            | 55                            | 49                            |
| Weighted Base                         | 49*                          | 40*                          | 49*                          | 46*                           | 49*                           | 44*                           | 48*                           | 44*                           |
| British Dietetic<br>Association (BDA) | 24<br>49%pqsx                | 14<br>35%                    | 21<br>44%                    | 13<br>29%                     | 24<br>49%pq                   | 16<br>36%                     | 19<br>39%                     | 25<br>56%                     |
| None                                  | 4<br>7%                      | 1<br>3%                      | 1<br>2%                      | 3<br>7%                       | 1<br>2%                       | 2<br>6%                       | 3<br>7%                       | 3<br>7%                       |
| Don't know                            | 1<br>1%                      | -                            | -                            | 1<br>2%                       | -                             | 2<br>4%                       | 1<br>1%                       | 1<br>3%                       |
| Average number of<br>mentions         | 7.47                         | 6.63                         | 7.57p                        | 6.51                          | 7.82pq                        | 6.72                          | 6.95                          | 8.36                          |
| Standard deviation                    | 3.55                         | 3.11                         | 3.05                         | 3.63                          | 3.34                          | 3.71                          | 3.36                          | 2.93                          |
| Standard error                        | 0.52                         | 0.47                         | 0.44                         | 0.50                          | 0.48                          | 0.51                          | 0.48                          | 0.44                          |



**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                                                              | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 10                           | 12                           | 21                           | 17                           | 16                           | 14                           | 14                           | 18                           | 10                           | 11                            | 12                            | 12                            | 11                            | 12                            | 15                           | 16                           | 12                           | 15                           | 21                           | 9                            |
| Weighted Base                                                | 11**                         | 12**                         | 20**                         | 19**                         | 13**                         | 11**                         | 15**                         | 17**                         | 11**                         | 15**                          | 10**                          | 10**                          | 11**                          | 13**                          | 15**                         | 14**                         | 13**                         | 15**                         | 23**                         | 8**                          |
| Food Standards Agency                                        | 9                            | 11                           | 16                           | 16                           | 8                            | 8                            | 7                            | 15                           | 10                           | 11                            | 6                             | 6                             | 7                             | 11                            | 14                           | 13                           | 11                           | 12                           | 18                           | 8                            |
|                                                              | 79%                          | 91%                          | 81%                          | 82%                          | 61%                          | 78%                          | 51%                          | 89%                          | 91%                          | 78%                           | 61%                           | 61%                           | 65%                           | 79%                           | 95%                          | 90%                          | 84%                          | 78%                          | 78%                          | 100%                         |
| Office of Fair Trading                                       | 8                            | 8                            | 9                            | 11                           | 4                            | 9                            | 5                            | 8                            | 8                            | 9                             | 3                             | 4                             | 5                             | 7                             | 13                           | 8                            | 11                           | 11                           | 16                           | 7                            |
|                                                              | 72%                          | 68%                          | 46%                          | 56%                          | 26%                          | 79%                          | 35%                          | 48%                          | 69%                          | 57%                           | 26%                           | 43%                           | 43%                           | 53%                           | 86%                          | 60%                          | 88%                          | 74%                          | 71%                          | 86%                          |
| Health & Safety Executive                                    | 5                            | 5                            | 9                            | 9                            | 6                            | 4                            | 8                            | 8                            | 3                            | 10                            | 4                             | 4                             | 6                             | 6                             | 11                           | 8                            | 9                            | 11                           | 17                           | 8                            |
|                                                              | 46%                          | 44%                          | 46%                          | 48%                          | 46%                          | 32%                          | 56%                          | 45%                          | 29%                          | 65%                           | 36%                           | 45%                           | 51%                           | 43%                           | 72%                          | 57%                          | 69%                          | 73%                          | 75%                          | 100%                         |
| Office of Communications (OFCOM)                             | 5                            | 3                            | 3                            | 5                            | 3                            | 1                            | 6                            | 2                            | 3                            | 6                             | 3                             | 3                             | 2                             | 4                             | 7                            | 1                            | 4                            | 8                            | 10                           | 4                            |
|                                                              | 42%                          | 24%                          | 13%                          | 27%                          | 25%                          | 10%                          | 37%                          | 13%                          | 25%                          | 42%                           | 31%                           | 29%                           | 16%                           | 32%                           | 45%                          | 7%                           | 32%                          | 52%                          | 41%                          | 52%                          |
| The British Medical Association                              | 5                            | 3                            | 8                            | 4                            | 3                            | 1                            | 4                            | 5                            | 4                            | 6                             | 4                             | 4                             | 5                             | 6                             | 11                           | 5                            | 5                            | 10                           | 13                           | 8                            |
|                                                              | 42%                          | 22%                          | 38%                          | 20%                          | 19%                          | 11%                          | 28%                          | 29%                          | 36%                          | 42%                           | 38%                           | 36%                           | 46%                           | 42%                           | 72%                          | 39%                          | 38%                          | 69%                          | 56%                          | 93%                          |
| World Health Organisation (WHO)                              | 5                            | 2                            | 5                            | 11                           | 2                            | 2                            | 5                            | 7                            | 5                            | 9                             | 3                             | 7                             | 5                             | 4                             | 9                            | 6                            | 8                            | 10                           | 10                           | 5                            |
|                                                              | 40%                          | 20%                          | 28%                          | 56%                          | 16%                          | 21%                          | 32%                          | 38%                          | 42%                          | 59%                           | 33%                           | 73%                           | 45%                           | 32%                           | 61%                          | 45%                          | 60%                          | 69%                          | 45%                          | 54%                          |
| The Environment Agency                                       | 4                            | 4                            | 10                           | 13                           | 6                            | 7                            | 6                            | 6                            | 3                            | 8                             | 4                             | 5                             | 7                             | 3                             | 14                           | 8                            | 10                           | 13                           | 16                           | 8                            |
|                                                              | 36%                          | 32%                          | 52%                          | 66%                          | 49%                          | 60%                          | 42%                          | 34%                          | 26%                          | 57%                           | 44%                           | 53%                           | 66%                           | 26%                           | 89%                          | 59%                          | 80%                          | 86%                          | 67%                          | 93%                          |
| 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                            | 12                           | 4                            |
|                                                              | 32%                          | 24%                          | 22%                          | 42%                          | 35%                          | 33%                          | 48%                          | 31%                          | 31%                          | 16%                           | 11%                           | 45%                           | 25%                           | 58%                           | 25%                          | 36%                          | 60%                          | 60%                          | 53%                          | 52%                          |
| British Dietetic Association (BDA)                           | 4                            | 2                            | 1                            | 2                            | 1                            | 3                            | 3                            | 1                            | -                            | 2                             | 2                             | 2                             | 1                             | 3                             | 5                            | 1                            | 2                            | 5                            | 5                            | 3                            |
|                                                              | 32%                          | 20%                          | 4%                           | 12%                          | 9%                           | 25%                          | 20%                          | 5%                           | -                            | 16%                           | 23%                           | 23%                           | 9%                            | 26%                           | 31%                          | 7%                           | 17%                          | 30%                          | 22%                          | 37%                          |
| Department for Rural Affairs                                 | 2                            | 1                            | 2                            | 1                            | -                            | 1                            | 3                            | 1                            | -                            | 4                             | 3                             | 3                             | 3                             | 4                             | 5                            | 3                            | 3                            | 6                            | 2                            | 2                            |
|                                                              | 14%                          | 7%                           | 11%                          | 7%                           | -                            | 10%                          | 20%                          | 5%                           | -                            | 24%                           | 31%                           | 30%                           | 27%                           | 32%                           | 33%                          | 21%                          | 27%                          | 38%                          | 10%                          | 25%                          |
| 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                            | 6                            | 2                            |
|                                                              | -                            | 26%                          | 4%                           | 42%                          | 12%                          | 5%                           | 20%                          | 13%                          | 15%                          | 16%                           | 8%                            | 23%                           | 33%                           | 26%                           | 52%                          | 24%                          | 27%                          | 52%                          | 26%                          | 28%                          |
| None                                                         | 2                            | 1                            | 1                            | 1                            | 3                            | 1                            | 2                            | 1                            | 1                            | 2                             | 3                             | -                             | -                             | 2                             | -                            | 1                            | -                            | 1                            | 3                            | -                            |
|                                                              | 13%                          | 9%                           | 4%                           | 4%                           | 21%                          | 6%                           | 13%                          | 8%                           | 9%                           | 11%                           | 27%                           | -                             | -                             | 15%                           | -                            | 4%                           | -                            | 9%                           | 11%                          | -                            |
| Don't know                                                   | -                            | -                            | -                            | -                            | 1                            | -                            | 1                            | -                            | -                            | 1                             | -                             | 1                             | 1                             | -                             | -                            | -                            | -                            | -                            | 1                            | -                            |
|                                                              | -                            | -                            | -                            | -                            | 5%                           | -                            | 7%                           | -                            | -                            | 6%                            | -                             | 12%                           | 9%                            | -                             | -                            | -                            | -                            | -                            | 3%                           | -                            |
| <b>Average number of mentions</b>                            | <b>5.02</b>                  | <b>4.15</b>                  | <b>3.60</b>                  | <b>4.76</b>                  | <b>3.99</b>                  | <b>3.87</b>                  | <b>4.89</b>                  | <b>3.80</b>                  | <b>4.01</b>                  | <b>5.61</b>                   | <b>4.67</b>                   | <b>5.22</b>                   | <b>4.67</b>                   | <b>5.25</b>                   | <b>6.59</b>                  | <b>4.66</b>                  | <b>5.83</b>                  | <b>7.48</b>                  | <b>6.40</b>                  | <b>7.19</b>                  |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 13                           | 6                            | 10                           | 10                            | 13                            | 17                            | 16                            | 9                             |
| Weighted Base                                                      | 14**                         | 6**                          | 13**                         | 10**                          | 13**                          | 18**                          | 15**                          | 9**                           |
| Food Standards Agency                                              | 8<br>57%                     | 5<br>84%                     | 12<br>91%                    | 8<br>79%                      | 13<br>100%                    | 15<br>83%                     | 13<br>86%                     | 7<br>74%                      |
| Office of Fair Trading                                             | 7<br>48%                     | 4<br>73%                     | 10<br>78%                    | 7<br>70%                      | 11<br>81%                     | 12<br>66%                     | 8<br>49%                      | 7<br>74%                      |
| Health & Safety<br>Executive                                       | 7<br>49%                     | 3<br>55%                     | 9<br>71%                     | 5<br>50%                      | 12<br>92%                     | 12<br>70%                     | 7<br>48%                      | 5<br>54%                      |
| Office of Communications<br>(OFCOM)                                | 4<br>26%                     | 3<br>47%                     | 9<br>68%                     | 4<br>40%                      | 7<br>51%                      | 8<br>47%                      | 8<br>52%                      | 3<br>31%                      |
| The British Medical<br>Association                                 | 5<br>34%                     | 4<br>73%                     | 9<br>70%                     | 3<br>30%                      | 9<br>68%                      | 11<br>59%                     | 6<br>37%                      | 4<br>40%                      |
| World Health<br>Organisation (WHO)                                 | 5<br>34%                     | 3<br>57%                     | 10<br>81%                    | 3<br>30%                      | 7<br>56%                      | 10<br>55%                     | 6<br>38%                      | 2<br>27%                      |
| The Environment Agency                                             | 7<br>49%                     | 2<br>41%                     | 13<br>100%                   | 6<br>60%                      | 12<br>92%                     | 12<br>70%                     | 10<br>63%                     | 7<br>78%                      |
| Department for Public<br>Health and Health<br>Professions          | 4<br>26%                     | 2<br>41%                     | 9<br>71%                     | 4<br>40%                      | 7<br>54%                      | 7<br>40%                      | 6<br>38%                      | 4<br>47%                      |
| British Dietetic<br>Association (BDA)                              | 1<br>9%                      | 3<br>55%                     | 2<br>19%                     | 2<br>19%                      | 4<br>33%                      | 6<br>35%                      | 3<br>19%                      | 3<br>31%                      |
| Department for Rural<br>Affairs                                    | 2<br>17%                     | 2<br>41%                     | 6<br>48%                     | 2<br>20%                      | 5<br>41%                      | 5<br>28%                      | 5<br>29%                      | 2<br>20%                      |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 4<br>26%                     | 1<br>15%                     | 8<br>59%                     | 3<br>30%                      | 5<br>37%                      | 8<br>44%                      | 3<br>19%                      | 3<br>34%                      |
| None                                                               | 4<br>29%                     | -                            | -                            | 2<br>21%                      | -                             | 1<br>7%                       | 1<br>8%                       | 1<br>15%                      |
| Don't know                                                         | -                            | -                            | -                            | -                             | -                             | 1<br>4%                       | 1<br>6%                       | -                             |
| Average number of<br>mentions                                      | 5.29                         | 5.81                         | 7.56                         | 5.91                          | 7.04                          | 6.68                          | 5.55                          | 5.99                          |

Q.4 Which of the following, if any, have you heard of? - Wales  
 Base: All adults Wales

|                    | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|--------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base    | 10                           | 12                           | 21                           | 17                           | 16                           | 14                           | 14                           | 18                           | 10                           | 11                            | 12                            | 12                            | 11                            | 12                            | 15                           | 16                           | 12                           | 15                           | 21                           | 9                            |
| Weighted Base      | 11**                         | 12**                         | 20**                         | 19**                         | 13**                         | 11**                         | 15**                         | 17**                         | 11**                         | 15**                          | 10**                          | 10**                          | 11**                          | 13**                          | 15**                         | 14**                         | 13**                         | 15**                         | 23**                         | 8**                          |
| Standard deviation | 2.41                         | 2.71                         | 1.96                         | 2.97                         | 2.35                         | 2.03                         | 3.94                         | 2.13                         | 2.77                         | 3.39                          | 3.40                          | 4.32                          | 3.22                          | 4.12                          | 2.92                         | 2.45                         | 2.93                         | 3.22                         | 2.49                         | 2.52                         |
| Standard error     | 0.80                         | 0.82                         | 0.44                         | 0.74                         | 0.68                         | 0.56                         | 1.19                         | 0.52                         | 0.92                         | 1.13                          | 1.13                          | 1.30                          | 1.02                          | 1.30                          | 0.75                         | 0.63                         | 0.85                         | 0.89                         | 0.59                         | 0.84                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base    | 13                           | 6                            | 10                           | 10                            | 13                            | 17                            | 16                            | 9                             |
| Weighted Base      | 14**                         | 6**                          | 13**                         | 10**                          | 13**                          | 18**                          | 15**                          | 9**                           |
| Standard deviation | 3.36                         | 3.80                         | 1.56                         | 3.48                          | 2.78                          | 3.56                          | 3.18                          | 3.10                          |
| Standard error     | 1.12                         | 1.55                         | 0.49                         | 1.23                          | 0.77                          | 0.92                          | 0.85                          | 1.10                          |

**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                                                              | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 18                           | 27                           | 31                           | 24                           | 21                           | 20                           | 21                           | 12                           | 14                           | 11                            | 14                            | 18                            | 16                            | 19                            | 29                           | 24                           | 15                           | 26                           | 26                           | 23                           |
| Weighted Base                                                | 17**                         | 26**                         | 33**                         | 25**                         | 21**                         | 22**                         | 23**                         | 13**                         | 17**                         | 11**                          | 16**                          | 19**                          | 15**                          | 20**                          | 30**                         | 25**                         | 16**                         | 23**                         | 25**                         | 25**                         |
| The British Medical Association                              | 17                           | 16                           | 22                           | 20                           | 19                           | 14                           | 16                           | 8                            | 13                           | 7                             | 12                            | 13                            | 8                             | 13                            | 29                           | 21                           | 12                           | 23                           | 23                           | 19                           |
|                                                              | 100%                         | 63%                          | 65%                          | 80%                          | 91%                          | 63%                          | 66%                          | 59%                          | 75%                          | 59%                           | 75%                           | 71%                           | 51%                           | 61%                           | 95%                          | 84%                          | 75%                          | 100%                         | 91%                          | 79%                          |
| Office of Fair Trading                                       | 17                           | 18                           | 28                           | 21                           | 19                           | 20                           | 17                           | 9                            | 14                           | 9                             | 15                            | 11                            | 8                             | 14                            | 28                           | 18                           | 12                           | 22                           | 24                           | 23                           |
|                                                              | 100%                         | 70%                          | 84%                          | 85%                          | 90%                          | 94%                          | 73%                          | 68%                          | 84%                          | 78%                           | 96%                           | 62%                           | 55%                           | 70%                           | 94%                          | 74%                          | 78%                          | 97%                          | 94%                          | 95%                          |
| The Environment Agency                                       | 16                           | 21                           | 26                           | 22                           | 19                           | 15                           | 19                           | 10                           | 14                           | 10                            | 14                            | 11                            | 8                             | 14                            | 26                           | 18                           | 12                           | 21                           | 24                           | 22                           |
|                                                              | 94%                          | 81%                          | 78%                          | 88%                          | 89%                          | 70%                          | 82%                          | 78%                          | 84%                          | 91%                           | 89%                           | 58%                           | 51%                           | 70%                           | 87%                          | 71%                          | 78%                          | 91%                          | 97%                          | 90%                          |
| Health & Safety Executive                                    | 16                           | 17                           | 25                           | 19                           | 18                           | 18                           | 19                           | 9                            | 17                           | 8                             | 13                            | 14                            | 7                             | 15                            | 28                           | 18                           | 15                           | 20                           | 23                           | 23                           |
|                                                              | 91%                          | 66%                          | 77%                          | 77%                          | 86%                          | 84%                          | 82%                          | 72%                          | 100%                         | 72%                           | 82%                           | 78%                           | 45%                           | 71%                           | 91%                          | 71%                          | 96%                          | 87%                          | 93%                          | 92%                          |
| Food Standards Agency                                        | 16                           | 22                           | 30                           | 24                           | 19                           | 19                           | 18                           | 13                           | 17                           | 10                            | 16                            | 17                            | 12                            | 16                            | 29                           | 23                           | 13                           | 20                           | 23                           | 22                           |
|                                                              | 90%                          | 84%                          | 90%                          | 94%                          | 89%                          | 87%                          | 77%                          | 100%                         | 100%                         | 91%                           | 100%                          | 91%                           | 82%                           | 80%                           | 97%                          | 91%                          | 82%                          | 87%                          | 91%                          | 89%                          |
| World Health Organisation (WHO)                              | 14                           | 17                           | 19                           | 7                            | 20                           | 9                            | 16                           | 7                            | 12                           | 7                             | 12                            | 10                            | 8                             | 13                            | 26                           | 16                           | 9                            | 17                           | 20                           | 18                           |
|                                                              | 79%                          | 64%                          | 57%                          | 28%                          | 96%                          | 41%                          | 69%                          | 51%                          | 68%                          | 59%                           | 75%                           | 52%                           | 57%                           | 64%                           | 86%                          | 65%                          | 61%                          | 73%                          | 80%                          | 74%                          |
| National Institute for Health and Clinical Excellence (NICE) | 14                           | 9                            | 15                           | 11                           | 11                           | 11                           | 13                           | 7                            | 10                           | 3                             | 13                            | 10                            | 3                             | 9                             | 20                           | 10                           | 11                           | 9                            | 19                           | 17                           |
|                                                              | 78%                          | 35%                          | 47%                          | 46%                          | 54%                          | 52%                          | 55%                          | 51%                          | 58%                          | 25%                           | 82%                           | 53%                           | 21%                           | 42%                           | 66%                          | 38%                          | 68%                          | 37%                          | 74%                          | 69%                          |
| Department for Public Health and Health Professions          | 13                           | 13                           | 15                           | 17                           | 15                           | 11                           | 12                           | 7                            | 10                           | 4                             | 12                            | 7                             | 8                             | 14                            | 24                           | 10                           | 8                            | 15                           | 17                           | 18                           |
|                                                              | 77%                          | 50%                          | 46%                          | 69%                          | 72%                          | 50%                          | 51%                          | 54%                          | 58%                          | 35%                           | 75%                           | 36%                           | 52%                           | 70%                           | 78%                          | 41%                          | 49%                          | 67%                          | 70%                          | 74%                          |
| British Dietetic Association (BDA)                           | 11                           | 5                            | 10                           | 10                           | 9                            | 7                            | 14                           | 9                            | 12                           | 4                             | 9                             | 6                             | 5                             | 10                            | 18                           | 8                            | 7                            | 15                           | 12                           | 15                           |
|                                                              | 61%                          | 20%                          | 29%                          | 38%                          | 45%                          | 34%                          | 60%                          | 67%                          | 73%                          | 32%                           | 57%                           | 35%                           | 34%                           | 48%                           | 61%                          | 31%                          | 42%                          | 65%                          | 48%                          | 61%                          |
| Office of Communications (OFCOM)                             | 8                            | 14                           | 14                           | 11                           | 14                           | 10                           | 13                           | 6                            | 9                            | 5                             | 13                            | 8                             | 4                             | 11                            | 19                           | 11                           | 8                            | 15                           | 17                           | 17                           |
|                                                              | 47%                          | 52%                          | 43%                          | 43%                          | 67%                          | 44%                          | 55%                          | 45%                          | 56%                          | 47%                           | 82%                           | 42%                           | 28%                           | 56%                           | 63%                          | 44%                          | 52%                          | 66%                          | 69%                          | 67%                          |
| Department for Rural Affairs                                 | 7                            | 9                            | 16                           | 8                            | 8                            | 8                            | 14                           | 5                            | 11                           | 6                             | 9                             | 5                             | 5                             | 9                             | 19                           | 12                           | 5                            | 10                           | 13                           | 15                           |
|                                                              | 41%                          | 33%                          | 48%                          | 33%                          | 38%                          | 37%                          | 59%                          | 36%                          | 63%                          | 50%                           | 56%                           | 27%                           | 31%                           | 42%                           | 64%                          | 47%                          | 33%                          | 42%                          | 50%                          | 60%                          |
| None                                                         | -                            | 1                            | 1                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                             | 1                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                              | -                            | 3%                           | 4%                           | -                            | -                            | -                            | 3%                           | -                            | -                            | -                             | 5%                            | 5%                            | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                   | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 3                             | -                            | 1                            | -                            | -                            | -                            | 1                            |
|                                                              | -                            | -                            | -                            | 3%                           | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 16%                           | -                            | 3%                           | -                            | -                            | -                            | 5%                           |
| <b>Average number of mentions</b>                            | <b>8.58</b>                  | <b>6.37</b>                  | <b>6.90</b>                  | <b>7.00</b>                  | <b>8.16</b>                  | <b>6.55</b>                  | <b>7.56</b>                  | <b>6.80</b>                  | <b>8.19</b>                  | <b>6.41</b>                   | <b>8.68</b>                   | <b>6.38</b>                   | <b>5.31</b>                   | <b>8.03</b>                   | <b>8.82</b>                  | <b>6.76</b>                  | <b>7.14</b>                  | <b>8.11</b>                  | <b>8.58</b>                  | <b>8.96</b>                  |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                              | 30                           | 26                           | 28                           | 34                            | 30                            | 27                            | 25                            | 25                            |
| Weighted Base                                                | 29**                         | 26**                         | 31**                         | 29*                           | 34**                          | 21**                          | 29**                          | 27**                          |
| The British Medical Association                              | 23<br>79%                    | 24<br>92%                    | 28<br>88%                    | 24<br>82%                     | 31<br>91%                     | 17<br>79%                     | 25<br>87%                     | 22<br>83%                     |
| Office of Fair Trading                                       | 25<br>87%                    | 24<br>93%                    | 29<br>92%                    | 25<br>85%                     | 32<br>96%                     | 18<br>86%                     | 25<br>85%                     | 25<br>91%                     |
| The Environment Agency                                       | 26<br>90%                    | 23<br>86%                    | 31<br>100%                   | 24<br>83%                     | 31<br>93%                     | 16<br>76%                     | 24<br>83%                     | 25<br>91%                     |
| Health & Safety Executive                                    | 23<br>81%                    | 22<br>84%                    | 28<br>89%                    | 23<br>81%                     | 33<br>97%                     | 16<br>76%                     | 24<br>83%                     | 25<br>91%                     |
| Food Standards Agency                                        | 25<br>88%                    | 26<br>100%                   | 28<br>88%                    | 28<br>96%                     | 32<br>96%                     | 18<br>86%                     | 27<br>92%                     | 26<br>96%                     |
| World Health Organisation (WHO)                              | 22<br>76%                    | 20<br>75%                    | 27<br>86%                    | 23<br>80%                     | 32<br>94%                     | 14<br>66%                     | 24<br>81%                     | 23<br>87%                     |
| National Institute for Health and Clinical Excellence (NICE) | 20<br>71%                    | 17<br>65%                    | 19<br>61%                    | 20<br>67%                     | 21<br>63%                     | 10<br>45%                     | 16<br>54%                     | 20<br>76%                     |
| Department for Public Health and Health Professions          | 21<br>72%                    | 17<br>66%                    | 24<br>78%                    | 18<br>61%                     | 25<br>74%                     | 13<br>62%                     | 24<br>81%                     | 19<br>69%                     |
| British Dietetic Association (BDA)                           | 16<br>55%                    | 14<br>53%                    | 19<br>61%                    | 14<br>47%                     | 20<br>59%                     | 8<br>38%                      | 19<br>64%                     | 19<br>69%                     |
| Office of Communications (OFCOM)                             | 17<br>60%                    | 18<br>68%                    | 19<br>60%                    | 21<br>74%                     | 23<br>68%                     | 12<br>56%                     | 15<br>51%                     | 19<br>70%                     |
| Department for Rural Affairs                                 | 19<br>65%                    | 18<br>69%                    | 18<br>56%                    | 20<br>68%                     | 19<br>58%                     | 9<br>41%                      | 19<br>65%                     | 21<br>79%                     |
| None                                                         | -                            | -                            | -                            | -                             | -                             | 1<br>3%                       | 2<br>8%                       | -                             |
| Don't know                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>4%                       |
| Average number of mentions                                   | 8.24                         | 8.51                         | 8.60                         | 8.25                          | 8.89                          | 7.35                          | 8.99                          | 9.43                          |

**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                    | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|--------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base    | 18                           | 27                           | 31                           | 24                           | 21                           | 20                           | 21                           | 12                           | 14                           | 11                            | 14                            | 18                            | 16                            | 19                            | 29                           | 24                           | 15                           | 26                           | 26                           | 23                           |
| Weighted Base      | 17**                         | 26**                         | 33**                         | 25**                         | 21**                         | 22**                         | 23**                         | 13**                         | 17**                         | 11**                          | 16**                          | 19**                          | 15**                          | 20**                          | 30**                         | 25**                         | 16**                         | 23**                         | 25**                         | 25**                         |
| 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                          | 2.72                         | 3.36                         | 3.15                         | 2.57                         | 2.25                         | 2.63                         |
| 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                          | 0.50                         | 0.70                         | 0.81                         | 0.50                         | 0.44                         | 0.56                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base    | 30                           | 26                           | 28                           | 34                            | 30                            | 27                            | 25                            | 25                            |
| Weighted Base      | 29**                         | 26**                         | 31**                         | 29*                           | 34**                          | 21**                          | 29**                          | 27**                          |
| Standard deviation | 3.16                         | 2.60                         | 2.36                         | 3.10                          | 2.50                          | 3.38                          | 2.24                          | 1.92                          |
| Standard error     | 0.58                         | 0.51                         | 0.45                         | 0.53                          | 0.46                          | 0.66                          | 0.47                          | 0.39                          |



## Q.4 Which of the following, if any, have you heard of? - Wales

Base: All adults Wales

|                                                              | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                              | 31                           | 20                           | 28                           | 35                        | 34                        | 33                        | 32                        | 24                        | 45                        | 46                         | 23                         | 36                         | 41                         | 34                         |
| Weighted Base                                                | 24**                         | 17**                         | 20**                         | 22*                       | 23*                       | 25**                      | 21*                       | 18**                      | 26*                       | 22*                        | 16**                       | 20*                        | 25*                        | 20*                        |
| The British Medical Association                              | 19<br>81%                    | 11<br>64%                    | 13<br>67%                    | 17<br>78%                 | 17<br>76%                 | 22<br>89%                 | 12<br>60%                 | 15<br>88%                 | 22<br>83%gl               | 17<br>75%                  | 16<br>100%                 | 13<br>63%                  | 21<br>86%gl                | 19<br>94%egl               |
| Office of Fair Trading                                       | 19<br>80%                    | 14<br>83%                    | 13<br>64%                    | 17<br>75%                 | 16<br>71%                 | 23<br>93%                 | 12<br>60%                 | 16<br>92%                 | 25<br>96%degjl            | 18<br>79%                  | 16<br>100%                 | 15<br>72%                  | 20<br>83%g                 | 19<br>93%degj              |
| The Environment Agency                                       | 19<br>79%                    | 9<br>57%                     | 12<br>59%                    | 16<br>73%                 | 12<br>51%                 | 20<br>81%                 | 13<br>61%                 | 15<br>87%                 | 23<br>87%egl              | 16<br>70%                  | 12<br>78%                  | 13<br>64%                  | 17<br>70%                  | 18<br>91%leglm             |
| Food Standards Agency                                        | 18<br>74%                    | 11<br>66%                    | 15<br>73%                    | 15<br>70%                 | 14<br>60%                 | 20<br>81%                 | 14<br>67%                 | 15<br>87%                 | 23<br>88%egl              | 18<br>79%                  | 14<br>88%                  | 13<br>64%                  | 21<br>85%el                | 18<br>88%el                |
| Health & Safety Executive                                    | 18<br>74%                    | 10<br>62%                    | 12<br>60%                    | 18<br>83%                 | 18<br>76%                 | 20<br>80%                 | 13<br>63%                 | 12<br>68%                 | 23<br>87%gl               | 17<br>77%                  | 11<br>72%                  | 13<br>66%                  | 19<br>78%                  | 19<br>94%leglm             |
| World Health Organisation (WHO)                              | 16<br>69%                    | 9<br>56%                     | 11<br>56%                    | 16<br>73%                 | 16<br>68%                 | 19<br>75%                 | 11<br>55%                 | 13<br>75%                 | 22<br>84%gl               | 17<br>74%                  | 15<br>94%                  | 12<br>60%                  | 17<br>70%                  | 17<br>82%g                 |
| Department for Public Health and Health Professions          | 14<br>61%                    | 7<br>42%                     | 9<br>45%                     | 16<br>73%                 | 13<br>58%                 | 20<br>83%                 | 11<br>56%                 | 10<br>57%                 | 18<br>69%                 | 13<br>56%                  | 12<br>77%                  | 12<br>61%                  | 18<br>73%                  | 14<br>70%                  |
| British Dietetic Association (BDA)                           | 11<br>46%                    | 4<br>22%                     | 6<br>32%                     | 7<br>33%                  | 4<br>16%                  | 8<br>32%                  | 9<br>42%e                 | 5<br>28%                  | 11<br>43%e                | 6<br>29%                   | 8<br>51%                   | 8<br>38%                   | 12<br>47%e                 | 11<br>56%ej                |
| National Institute for Health and Clinical Excellence (NICE) | 10<br>43%                    | 7<br>42%                     | 9<br>45%                     | 11<br>51%                 | 11<br>46%                 | 12<br>48%                 | 10<br>47%                 | 7<br>38%                  | 13<br>49%                 | 13<br>58%                  | 9<br>57%                   | 9<br>44%                   | 15<br>62%                  | 15<br>73%egjl              |
| Department for Rural Affairs                                 | 10<br>41%                    | 9<br>51%                     | 8<br>41%                     | 10<br>44%                 | 5<br>23%                  | 12<br>47%                 | 8<br>39%                  | 7<br>39%                  | 14<br>55%e                | 12<br>55%e                 | 11<br>73%                  | 12<br>61%e                 | 15<br>59%e                 | 15<br>73%degj              |
| Office of Communications (OFCOM)                             | 10<br>40%                    | 9<br>52%                     | 5<br>27%                     | 10<br>46%                 | 8<br>36%                  | 13<br>51%                 | 8<br>38%                  | 9<br>50%                  | 16<br>62%eg               | 12<br>56%                  | 8<br>53%                   | 9<br>44%                   | 13<br>54%                  | 13<br>64%eg                |
| None                                                         | 2<br>9%                      | 2<br>11%                     | 3<br>16%                     | 1<br>5%                   | 1<br>3%                   | -                         | 3<br>13%l                 | -                         | -                         | 1<br>5%                    | -                          | 2<br>9%                    | 1<br>3%                    | 1<br>3%                    |
| Don't know                                                   | -                            | -                            | -                            | -                         | 1<br>3%                   | -                         | 1<br>3%                   | -                         | -                         | 1<br>5%                    | -                          | -                          | 1<br>2%                    | -                          |
| Average number of mentions                                   | 7.51                         | 6.74                         | 6.75                         | 7.36                      | 6.21                      | 7.61                      | 6.98                      | 7.09                      | 8.04e                     | 7.80e                      | 8.44                       | 6.97                       | 8.09e                      | 9.09dejl                   |

**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                    | 66+                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base    | 31                           | 20                           | 28                           | 35                        | 34                        | 33                        | 32                        | 24                        | 45                        | 46                         | 23                         | 36                         | 41                         | 34                         |
| Weighted Base      | 24**                         | 17**                         | 20**                         | 22*                       | 23*                       | 25**                      | 21*                       | 18**                      | 26*                       | 22*                        | 16**                       | 20*                        | 25*                        | 20*                        |
| 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                       |
| 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                       |

**Q.4 Which of the following, if any, have you heard of? - Wales**  
**Base: All adults Wales**

|                                                              | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | **                           | **                           | **                           | **                           | **                           | **                           |
| Office of Fair Trading                                       | 86<br>88%bce<br>gilm         | 67<br>72%                    | 73<br>72%                    | 82<br>78%g                   | 79<br>75%                    | 83<br>91%bcde<br>ghjlmn      | 66<br>65%                    | 62<br>77%                    | 86<br>87%bceg<br>lm          | 67<br>76%                     | 76<br>87%bceg<br>lm           | 60<br>69%                     | 66<br>69%                     | 72<br>80%g                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Food Standards Agency                                        | 86<br>88%g                   | 79<br>84%g                   | 84<br>83%                    | 86<br>83%                    | 82<br>77%                    | 78<br>86%g                   | 73<br>72%                    | 75<br>94%cddeg<br>l          | 89<br>91%egl                 | 75<br>86%g                    | 81<br>92%egl                  | 69<br>79%                     | 80<br>85%g                    | 77<br>86%g                    | -                            | -                            | -                            | -                            | -                            | -                            |
| The British Medical Association                              | 81<br>83%bcg<br>jlmn         | 56<br>60%                    | 59<br>58%                    | 74<br>71%                    | 75<br>71%                    | 64<br>71%                    | 59<br>58%                    | 57<br>71%                    | 75<br>76%bcg                 | 57<br>65%                     | 70<br>80%bcgj<br>l            | 57<br>65%                     | 65<br>68%                     | 63<br>70%                     | -                            | -                            | -                            | -                            | -                            | -                            |
| The Environment Agency                                       | 79<br>81%bl                  | 60<br>64%                    | 70<br>69%                    | 84<br>81%bl                  | 77<br>73%                    | 72<br>79%bl                  | 71<br>70%                    | 57<br>71%                    | 84<br>85%bceg<br>hlm         | 64<br>73%                     | 73<br>84%bcgh<br>lm           | 57<br>66%                     | 66<br>69%                     | 68<br>75%                     | -                            | -                            | -                            | -                            | -                            | -                            |
| Health & Safety Executive                                    | 77<br>79%b                   | 58<br>62%                    | 70<br>70%                    | 77<br>75%                    | 82<br>78%b                   | 73<br>80%bmn                 | 71<br>70%                    | 54<br>68%                    | 80<br>81%bhm                 | 63<br>72%                     | 72<br>82%bhlm                 | 61<br>69%                     | 63<br>66%                     | 69<br>77%b                    | -                            | -                            | -                            | -                            | -                            | -                            |
| World Health Organisation (WHO)                              | 70<br>71%bc                  | 51<br>54%                    | 52<br>52%                    | 61<br>59%                    | 69<br>65%                    | 52<br>58%                    | 59<br>58%                    | 50<br>62%                    | 76<br>77%bcdf<br>ghlm        | 58<br>67%c                    | 68<br>78%bcdf<br>ghlm         | 53<br>60%                     | 61<br>64%                     | 60<br>66%c                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Department for Public Health and Health Professions          | 59<br>60%bc                  | 38<br>41%                    | 44<br>43%                    | 66<br>63%bcj                 | 63<br>60%bc                  | 57<br>64%bcj                 | 55<br>54%                    | 42<br>53%                    | 65<br>66%bcjl                | 40<br>46%                     | 57<br>65%bcjl                 | 44<br>50%                     | 58<br>61%bcj                  | 59<br>65%bcjl                 | -                            | -                            | -                            | -                            | -                            | -                            |
| National Institute for Health and Clinical Excellence (NICE) | 52<br>53%b                   | 32<br>35%                    | 39<br>39%                    | 47<br>45%                    | 48<br>46%                    | 43<br>48%                    | 50<br>49%b                   | 34<br>42%                    | 51<br>52%b                   | 41<br>46%                     | 48<br>55%bc                   | 38<br>44%                     | 41<br>43%                     | 50<br>56%bc                   | -                            | -                            | -                            | -                            | -                            | -                            |
| Office of Communications (OFCOM)                             | 48<br>49%c                   | 37<br>40%                    | 34<br>34%                    | 49<br>47%                    | 53<br>50%c                   | 44<br>49%c                   | 47<br>46%                    | 38<br>47%                    | 56<br>57%bc                  | 49<br>57%bc                   | 54<br>61%bcgl<br>m            | 40<br>45%                     | 42<br>44%                     | 50<br>56%bc                   | -                            | -                            | -                            | -                            | -                            | -                            |
| British Dietetic Association (BDA)                           | 48<br>49%bce                 | 20<br>21%                    | 26<br>25%                    | 38<br>37%b                   | 32<br>30%                    | 36<br>40%bc                  | 43<br>42%bc                  | 32<br>40%bc                  | 45<br>46%bce                 | 28<br>32%                     | 43<br>49%bcej                 | 31<br>35%b                    | 39<br>41%bc                   | 46<br>51%bce                  | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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)                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| British Dietetic Association (BDA)                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/mn - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base              | 103                          | 99                           | 107                          | 117                          | 118                          | 99                           | 110                          | 86                           | 107                          | 112                           | 92                            | 110                           | 109                           | 99                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                | 98*                          | 93*                          | 101*                         | 104                          | 106                          | 90*                          | 102                          | 80*                          | 98*                          | 87*                           | 88*                           | 88*                           | 95*                           | 90*                           | **                           | **                           | **                           | **                           | **                           | **                           |
| Department for Rural Affairs | 43<br>44%e                   | 33<br>35%                    | 35<br>35%                    | 35<br>33%                    | 28<br>27%                    | 38<br>42%e                   | 46<br>45%e                   | 33<br>41%e                   | 49<br>50%bcde                | 43<br>49%cde                  | 48<br>55%bcde                 | 34<br>39%                     | 46<br>48%de                   | 51<br>56%bcde                 | -                            | -                            | -                            | -                            | -                            | -                            |
| None                         | 4<br>4%                      | 4<br>5%                      | 5<br>5%                      | 3<br>3%                      | 6<br>6%                      | 1<br>1%                      | 9<br>9%hi                    | 1<br>2%                      | 1<br>1%                      | 5<br>5%                       | 3<br>3%                       | 5<br>5%                       | 5<br>5%                       | 4<br>4%                       | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                   | -                            | 1<br>1%                      | -                            | 1<br>1%                      | 2<br>2%                      | 1<br>1%                      | 2<br>2%                      | -                            | -                            | 2<br>2%                       | -                             | 2<br>2%                       | 2<br>3%                       | 4<br>5%ach                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions   | 7.72bc<br>hl                 | 6.01                         | 6.12                         | 6.99b                        | 7.06bc                       | 7.23bc                       | 7.07b                        | 6.76                         | 7.77bch                      | 7.25bc                        | 8.13bcd<br>eghim              | 6.69                          | 7.14bc                        | 8.14bcdeg                     | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                   | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Department for Rural<br>Affairs | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| None                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Average number of<br>mentions   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard deviation              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard error                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                              | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                              | 103                                    | 99                        | 107                       | 117                       | 118                       | 99                        | 110                       | 86                        | 107                       | 112                        | 92                         | 110                        | 109                        | 99                         |
| Weighted Base                                                | 98*                                    | 93*                       | 101*                      | 104                       | 106                       | 90*                       | 102                       | 80*                       | 98*                       | 87*                        | 88*                        | 88*                        | 95*                        | 90*                        |
| Department for Public Health and Health Professions          | 59<br>60%bc                            | 38<br>41%                 | 44<br>43%                 | 66<br>63%bcj              | 63<br>60%bc               | 57<br>64%bcj              | 55<br>54%                 | 42<br>53%                 | 65<br>66%bcjl             | 40<br>46%                  | 57<br>65%bcjl              | 44<br>50%                  | 58<br>61%bcj               | 59<br>65%bcjl              |
| Food Standards Agency                                        | 86<br>88%g                             | 79<br>84%g                | 84<br>83%                 | 86<br>83%                 | 82<br>77%                 | 78<br>86%g                | 73<br>72%                 | 75<br>94%cddegj           | 89<br>91%egl              | 75<br>86%g                 | 81<br>92%egl               | 69<br>79%                  | 80<br>85%g                 | 77<br>86%g                 |
| National Institute for Health and Clinical Excellence (NICE) | 52<br>53%b                             | 32<br>35%                 | 39<br>39%                 | 47<br>45%                 | 48<br>46%                 | 43<br>49%                 | 50<br>49%b                | 34<br>42%                 | 51<br>52%b                | 41<br>46%                  | 48<br>55%bc                | 38<br>44%                  | 41<br>43%                  | 50<br>56%bc                |
| Department for Rural Affairs                                 | 43<br>44%e                             | 33<br>35%                 | 35<br>35%                 | 35<br>33%                 | 28<br>27%                 | 38<br>42%e                | 46<br>45%e                | 33<br>41%e                | 49<br>50%bcde             | 43<br>49%code              | 48<br>55%bdel              | 34<br>39%                  | 46<br>48%de                | 51<br>56%bdel              |
| The Environment Agency                                       | 79<br>81%bl                            | 60<br>64%                 | 70<br>69%                 | 84<br>81%bl               | 77<br>73%                 | 72<br>79%bl               | 71<br>70%                 | 57<br>71%                 | 84<br>85%bcdeghjlm        | 64<br>73%                  | 73<br>84%bcghlm            | 57<br>66%                  | 66<br>69%                  | 68<br>75%                  |
| The British Medical Association                              | 81<br>83%bcg<br>jlm                    | 56<br>60%                 | 59<br>58%                 | 74<br>71%                 | 75<br>71%                 | 64<br>71%                 | 59<br>58%                 | 57<br>71%                 | 75<br>76%bcg              | 57<br>65%                  | 70<br>80%bcgj              | 57<br>65%                  | 65<br>68%                  | 63<br>70%                  |
| Office of Communications (Ofcom)                             | 48<br>49%c                             | 37<br>40%                 | 34<br>34%                 | 49<br>47%                 | 53<br>50%c                | 44<br>49%c                | 47<br>46%                 | 38<br>47%                 | 56<br>57%bc               | 49<br>57%bc                | 54<br>61%bcglm             | 40<br>45%                  | 42<br>44%                  | 50<br>56%bc                |
| Health & Safety Executive                                    | 77<br>79%b                             | 58<br>62%                 | 70<br>70%                 | 77<br>75%                 | 82<br>78%b                | 73<br>80%bmn              | 71<br>70%                 | 54<br>68%                 | 80<br>81%blm              | 63<br>72%                  | 72<br>82%blhm              | 61<br>69%                  | 63<br>66%                  | 69<br>77%b                 |
| Office of Fair Trading                                       | 86<br>88%bce<br>glm                    | 67<br>72%                 | 73<br>72%                 | 82<br>78%g                | 79<br>75%                 | 83<br>91%bcddegjlm        | 66<br>65%                 | 62<br>77%                 | 86<br>87%bceglm           | 67<br>76%                  | 76<br>87%bceglm            | 60<br>69%                  | 66<br>69%                  | 72<br>80%g                 |
| World Health Organisation (WHO)                              | 70<br>71%bc                            | 51<br>54%                 | 52<br>52%                 | 61<br>59%                 | 69<br>65%                 | 52<br>58%                 | 59<br>58%                 | 50<br>62%                 | 76<br>77%bcdgfhlm         | 58<br>67%c                 | 68<br>78%bcdgfhlm          | 53<br>60%                  | 61<br>64%                  | 60<br>66%c                 |
| British Dietetic Association (BDA)                           | 48<br>49%bce                           | 20<br>21%                 | 26<br>25%                 | 38<br>37%b                | 32<br>30%                 | 36<br>40%bc               | 43<br>42%bc               | 32<br>40%bc               | 45<br>46%bce              | 28<br>32%                  | 43<br>49%bcej              | 31<br>35%b                 | 39<br>41%bc                | 46<br>51%bcej              |

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  
 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

|                            | ADDITIONAL COUNTRY           |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            | ENGLAND/WALES/NI             |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 103                          | 99                           | 107                          | 117                       | 118                       | 99                        | 110                       | 86                        | 107                       | 112                        | 92                         | 110                        | 109                        | 99                         |
| Weighted Base              | 98*                          | 93*                          | 101*                         | 104                       | 106                       | 90*                       | 102                       | 80*                       | 98*                       | 87*                        | 88*                        | 88*                        | 95*                        | 90*                        |
| None                       | 4                            | 4                            | 5                            | 3                         | 6                         | 1                         | 9                         | 1                         | 1                         | 5                          | 3                          | 5                          | 5                          | 4                          |
|                            | 4%                           | 5%                           | 5%                           | 3%                        | 6%                        | 1%                        | 9% <sup>fhi</sup>         | 2%                        | 1%                        | 5%                         | 3%                         | 5%                         | 5%                         | 4%                         |
| Don't know                 | -                            | 1                            | -                            | 1                         | 2                         | 1                         | 2                         | -                         | -                         | 2                          | -                          | 2                          | 2                          | 4                          |
|                            | -                            | 1%                           | -                            | 1%                        | 2%                        | 1%                        | 2%                        | -                         | -                         | 2%                         | -                          | 2%                         | 3%                         | 5% <sup>achik</sup>        |
| Average number of mentions | 7.72 <sup>bc</sup>           | 6.01                         | 6.12                         | 6.99 <sup>b</sup>         | 7.06 <sup>bc</sup>        | 7.23 <sup>bc</sup>        | 7.07 <sup>b</sup>         | 6.76                      | 7.77 <sup>bchl</sup>      | 7.25 <sup>bc</sup>         | 8.13 <sup>bcdegh</sup>     | 6.69                       | 7.14 <sup>bc</sup>         | 8.14 <sup>bcdeghlm</sup>   |
| 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                       |
| 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                       |



Q.4 Which of the following, if any, have you heard of? - NI  
 Base: All adults NI

|                                                                         | WAVE                      |                                                   |                           |                           |                           |                             |                           |                           |                            |                             |                                   |                                     |                            |                             |
|-------------------------------------------------------------------------|---------------------------|---------------------------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|---------------------------|---------------------------|----------------------------|-----------------------------|-----------------------------------|-------------------------------------|----------------------------|-----------------------------|
|                                                                         | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)                         | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)   | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)  | Wave 10<br>(May 15)<br>(j)  | Wave 11<br>(Nov 15)<br>(k)        | Wave 12<br>(May 16)<br>(l)          | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)  |
| Unweighted Base                                                         | 64                        | 63                                                | 53                        | 53                        | 60                        | 127                         | 141                       | 115                       | 119                        | 135                         | 126                               | 126                                 | 120                        | 123                         |
| Weighted Base                                                           | 60*                       | 60*                                               | 53*                       | 54*                       | 57*                       | 57                          | 64                        | 64                        | 64                         | 60                          | 60                                | 60                                  | 109                        | 113                         |
| Food Standards Agency                                                   | 49<br>82%                 | 57<br>96% <sup>aacd</sup><br>fg <h>ijk</h><br>lmn | 45<br>84%                 | 43<br>81%                 | 50<br>88%                 | 47<br>83%                   | 52<br>81%                 | 50<br>78%                 | 53<br>83%                  | 51<br>85%                   | 48<br>80%                         | 49<br>81%                           | 85<br>79%                  | 86<br>76%                   |
| Office of Fair Trading                                                  | 48<br>80% <sup>ghk</sup>  | 50<br>85% <sup>egh</sup><br>jkmn                  | 41<br>78%                 | 37<br>69%                 | 37<br>64%                 | 46<br>81% <sup>eghijk</sup> | 41<br>63%                 | 42<br>65%                 | 46<br>72%                  | 41<br>69%                   | 39<br>65%                         | 46<br>77% <sup>ghk</sup>            | 73<br>67%                  | 78<br>69%                   |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 46<br>77% <sup>dgk</sup>  | 41<br>69%                                         | 36<br>68%                 | 30<br>56%                 | 37<br>64%                 | 40<br>71% <sup>g</sup>      | 37<br>58%                 | 42<br>66%                 | 46<br>72% <sup>g</sup>     | 40<br>67%                   | 37<br>62%                         | 41<br>68%                           | 82<br>75% <sup>dgk</sup>   | 84<br>75% <sup>dgk</sup>    |
| Health & Safety<br>Executive                                            | 42<br>70%                 | 43<br>72%                                         | 37<br>70%                 | 34<br>63%                 | 37<br>64%                 | 42<br>75% <sup>h</sup>      | 41<br>65%                 | 38<br>60%                 | 44<br>68%                  | 43<br>72% <sup>h</sup>      | 43<br>72%                         | 43<br>72%                           | 78<br>72%                  | 79<br>70%                   |
| The British Medical<br>Association                                      | 40<br>67%                 | 48<br>80% <sup>egi</sup><br>jm                    | 38<br>71%                 | 35<br>65%                 | 33<br>58%                 | 41<br>71% <sup>g</sup>      | 36<br>58%                 | 42<br>66%                 | 41<br>65%                  | 36<br>60%                   | 48<br>81% <sup>deghijm</sup><br>n | 44<br>73% <sup>egj</sup>            | 71<br>65%                  | 77<br>68%                   |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 39<br>65%                 | 51<br>86% <sup>aacd</sup><br>eg <h>ijk</h><br>lmn | 33<br>63%                 | 26<br>48%                 | 35<br>61%                 | 43<br>75% <sup>dghijk</sup> | 33<br>52%                 | 37<br>58%                 | 41<br>65% <sup>g</sup>     | 38<br>63%                   | 37<br>62%                         | 40<br>66% <sup>dg</sup>             | 67<br>62%                  | 72<br>63%                   |
| World Health<br>Organisation (WHO)                                      | 38<br>62%                 | 38<br>63%                                         | 29<br>55%                 | 32<br>60%                 | 30<br>52%                 | 39<br>69% <sup>egj</sup>    | 33<br>52%                 | 41<br>65% <sup>g</sup>    | 39<br>61%                  | 33<br>56%                   | 35<br>59%                         | 46<br>76% <sup>cegjkn</sup>         | 75<br>69% <sup>egj</sup>   | 72<br>63%                   |
| Public Health Agency<br>(PHA)                                           | 31<br>51%                 | 40<br>68%                                         | 38<br>73% <sup>ag</sup>   | 30<br>56%                 | 36<br>63%                 | 41<br>72% <sup>ag</sup>     | 35<br>54%                 | 39<br>61%                 | 43<br>68% <sup>ag</sup>    | 44<br>74% <sup>adgh</sup>   | 42<br>69% <sup>ag</sup>           | 47<br>78% <sup>adegh</sup>          | 80<br>74% <sup>adg</sup>   | 84<br>74% <sup>adgh</sup>   |
| Safefood                                                                | 31<br>51%                 | 26<br>44%                                         | 25<br>47%                 | 28<br>52%                 | 31<br>54%                 | 38<br>66% <sup>bcghk</sup>  | 32<br>51%                 | 29<br>45%                 | 41<br>64% <sup>bcghk</sup> | 40<br>67% <sup>abcghk</sup> | 29<br>48%                         | 45<br>74% <sup>abcdegh</sup><br>kmn | 64<br>59% <sup>h</sup>     | 67<br>59% <sup>h</sup>      |
| Office of Communications<br>(OFCOM)                                     | 30<br>50% <sup>bc</sup>   | 18<br>31%                                         | 16<br>29%                 | 26<br>47%                 | 21<br>36%                 | 31<br>54% <sup>bcag</sup>   | 24<br>38%                 | 27<br>43%                 | 29<br>46%                  | 28<br>47% <sup>bc</sup>     | 26<br>43%                         | 40<br>66% <sup>bcdeghi</sup><br>jk  | 60<br>55% <sup>bcag</sup>  | 65<br>57% <sup>bcoghk</sup> |
| British Dietetic<br>Association (BDA)                                   | 22<br>36%                 | 21<br>35%                                         | 18<br>34%                 | 17<br>31%                 | 26<br>44%                 | 22<br>38%                   | 19<br>30%                 | 27<br>42%                 | 31<br>49% <sup>dg</sup>    | 25<br>41%                   | 32<br>53% <sup>abcdfg</sup>       | 34<br>57% <sup>abcdfgh</sup>        | 51<br>47% <sup>g</sup>     | 50<br>44% <sup>g</sup>      |

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  
 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

|                                                                    | WAVE                         |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                    | 64                           | 63                           | 53                           | 53                        | 60                        | 127                       | 141                       | 115                       | 119                       | 135                        | 126                        | 126                        | 120                        | 123                        |
| Weighted Base                                                      | 60*                          | 60*                          | 53*                          | 54*                       | 57*                       | 57                        | 64                        | 64                        | 64                        | 60                         | 60                         | 60                         | 109                        | 113                        |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 16<br>26%                    | 22<br>38%                    | 16<br>31%                    | 17<br>31%                 | 18<br>31%                 | 25<br>44%agj              | 16<br>26%                 | 21<br>32%                 | 25<br>40%g                | 18<br>30%                  | 22<br>37%                  | 23<br>39%g                 | 44<br>40%g                 | 43<br>38%g                 |
| None                                                               | 1<br>2%                      | -                            | 1<br>3%                      | 4<br>8%bn                 | 2<br>3%                   | 2<br>3%                   | 4<br>6%bn                 | 2<br>3%                   | 2<br>4%                   | 3<br>4%<br>4%<br>5%<br>n   | 3<br>5%<br>n               | 2<br>4%<br>n               | 3<br>3%                    | -                          |
| Don't know                                                         | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Average number of<br>mentions                                      | 7.35                         | 7.65                         | 7.21                         | 7.15                      | 7.03                      | 8.32egh                   | 6.68                      | 7.07                      | 7.79g                     | 7.62g                      | 7.70g                      | 8.60acdeg<br>h<br>j        | 7.88g                      | 7.60                       |
| 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                       |
| 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                       |

Q.4 Which of the following, if any, have you heard of? - NI  
Base: All adults NI

|                                                                   | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                                    |                               |                                            | FEMALE                                    |                              |                              |                              |                              |                              |
|-------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|------------------------------------|-------------------------------|--------------------------------------------|-------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                   | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)      | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)              | Wave 1<br>(Nov<br>10)<br>(o)              | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                   | 29                           | 28                           | 22                           | 26                           | 26                           | 63                           | 71                           | 54                           | 60                           | 67                            | 61                            | 58                                 | 60                            | 55                                         | 35                                        | 35                           | 31                           | 27                           | 34                           | 64                           |
| Weighted Base                                                     | 30**                         | 27**                         | 23**                         | 28**                         | 26**                         | 28*                          | 33*                          | 34*                          | 35*                          | 28*                           | 29*                           | 27*                                | 55*                           | 50*                                        | 31*                                       | 32*                          | 30**                         | 26**                         | 31*                          | 29*                          |
| Food Standards Agency                                             | 25<br>86%                    | 26<br>94%                    | 19<br>83%                    | 21<br>74%                    | 23<br>86%                    | 25<br>87%                    | 27<br>80%                    | 28<br>82%                    | 30<br>86%                    | 25<br>88% <sub>un</sub>       | 24<br>84%                     | 44<br>89% <sub>un</sub>            | 36<br>72%                     | 24<br>78%                                  | 32<br>97% <sub>not<br/>uvwxyz<br/>A</sub> | 26<br>85%                    | 22<br>88%                    | 28<br>89%                    | 23<br>80%                    |                              |
| Office of Fair Trading                                            | 23<br>79%                    | 23<br>85%                    | 18<br>79%                    | 19<br>66%                    | 15<br>57%                    | 24<br>85% <sub>ghjmn</sub>   | 20<br>61%                    | 22<br>65%                    | 26<br>72%                    | 19<br>69%                     | 21<br>71%                     | 24<br>88% <sub>ghjkm</sub>         | 36<br>66%                     | 35<br>71%                                  | 25<br>81% <sub>y</sub>                    | 27<br>84% <sub>uvy</sub>     | 23<br>77%                    | 19<br>73%                    | 22<br>70%                    | 22<br>77% <sub>y</sub>       |
| Health & Safety Executive                                         | 23<br>78%                    | 20<br>73%                    | 16<br>70%                    | 19<br>69%                    | 19<br>71%                    | 22<br>78%                    | 21<br>62%                    | 23<br>66%                    | 25<br>70%                    | 20<br>73%                     | 25<br>84% <sub>g</sub>        | 22<br>80% <sub>g</sub>             | 39<br>70%                     | 36<br>72% <sub>uv</sub>                    | 20<br>63%                                 | 23<br>71%                    | 21<br>70%                    | 14<br>56%                    | 18<br>59%                    | 20<br>71% <sub>v</sub>       |
| The British Medical Association                                   | 22<br>74%                    | 22<br>83%                    | 15<br>66%                    | 19<br>68%                    | 15<br>55%                    | 20<br>71%                    | 20<br>60%                    | 24<br>73%                    | 22<br>63%                    | 18<br>64%                     | 24<br>81% <sub>gij</sub>      | 23<br>85% <sub>gijn</sub>          | 38<br>68%                     | 33<br>66%                                  | 19<br>60%                                 | 25<br>77% <sub>lux</sub>     | 23<br>75%                    | 16<br>62%                    | 19<br>60%                    | 21<br>72% <sub>u</sub>       |
| Department for Health, Social Services and Public Safety (DHSSPS) | 21<br>71%                    | 18<br>66%                    | 14<br>62%                    | 13<br>47%                    | 16<br>62%                    | 19<br>67%                    | 18<br>53%                    | 22<br>65%                    | 25<br>72% <sub>g</sub>       | 18<br>63%                     | 18<br>62%                     | 20<br>74% <sub>g</sub>             | 41<br>75% <sub>g</sub>        | 36<br>71%                                  | 25<br>82% <sub>uyz</sub>                  | 23<br>72%                    | 22<br>72%                    | 17<br>66%                    | 20<br>66%                    | 21<br>74%                    |
| Department of Agriculture and Rural Development (DARD)            | 19<br>63%                    | 24<br>87%                    | 13<br>59%                    | 16<br>55%                    | 16<br>61%                    | 20<br>72% <sub>g</sub>       | 17<br>52%                    | 21<br>63%                    | 23<br>65%                    | 18<br>64%                     | 21<br>73% <sub>g</sub>        | 35<br>62%                          | 35<br>70% <sub>u</sub>        | 20<br>66%                                  | 28<br>85% <sub>suw<br/>wxyzA</sub>        | 20<br>66%                    | 10<br>41%                    | 19<br>62%                    | 22<br>78% <sub>uwyz</sub>    |                              |
| World Health Organisation (WHO)                                   | 16<br>54%                    | 18<br>67%                    | 12<br>52%                    | 20<br>71%                    | 15<br>57%                    | 20<br>71%                    | 19<br>58%                    | 24<br>72%                    | 20<br>56%                    | 18<br>63%                     | 18<br>61%                     | 25<br>91% <sub>fghi<br/>jkmn</sub> | 38<br>69%                     | 35<br>69% <sub>lux</sub>                   | 22<br>70% <sub>lux</sub>                  | 20<br>60%                    | 17<br>58%                    | 12<br>49%                    | 15<br>46%                    | 19<br>68% <sub>lux</sub>     |
| Public Health Agency (PHA)                                        | 16<br>53%                    | 18<br>67%                    | 16<br>72%                    | 15<br>52%                    | 17<br>64%                    | 20<br>71% <sub>g</sub>       | 17<br>50%                    | 21<br>64%                    | 22<br>62%                    | 19<br>69% <sub>g</sub>        | 21<br>72% <sub>g</sub>        | 24<br>87% <sub>ghij<br/>mn</sub>   | 34<br>61%                     | 32<br>64%                                  | 15<br>49%                                 | 22<br>68%                    | 22<br>73%                    | 16<br>61%                    | 19<br>62%                    | 21<br>73% <sub>o</sub>       |
| British Dietetic Association (BDA)                                | 13<br>44%                    | 13<br>49%                    | 6<br>26%                     | 10<br>35%                    | 10<br>37%                    | 11<br>40%                    | 9<br>28%                     | 14<br>42%                    | 17<br>48% <sub>g</sub>       | 10<br>35%                     | 14<br>49% <sub>g</sub>        | 18<br>65% <sub>fghj</sub>          | 25<br>46% <sub>g</sub>        | 23<br>46% <sub>gpp</sub>                   | 9<br>29%                                  | 7<br>23%                     | 12<br>39%                    | 7<br>27%                     | 16<br>51% <sub>p</sub>       | 10<br>36%                    |
| Office of Communications (OFCOM)                                  | 12<br>42%                    | 10<br>36%                    | 8<br>36%                     | 14<br>49%                    | 12<br>46%                    | 15<br>55% <sub>g</sub>       | 12<br>35%                    | 16<br>48%                    | 17<br>47%                    | 16<br>59% <sub>g</sub>        | 14<br>48%                     | 21<br>78% <sub>fghi<br/>jkm</sub>  | 31<br>56% <sub>g</sub>        | 35<br>70% <sub>fghi<br/>kpsuw<br/>xy</sub> | 18<br>58% <sub>psx</sub>                  | 8<br>26%                     | 7<br>25%                     | 12<br>46%                    | 9<br>27%                     | 16<br>54% <sub>psx</sub>     |

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  
Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/mn - n/o/p/q/r/s/t/u/v/w/x/y/z/A  
\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                         | 70                           | 61                           | 59                           | 68                            | 65                            | 68                            | 60                            | 68                            |
| Weighted Base                                                           | 31*                          | 30*                          | 29*                          | 32*                           | 31*                           | 33*                           | 53*                           | 63*                           |
| Food Standards Agency                                                   | 25<br>81%                    | 22<br>74%                    | 23<br>80%                    | 26<br>81%                     | 23<br>75%                     | 24<br>75%                     | 42<br>79%                     | 50<br>79%                     |
| Office of Fair Trading                                                  | 20<br>66%                    | 20<br>65%                    | 20<br>71%                    | 22<br>69%                     | 18<br>58%                     | 23<br>69%                     | 36<br>68%                     | 43<br>68%                     |
| Health & Safety<br>Executive                                            | 21<br>67%                    | 16<br>51%                    | 19<br>65%                    | 23<br>72%w                    | 19<br>61%                     | 22<br>66%                     | 40<br>74%w                    | 43<br>69%                     |
| The British Medical<br>Association                                      | 16<br>52%                    | 18<br>58%                    | 19<br>66%                    | 18<br>56%                     | 25<br>81%osuv<br>xzA          | 21<br>63%                     | 33<br>61%                     | 44<br>70%                     |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 19<br>63%                    | 20<br>66%                    | 21<br>72%                    | 22<br>70%                     | 19<br>61%                     | 20<br>62%                     | 40<br>75%                     | 49<br>77%                     |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 16<br>51%                    | 16<br>53%                    | 19<br>64%                    | 20<br>62%                     | 16<br>53%                     | 18<br>56%                     | 33<br>62%                     | 36<br>57%                     |
| World Health<br>Organisation (WHO)                                      | 14<br>45%                    | 17<br>57%                    | 19<br>67%u                   | 16<br>49%                     | 17<br>56%                     | 21<br>63%u                    | 37<br>69%ux                   | 37<br>59%                     |
| Public Health Agency<br>(PHA)                                           | 18<br>59%                    | 18<br>58%                    | 21<br>74%o                   | 25<br>77%ouv                  | 20<br>66%                     | 23<br>70%o                    | 46<br>86%nops<br>uvyz         | 52<br>83%                     |
| British Dietetic<br>Association (BDA)                                   | 10<br>33%                    | 13<br>43%                    | 14<br>50%op                  | 15<br>46%p                    | 17<br>57%optu                 | 16<br>50%op                   | 25<br>47%p                    | 26<br>42%                     |
| Office of Communications<br>(OFCOM)                                     | 12<br>40%                    | 11<br>37%                    | 13<br>44%                    | 11<br>36%                     | 12<br>38%                     | 18<br>55%psx                  | 29<br>55%psx                  | 30<br>47%                     |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - n/o/p/q/r/s/t/u/v/w/x/y/z/A  
 \* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                              | 29                           | 28                           | 22                           | 26                           | 26                           | 63                           | 71                           | 54                           | 60                           | 67                            | 61                            | 58                            | 60                            | 55                            | 35                           | 35                           | 31                           | 27                           | 34                           | 64                           |
| Weighted Base                                                | 30**                         | 27**                         | 23**                         | 28**                         | 26**                         | 28*                          | 33*                          | 34*                          | 35*                          | 28*                           | 29*                           | 27*                           | 55*                           | 50*                           | 31*                          | 32*                          | 30**                         | 26**                         | 31*                          | 29*                          |
| Safefood                                                     | 12<br>40%                    | 13<br>47%                    | 12<br>52%                    | 13<br>46%                    | 10<br>37%                    | 18<br>63%g                   | 13<br>40%                    | 16<br>49%                    | 23<br>65%g                   | 16<br>59%g                    | 15<br>50%                     | 22<br>81%ghjk<br>mn           | 32<br>58%g                    | 30<br>59%                     | 19<br>61%                    | 13<br>41%                    | 13<br>44%                    | 15<br>58%                    | 21<br>68%pv                  | 20<br>69%pv                  |
| National Institute for Health and Clinical Excellence (NICE) | 8<br>28%                     | 11<br>39%                    | 7<br>32%                     | 9<br>31%                     | 7<br>28%                     | 13<br>47%g                   | 7<br>22%                     | 11<br>32%                    | 14<br>39%g                   | 9<br>34%                      | 13<br>45%g                    | 13<br>49%g                    | 20<br>35%                     | 25<br>50%gou<br>xyz           | 7<br>24%                     | 12<br>36%                    | 9<br>31%                     | 8<br>31%                     | 11<br>34%                    | 11<br>40%                    |
| None                                                         | 1<br>5%                      | -                            | 1<br>3%                      | 2<br>6%                      | 1<br>4%                      | 1<br>2%                      | 1<br>4%                      | *<br>1%                      | 1<br>4%                      | 1<br>3%                       | 2<br>5%                       | -                             | 2<br>3%                       | -                             | -                            | -                            | 1<br>2%                      | 2<br>9%                      | 1<br>3%                      | 1<br>4%                      |
| Don't know                                                   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                                   | 7.48                         | 7.94                         | 7.11                         | 7.07                         | 6.87                         | 8.27g                        | 6.29                         | 7.29                         | 7.77g                        | 7.65g                         | 8.25g                         | 9.48ghi<br>jmn                | 7.71g                         | 7.87g                         | 7.23                         | 7.42                         | 7.28                         | 7.24                         | 7.16                         | 8.36uv                       |
| 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                          | 3.12                         | 2.58                         | 3.53                         | 3.52                         | 3.48                         | 3.19                         |
| 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                          | 0.53                         | 0.44                         | 0.64                         | 0.72                         | 0.61                         | 0.41                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - n/o/p/q/r/s/t/u/v/w/x/y/z/A  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                    | 70                           | 61                           | 59                           | 68                            | 65                            | 68                            | 60                            | 68                            |
| Weighted Base                                                      | 31*                          | 30*                          | 29*                          | 32*                           | 31*                           | 33*                           | 53*                           | 63*                           |
| Safefood                                                           | 19<br>62%pv                  | 12<br>41%                    | 18<br>62%w                   | 24<br>75%px                   | 14<br>46%                     | 23<br>69%py                   | 31<br>59%                     | 37<br>59%                     |
| National Institute for<br>Health and Clinical<br>Excellence (NICE) | 9<br>30%                     | 10<br>33%                    | 11<br>40%                    | 9<br>27%                      | 9<br>29%                      | 10<br>30%                     | 24<br>45%ox                   | 18<br>29%                     |
| None                                                               | 3<br>9%nop                   | 2<br>5%                      | 1<br>3%                      | 2<br>5%                       | 1<br>4%                       | 2<br>7%                       | 2<br>3%                       | -                             |
| Don't know                                                         | -                            | 1%                           | -                            | -                             | 1%                            | -                             | -                             | -                             |
| <b>Average number of<br/>mentions</b>                              | <b>7.13</b>                  | <b>6.80</b>                  | <b>7.80</b>                  | <b>7.60</b>                   | <b>7.17</b>                   | <b>7.81</b>                   | <b>8.05</b>                   | <b>7.39</b>                   |
| <b>Standard deviation</b>                                          | <b>3.41</b>                  | <b>3.65</b>                  | <b>3.64</b>                  | <b>3.34</b>                   | <b>3.69</b>                   | <b>3.82</b>                   | <b>3.58</b>                   | <b>3.56</b>                   |
| <b>Standard error</b>                                              | <b>0.43</b>                  | <b>0.48</b>                  | <b>0.48</b>                  | <b>0.42</b>                   | <b>0.47</b>                   | <b>0.48</b>                   | <b>0.47</b>                   | <b>0.43</b>                   |

Q.4 Which of the following, if any, have you heard of? - NI  
 Base: All adults NI

|                                                                  | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                  | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                  | 9                            | 6                            | 7                            | 7                            | 9                            | 19                           | 23                           | 19                           | 14                           | 19                            | 18                            | 17                            | 21                            | 10                            | 11                           | 15                           | 15                           | 16                           | 14                           |                              |
| Weighted Base                                                    | 8**                          | 7**                          | 8**                          | 6**                          | 9**                          | 10**                         | 10**                         | 11**                         | 9**                          | 10**                          | 10**                          | 20**                          | 28**                          | 11**                          | 11**                         | 16**                         | 17**                         | 16**                         | 8**                          |                              |
| Food Standards Agency                                            | 6                            | 6                            | 6                            | 4                            | 9                            | 8                            | 6                            | 8                            | 6                            | 8                             | 4                             | 13                            | 17                            | 10                            | 11                           | 13                           | 14                           | 14                           | 6                            |                              |
| Health & Safety Executive                                        | 75%                          | 87%                          | 79%                          | 73%                          | 100%                         | 81%                          | 58%                          | 69%                          | 62%                          | 79%                           | 83%                           | 38%                           | 66%                           | 93%                           | 100%                         | 79%                          | 83%                          | 88%                          | 80%                          |                              |
| Office of Fair Trading                                           | 5                            | 2                            | 6                            | 1                            | 2                            | 5                            | 4                            | 4                            | 6                            | 5                             | 5                             | 13                            | 15                            | 7                             | 8                            | 11                           | 14                           | 11                           | 5                            |                              |
| Safefood                                                         | 47%                          | 34%                          | 71%                          | 14%                          | 41%                          | 56%                          | 29%                          | 45%                          | 38%                          | 44%                           | 57%                           | 26%                           | 31%                           | 87%                           | 91%                          | 79%                          | 76%                          | 64%                          | 66%                          |                              |
| World Health Organisation (WHO)                                  | 4                            | 2                            | 5                            | 1                            | 4                            | 6                            | 3                            | 5                            | 4                            | 4                             | 5                             | 3                             | 6                             | 9                             | 10                           | 13                           | 13                           | 10                           | 5                            |                              |
| Department of Health, Social Services and Public Safety (DHSSPS) | 45%                          | 35%                          | 79%                          | 16%                          | 52%                          | 76%                          | 37%                          | 43%                          | 56%                          | 71%                           | 33%                           | 34%                           | 36%                           | 69%                           | 71%                          | 60%                          | 66%                          | 58%                          | 66%                          |                              |
| Department of Agriculture and Rural Development (DARD)           | 3                            | 3                            | 4                            | 1                            | 2                            | 5                            | 5                            | 6                            | 5                            | 4                             | 6                             | 4                             | 13                            | 6                             | 5                            | 11                           | 12                           | 6                            | 3                            |                              |
| British Dietetic Association (BDA)                               | 39%                          | 47%                          | 56%                          | 14%                          | 20%                          | 47%                          | 49%                          | 55%                          | 49%                          | 37%                           | 63%                           | 46%                           | 68%                           | 53%                           | 45%                          | 67%                          | 69%                          | 37%                          | 36%                          |                              |
| Office of Communications (OFCOM)                                 | 2                            | 1                            | 5                            | 2                            | 3                            | 5                            | 4                            | 6                            | 4                            | 3                             | 5                             | 4                             | 9                             | 10                            | 9                            | 9                            | 8                            | 10                           | 4                            |                              |
| The British Medical Association                                  | 31%                          | 16%                          | 71%                          | 27%                          | 32%                          | 44%                          | 43%                          | 54%                          | 48%                          | 33%                           | 50%                           | 39%                           | 48%                           | 93%                           | 82%                          | 54%                          | 45%                          | 62%                          | 53%                          |                              |
| Public Health Agency (PHA)                                       | 2                            | 6                            | 3                            | -                            | 2                            | 6                            | 2                            | 4                            | 3                            | 4                             | 3                             | 4                             | 9                             | 8                             | 9                            | 11                           | 8                            | 11                           | 5                            |                              |
| National Institute for Health and Clinical Excellence (NICE)     | 29%                          | 82%                          | 44%                          | -                            | 20%                          | 54%                          | 20%                          | 41%                          | 29%                          | 37%                           | 35%                           | 39%                           | 45%                           | 77%                           | 81%                          | 67%                          | 49%                          | 69%                          | 70%                          |                              |
| None                                                             | 2                            | -                            | -                            | -                            | 2                            | 1                            | 2                            | 2                            | 2                            | 2                             | 3                             | 2                             | 7                             | 5                             | 1                            | 5                            | 3                            | 5                            | 1                            |                              |
|                                                                  | 25%                          | -                            | -                            | -                            | 20%                          | 9%                           | 20%                          | 22%                          | 23%                          | 17%                           | 32%                           | 24%                           | 26%                           | 48%                           | 9%                           | 33%                          | 20%                          | 31%                          | 14%                          |                              |
|                                                                  | 2                            | 1                            | -                            | -                            | -                            | 2                            | 2                            | 4                            | 2                            | 3                             | 3                             | 4                             | 7                             | 10                            | 2                            | 4                            | 9                            | 7                            | 3                            |                              |
|                                                                  | 21%                          | 18%                          | -                            | -                            | -                            | 19%                          | 22%                          | 37%                          | 27%                          | 29%                           | 40%                           | 34%                           | 58%                           | 93%                           | 17%                          | 27%                          | 56%                          | 45%                          | 44%                          |                              |
|                                                                  | 1                            | 5                            | 5                            | 1                            | 2                            | 2                            | 3                            | 5                            | 3                            | 3                             | 5                             | 3                             | 5                             | 8                             | 8                            | 12                           | 12                           | 8                            | 5                            |                              |
|                                                                  | 18%                          | 66%                          | 71%                          | 16%                          | 20%                          | 24%                          | 30%                          | 45%                          | 33%                          | 29%                           | 56%                           | 31%                           | 25%                           | 74%                           | 74%                          | 72%                          | 75%                          | 51%                          | 68%                          |                              |
|                                                                  | 1                            | 4                            | 6                            | 3                            | 4                            | 5                            | 3                            | 6                            | 4                            | 4                             | 7                             | 5                             | 11                            | 6                             | 6                            | 9                            | 12                           | 9                            | 4                            |                              |
|                                                                  | 18%                          | 62%                          | 83%                          | 45%                          | 48%                          | 52%                          | 29%                          | 56%                          | 45%                          | 42%                           | 69%                           | 49%                           | 55%                           | 53%                           | 55%                          | 55%                          | 69%                          | 59%                          | 53%                          |                              |
|                                                                  | 1                            | 1                            | 1                            | 1                            | 1                            | 1                            | 2                            | 3                            | 3                            | 1                             | 2                             | 2                             | 6                             | 5                             | 3                            | 8                            | 4                            | 5                            | 2                            |                              |
|                                                                  | 10%                          | 16%                          | 15%                          | 11%                          | 9%                           | 5%                           | 19%                          | 29%                          | 31%                          | 10%                           | 25%                           | 24%                           | 32%                           | 43%                           | 27%                          | 51%                          | 24%                          | 28%                          | 31%                          |                              |
|                                                                  | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | 1                            | -                             | -                             | 1                             | 2                             | -                             | -                            | 1                            | 1                            | 1                            | 1                            |                              |
|                                                                  | -                            | -                            | -                            | 14%                          | -                            | 4%                           | 3%                           | -                            | 12%                          | 4%                            | -                             | 13%                           | 8%                            | -                             | -                            | 4%                           | 4%                           | 6%                           | 7%                           |                              |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                         | 24                           | 20                           | 24                           | 26                            | 14                            | 19                            | 24                            | 18                            |
| Weighted Base                                                           | 13**                         | 12**                         | 13**                         | 13**                          | 7**                           | 10**                          | 25**                          | 21**                          |
| Food Standards Agency                                                   | 10<br>74%                    | 10<br>87%                    | 10<br>75%                    | 12<br>91%                     | 6<br>85%                      | 9<br>90%                      | 21<br>83%                     | 17<br>82%                     |
| Health & Safety<br>Executive                                            | 9<br>67%                     | 6<br>54%                     | 8<br>59%                     | 9<br>69%                      | 6<br>81%                      | 6<br>61%                      | 15<br>61%                     | 15<br>73%                     |
| Office of Fair Trading                                                  | 9<br>68%                     | 9<br>72%                     | 7<br>58%                     | 10<br>74%                     | 4<br>56%                      | 9<br>86%                      | 12<br>49%                     | 16<br>77%                     |
| Safefood                                                                | 8<br>61%                     | 7<br>63%                     | 8<br>63%                     | 10<br>74%                     | 5<br>64%                      | 8<br>79%                      | 16<br>65%                     | 14<br>68%                     |
| World Health<br>Organisation (WHO)                                      | 6<br>45%                     | 5<br>46%                     | 5<br>36%                     | 7<br>53%                      | 5<br>71%                      | 7<br>66%                      | 15<br>62%                     | 14<br>66%                     |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 6<br>50%                     | 8<br>72%                     | 9<br>67%                     | 8<br>63%                      | 3<br>44%                      | 6<br>56%                      | 18<br>74%                     | 13<br>65%                     |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 7<br>52%                     | 7<br>60%                     | 7<br>56%                     | 9<br>65%                      | 6<br>79%                      | 5<br>52%                      | 14<br>55%                     | 10<br>50%                     |
| British Dietetic<br>Association (BDA)                                   | 3<br>21%                     | 4<br>31%                     | 3<br>27%                     | 4<br>31%                      | 3<br>34%                      | 6<br>56%                      | 11<br>45%                     | 7<br>34%                      |
| Office of Communications<br>(OFCOM)                                     | 7<br>53%                     | 5<br>41%                     | 4<br>34%                     | 6<br>46%                      | 4<br>56%                      | 6<br>61%                      | 12<br>50%                     | 14<br>66%                     |
| The British Medical<br>Association                                      | 7<br>55%                     | 9<br>75%                     | 5<br>39%                     | 5<br>39%                      | 5<br>70%                      | 8<br>76%                      | 13<br>52%                     | 13<br>65%                     |
| Public Health Agency<br>(PHA)                                           | 7<br>58%                     | 7<br>63%                     | 10<br>80%                    | 10<br>78%                     | 5<br>73%                      | 8<br>75%                      | 19<br>78%                     | 18<br>88%                     |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)      | 3<br>24%                     | 4<br>30%                     | 3<br>25%                     | 4<br>27%                      | 3<br>44%                      | 4<br>37%                      | 10<br>39%                     | 7<br>34%                      |
| None                                                                    | 1<br>8%                      | -                            | -                            | 1<br>6%                       | -                             | -                             | -                             | -                             |



Q.4 Which of the following, if any, have you heard of? - NI  
 Base: All adults NI

|                            | 16-25                     |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | 26-35                     |                           |                           |                           |                           |                           |
|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                            | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base            | 9                         | 6                         | 7                         | 7                         | 9                         | 19                        | 23                        | 19                        | 14                        | 19                         | 18                         | 16                         | 17                         | 21                         | 10                        | 11                        | 15                        | 15                        | 16                        | 14                        |
| Weighted Base              | 8**                       | 7**                       | 8**                       | 6**                       | 9**                       | 10**                      | 10**                      | 11**                      | 9**                       | 10**                       | 10**                       | 10**                       | 20**                       | 28**                       | 11**                      | 11**                      | 16**                      | 17**                      | 16**                      | 8**                       |
| Don't know                 | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 4%                        | -                          | -                          | -                          | -                          | -                          | -                         | -                         | -                         | -                         | -                         | -                         |
| 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                       | 8.48                      | 7.24                      | 7.41                      | 7.48                      | 7.03                      | 6.92                      |
| 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                       | 2.10                      | 2.34                      | 3.92                      | 3.40                      | 3.47                      | 3.83                      |
| 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                       | 0.66                      | 0.71                      | 1.05                      | 0.91                      | 0.90                      | 1.06                      |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 24                           | 20                           | 24                           | 26                            | 14                            | 19                            | 24                            | 18                            |
| Weighted Base              | 13**                         | 12**                         | 13**                         | 13**                          | 7**                           | 10**                          | 25**                          | 21**                          |
| Don't know                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Average number of mentions | 6.86                         | 6.94                         | 6.37                         | 7.59                          | 7.56                          | 7.95                          | 7.13                          | 7.68                          |
| Standard deviation         | 2.98                         | 3.62                         | 3.81                         | 2.72                          | 4.08                          | 3.62                          | 4.21                          | 3.19                          |
| Standard error             | 0.63                         | 0.81                         | 0.79                         | 0.55                          | 1.09                          | 0.83                          | 0.86                          | 0.75                          |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                         | 21                           | 17                           | 11                           | 19                           | 18                           | 32                           | 31                           | 24                           | 38                           | 29                            | 28                            | 22                            | 29                            | 23                            | 11                           | 19                           | 13                           | 9                            | 11                           | 33                           |
| Weighted Base                                                           | 22**                         | 17**                         | 11**                         | 20**                         | 18**                         | 16*                          | 16**                         | 14**                         | 22*                          | 14**                          | 15**                          | 14**                          | 28**                          | 24**                          | 10**                         | 17**                         | 13**                         | 9**                          | 11**                         | 14*                          |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 19<br>86%                    | 11<br>66%                    | 8<br>78%                     | 14<br>70%                    | 13<br>73%                    | 13<br>79%                    | 9<br>57%                     | 10<br>67%                    | 17<br>78%                    | 12<br>85%                     | 11<br>71%                     | 9<br>68%                      | 24<br>86%                     | 18<br>77%                     | 8<br>77%                     | 13<br>73%                    | 9<br>67%                     | 5<br>57%                     | 7<br>70%                     | 13<br>91% <sup>UX</sup>      |
| Office of Fair Trading                                                  | 18<br>81%                    | 15<br>88%                    | 8<br>78%                     | 14<br>69%                    | 10<br>56%                    | 14<br>89%                    | 9<br>56%                     | 9<br>63%                     | 19<br>84%                    | 12<br>87%                     | 9<br>60%                      | 11<br>81%                     | 26<br>94%                     | 18<br>77%                     | 10<br>100%                   | 16<br>91%                    | 11<br>82%                    | 8<br>91%                     | 11<br>100%                   | 14<br>100% <sup>UX</sup>     |
| Food Standards Agency                                                   | 17<br>77%                    | 16<br>94%                    | 11<br>100%                   | 16<br>80%                    | 17<br>91%                    | 13<br>83%                    | 15<br>93%                    | 12<br>82%                    | 21<br>97%                    | 12<br>87%                     | 12<br>79%                     | 11<br>82%                     | 26<br>93%                     | 20<br>86%                     | 10<br>92%                    | 17<br>100%                   | 12<br>92%                    | 8<br>83%                     | 8<br>74%                     | 13<br>93%                    |
| Health & Safety<br>Executive                                            | 16<br>74%                    | 13<br>77%                    | 9<br>83%                     | 12<br>60%                    | 13<br>69%                    | 15<br>91%                    | 10<br>61%                    | 10<br>67%                    | 17<br>77%                    | 12<br>86%                     | 11<br>72%                     | 9<br>67%                      | 25<br>91%                     | 20<br>83%                     | 8<br>76%                     | 16<br>89%                    | 9<br>68%                     | 6<br>61%                     | 8<br>79%                     | 12<br>88%                    |
| World Health<br>Organisation (WHO)                                      | 15<br>69%                    | 11<br>66%                    | 5<br>52%                     | 12<br>58%                    | 13<br>72%                    | 13<br>82%                    | 8<br>47%                     | 9<br>61%                     | 17<br>78%                    | 10<br>68%                     | 7<br>47%                      | 11<br>83%                     | 23<br>81%                     | 14<br>60%                     | 5<br>51%                     | 14<br>78%                    | 6<br>48%                     | 7<br>74%                     | 7<br>66%                     | 13<br>90% <sup>UX</sup>      |
| The British Medical<br>Association                                      | 15<br>67%                    | 13<br>79%                    | 7<br>67%                     | 12<br>62%                    | 10<br>56%                    | 13<br>79%                    | 8<br>47%                     | 10<br>70%                    | 18<br>83%                    | 11<br>77%                     | 12<br>82%                     | 10<br>71%                     | 25<br>91%                     | 18<br>77%                     | 8<br>77%                     | 17<br>95%                    | 9<br>72%                     | 7<br>74%                     | 10<br>90%                    | 14<br>97% <sup>UX</sup>      |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 13<br>59%                    | 14<br>83%                    | 7<br>67%                     | 11<br>57%                    | 13<br>71%                    | 13<br>82%                    | 8<br>47%                     | 9<br>64%                     | 19<br>84%                    | 10<br>69%                     | 8<br>52%                      | 10<br>71%                     | 22<br>79%                     | 15<br>64%                     | 7<br>68%                     | 17<br>95%                    | 10<br>75%                    | 5<br>52%                     | 6<br>60%                     | 12<br>88%                    |
| Safefood                                                                | 13<br>56%                    | 6<br>37%                     | 3<br>26%                     | 12<br>59%                    | 10<br>55%                    | 11<br>68%                    | 9<br>57%                     | 8<br>58%                     | 17<br>78%                    | 11<br>78%                     | 10<br>67%                     | 11<br>85%                     | 21<br>78%                     | 14<br>59%                     | 4<br>39%                     | 8<br>46%                     | 6<br>45%                     | 4<br>48%                     | 5<br>43%                     | 11<br>78% <sup>UX</sup>      |
| Office of Communications<br>(OFCOM)                                     | 12<br>54%                    | 5<br>30%                     | 5<br>46%                     | 11<br>57%                    | 9<br>48%                     | 13<br>78%                    | 4<br>25%                     | 6<br>45%                     | 14<br>64%                    | 9<br>65%                      | 7<br>49%                      | 10<br>71%                     | 21<br>77%                     | 13<br>56%                     | 2<br>17%                     | 9<br>50%                     | 5<br>37%                     | 4<br>39%                     | 4<br>37%                     | 9<br>66% <sup>UX</sup>       |
| Public Health Agency<br>(PHA)                                           | 12<br>54%                    | 11<br>65%                    | 9<br>83%                     | 10<br>51%                    | 11<br>60%                    | 12<br>75%                    | 6<br>40%                     | 10<br>69%                    | 17<br>76%                    | 12<br>84%                     | 11<br>73%                     | 11<br>80%                     | 24<br>87%                     | 17<br>71%                     | 7<br>68%                     | 15<br>85%                    | 11<br>87%                    | 4<br>48%                     | 8<br>72%                     | 14<br>97% <sup>UX</sup>      |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)      | 6<br>27%                     | 9<br>50%                     | 1<br>8%                      | 8<br>41%                     | 8<br>46%                     | 10<br>63%                    | 4<br>28%                     | 6<br>44%                     | 11<br>52%                    | 6<br>42%                      | 6<br>41%                      | 6<br>41%                      | 14<br>52%                     | 12<br>52%                     | 2<br>18%                     | 6<br>33%                     | 5<br>37%                     | 3<br>28%                     | 4<br>36%                     | 9<br>62% <sup>UX</sup>       |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                         | 44                           | 28                           | 29                           | 33                            | 29                            | 37                            | 29                            | 29                            |
| Weighted Base                                                           | 18*                          | 17**                         | 15**                         | 14*                           | 16**                          | 17*                           | 26**                          | 24**                          |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 13<br>71%                    | 11<br>66%                    | 13<br>82%                    | 9<br>65%                      | 11<br>68%                     | 15<br>89% <sub>xx</sub>       | 21<br>82%                     | 20<br>83%                     |
| Office of Fair Trading                                                  | 15<br>82%                    | 11<br>68%                    | 14<br>90%                    | 9<br>65%                      | 12<br>76%                     | 16<br>94% <sub>xx</sub>       | 22<br>85%                     | 18<br>74%                     |
| Food Standards Agency                                                   | 16<br>90%                    | 13<br>78%                    | 14<br>88%                    | 12<br>85%                     | 13<br>82%                     | 16<br>95%                     | 21<br>82%                     | 20<br>83%                     |
| Health & Safety<br>Executive                                            | 15<br>85%                    | 11<br>65%                    | 11<br>72%                    | 11<br>79%                     | 13<br>81%                     | 15<br>89%                     | 20<br>77%                     | 17<br>71%                     |
| World Health<br>Organisation (WHO)                                      | 11<br>60%                    | 13<br>79%                    | 10<br>66%                    | 8<br>55%                      | 10<br>64%                     | 15<br>87% <sub>lux</sub>      | 18<br>71%                     | 17<br>69%                     |
| The British Medical<br>Association                                      | 14<br>75%                    | 10<br>62%                    | 12<br>79%                    | 11<br>73%                     | 15<br>97%                     | 15<br>89%                     | 22<br>84%                     | 20<br>84%                     |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 13<br>69%                    | 10<br>62%                    | 11<br>69%                    | 10<br>70%                     | 13<br>80%                     | 15<br>87%                     | 17<br>65%                     | 19<br>79%                     |
| Safefood                                                                | 11<br>58%                    | 5<br>31%                     | 8<br>55%                     | 8<br>53%                      | 6<br>36%                      | 13<br>78% <sub>xx</sub>       | 18<br>69%                     | 16<br>64%                     |
| Office of Communications<br>(OFCOM)                                     | 8<br>45%                     | 7<br>41%                     | 6<br>42%                     | 6<br>39%                      | 6<br>39%                      | 13<br>75% <sub>lux</sub>      | 16<br>61%                     | 13<br>55%                     |
| Public Health Agency<br>(PHA)                                           | 14<br>77%                    | 9<br>56%                     | 11<br>69%                    | 11<br>77%                     | 11<br>72%                     | 15<br>90%                     | 19<br>75%                     | 19<br>77%                     |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)      | 6<br>34%                     | 4<br>24%                     | 7<br>44%                     | 5<br>33%                      | 6<br>36%                      | 9<br>47%                      | 12<br>46%                     | 12<br>49%                     |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                    | 21                           | 17                           | 11                           | 19                           | 18                           | 32                           | 31                           | 24                           | 38                           | 29                            | 28                            | 22                            | 29                            | 23                            | 11                           | 19                           | 13                           | 9                            | 11                           | 33                           |
| Weighted Base                      | 22**                         | 17**                         | 11**                         | 20**                         | 18**                         | 16*                          | 16**                         | 14**                         | 22*                          | 14**                          | 15**                          | 14**                          | 28**                          | 24**                          | 10**                         | 17**                         | 13**                         | 9**                          | 11**                         | 14*                          |
| British Dietetic Association (BDA) | 5                            | 11                           | 6                            | 8                            | 10                           | 9                            | 5                            | 9                            | 13                           | 8                             | 7                             | 7                             | 18                            | 11                            | 6                            | 8                            | 5                            | 4                            | 5                            | 7                            |
| None                               | 23%                          | 62%                          | 59%                          | 38%                          | 56%                          | 56%                          | 28%                          | 61%                          | 61%                          | 58%                           | 49%                           | 49%                           | 66%                           | 47%                           | 60%                          | 45%                          | 35%                          | 48%                          | 49%                          | 48%                          |
| Average number of mentions         | 1                            | -                            | -                            | 2                            | 1                            | -                            | 1                            | -                            | -                            | 1                             | 1                             | -                             | -                             | -                             | -                            | -                            | -                            | 1                            | -                            | -                            |
| Standard deviation                 | 6%                           | -                            | -                            | 9%                           | 5%                           | 3%                           | 7%                           | 3%                           | -                            | 3%                            | 7%                            | -                             | -                             | -                             | -                            | -                            | -                            | 9%                           | -                            | -                            |
| Standard error                     | 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                          | 7.44                         | 8.81                         | 7.46                         | 7.73                         | 7.78                         | 9.99ux                       |
|                                    | 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                          | 2.92                         | 2.32                         | 3.72                         | 3.97                         | 2.35                         | 1.81                         |
|                                    | 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                          | 0.88                         | 0.53                         | 1.03                         | 1.40                         | 0.71                         | 0.32                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                       | 44                           | 28                           | 29                           | 33                            | 29                            | 37                            | 29                            | 29                            |
| Weighted Base                         | 18*                          | 17**                         | 15**                         | 14*                           | 16**                          | 17*                           | 26**                          | 24**                          |
| British Dietetic<br>Association (BDA) | 8<br>42%                     | 7<br>41%                     | 11<br>74%                    | 6<br>39%                      | 12<br>74%                     | 13<br>73% <i>ux</i>           | 13<br>51%                     | 14<br>59%                     |
| None                                  | -<br>2%                      | -                            | 1<br>4%                      | -                             | 1<br>3%                       | -                             | 1<br>6%                       | -                             |
| Average number of<br>mentions         | 8.05                         | 6.72                         | 8.61                         | 7.32                          | 8.32                          | 9.94 <i>ux</i>                | 9.01                          | 8.49                          |
| Standard deviation                    | 3.33                         | 3.82                         | 3.17                         | 3.39                          | 2.80                          | 2.54                          | 3.07                          | 4.09                          |
| Standard error                        | 0.51                         | 0.72                         | 0.60                         | 0.59                          | 0.53                          | 0.42                          | 0.58                          | 0.76                          |

Q.4 Which of the following, if any, have you heard of? - NI  
 Base: All adults NI

|                                                                         | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                         | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                         | 13                           | 10                           | 7                            | 3                         | 6                         | 29                        | 19                        | 24                        | 14                        | 28                         | 37                         | 32                         | 21                         | 32                         |
| Weighted Base                                                           | 9**                          | 7**                          | 5**                          | 3**                       | 4**                       | 9**                       | 7**                       | 10**                      | 5**                       | 8**                        | 12*                        | 10*                        | 11**                       | 17*                        |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 8<br>92%                     | 6<br>81%                     | 2<br>41%                     | 2<br>75%                  | 3<br>79%                  | 6<br>70%                  | 4<br>64%                  | 6<br>60%                  | 2<br>52%                  | 6<br>70%                   | 8<br>64%                   | 6<br>65%                   | 6<br>58%                   | 14<br>85%k                 |
| The British Medical<br>Association                                      | 8<br>92%                     | 5<br>68%                     | 4<br>72%                     | 3<br>100%                 | 3<br>84%                  | 7<br>74%                  | 5<br>70%                  | 8<br>79%                  | 3<br>65%                  | 7<br>79%                   | 10<br>84%                  | 8<br>88%                   | 6<br>56%                   | 14<br>81%                  |
| World Health<br>Organisation (WHO)                                      | 8<br>91%                     | 5<br>69%                     | 2<br>41%                     | 2<br>75%                  | 2<br>52%                  | 6<br>65%                  | 4<br>57%                  | 8<br>78%                  | 2<br>53%                  | 5<br>61%                   | 6<br>55%                   | 8<br>86%kn                 | 5<br>47%                   | 9<br>56%                   |
| Office of Fair Trading                                                  | 7<br>77%                     | 7<br>100%                    | 4<br>68%                     | 2<br>75%                  | 2<br>53%                  | 7<br>75%                  | 5<br>72%                  | 8<br>76%                  | 3<br>57%                  | 6<br>69%                   | 8<br>65%                   | 8<br>83%                   | 6<br>59%                   | 14<br>83%                  |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 7<br>77%                     | 7<br>100%                    | 5<br>86%                     | 2<br>75%                  | 3<br>84%                  | 6<br>70%                  | 4<br>61%                  | 7<br>68%                  | 3<br>66%                  | 7<br>83%                   | 7<br>63%                   | 7<br>68%                   | 8<br>79%                   | 15<br>91%kl                |
| Food Standards Agency                                                   | 7<br>74%                     | 7<br>91%                     | 3<br>55%                     | 2<br>80%                  | 3<br>84%                  | 6<br>73%                  | 5<br>72%                  | 8<br>73%                  | 3<br>65%                  | 7<br>78%                   | 8<br>72%                   | 8<br>89%n                  | 5<br>44%                   | 11<br>66%                  |
| Health & Safety<br>Executive                                            | 6<br>66%                     | 4<br>60%                     | 2<br>42%                     | 2<br>75%                  | 3<br>85%                  | 6<br>68%                  | 4<br>56%                  | 8<br>74%                  | 2<br>42%                  | 6<br>71%                   | 8<br>68%                   | 8<br>81%                   | 5<br>51%                   | 12<br>74%                  |
| Office of Communications<br>(OFCOM)                                     | 5<br>54%                     | 1<br>17%                     | 2<br>29%                     | 1<br>55%                  | 1<br>21%                  | 4<br>45%                  | 3<br>43%                  | 5<br>50%                  | 2<br>43%                  | 5<br>54%                   | 5<br>44%                   | 7<br>74%k                  | 4<br>38%                   | 8<br>51%                   |
| Public Health Agency<br>(PHA)                                           | 5<br>53%                     | 4<br>58%                     | 3<br>55%                     | 2<br>75%                  | 4<br>100%                 | 6<br>66%                  | 4<br>62%                  | 6<br>62%                  | 1<br>29%                  | 7<br>79%                   | 7<br>58%                   | 8<br>85%k                  | 6<br>60%                   | 15<br>88%k                 |
| British Dietetic<br>Association (BDA)                                   | 3<br>39%                     | 1<br>19%                     | 2<br>29%                     | 1<br>55%                  | 3<br>84%                  | 4<br>44%                  | 2<br>36%                  | 6<br>53%                  | 1<br>20%                  | 5<br>60%                   | 7<br>59%                   | 7<br>72%                   | 5<br>51%                   | 10<br>59%                  |
| Safefood                                                                | 3<br>34%                     | 1<br>19%                     | 1<br>11%                     | -                         | 3<br>63%                  | 3<br>33%                  | 1<br>17%                  | 3<br>31%                  | 2<br>42%                  | 5<br>59%                   | 5<br>42%                   | 9<br>89%kn                 | 1<br>12%                   | 7<br>45%                   |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)      | 2<br>25%                     | 4<br>57%                     | 1<br>25%                     | 1<br>55%                  | 1<br>15%                  | 3<br>34%                  | 1<br>12%                  | 3<br>33%                  | 1<br>22%                  | 3<br>36%                   | 4<br>37%                   | 4<br>37%                   | 1<br>13%                   | 5<br>33%                   |
| None                                                                    | -                            | -                            | 1<br>14%                     | -                         | -                         | 1<br>6%                   | 1<br>18%                  | 2<br>15%                  | *<br>7%                   | 1<br>11%                   | 1<br>9%                    | -                          | *<br>4%                    | *<br>2%                    |

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  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 13                           | 10                           | 7                            | 3                         | 6                         | 29                        | 19                        | 24                        | 14                        | 28                         | 37                         | 32                         | 21                         | 32                         |
| Weighted Base              | 9**                          | 7**                          | 5**                          | 3**                       | 4**                       | 9**                       | 7**                       | 10**                      | 5**                       | 8**                        | 12*                        | 10*                        | 11**                       | 17*                        |
| 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                       |
| 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                       |
| 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                       |



Q.4 Which of the following, if any, have you heard of? - NI  
 Base: All adults NI

|                                                                   | WALES                     |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | NI                                           |                           |                           |                           |                           |                           |
|-------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                                                                   | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o)                    | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 64                         | 63                                           | 53                        | 53                        | 60                        | 127                       |                           |
| Weighted Base                                                     | **                        | **                        | **                        | **                        | **                        | **                        | **                        | **                        | **                        | **                         | **                         | **                         | **                         | 60*                        | 60*                                          | 53*                       | 54*                       | 57*                       | 57                        |                           |
| Department for Health, Social Services and Public Safety (DHSSPS) | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 46                         | 41                                           | 36                        | 30                        | 37                        | 40                        |                           |
| Public Health Agency (PHA)                                        | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 77% <i>ruy</i>             | 69%                                          | 68%                       | 56%                       | 64%                       | 71% <i>u</i>              |                           |
| Food Standards Agency                                             | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 31                         | 40                                           | 38                        | 30                        | 36                        | 41                        |                           |
| Safefood                                                          | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 51%                        | 68%                                          | 73% <i>ou</i>             | 56%                       | 63%                       | 72% <i>ou</i>             |                           |
| National Institute for Health and Clinical Excellence (NICE)      | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 49                         | 57                                           | 45                        | 43                        | 50                        | 47                        |                           |
| Department of Agriculture and Rural Development (DARD)            | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 82%                        | 96% <i>oqr</i><br><i>tuwxy</i><br><i>zAB</i> | 84%                       | 81%                       | 88%                       | 83%                       |                           |
| The British Medical Association                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 31                         | 26                                           | 25                        | 28                        | 31                        | 38                        |                           |
| Office of Communications (OFCOM)                                  | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 51%                        | 44%                                          | 47%                       | 52%                       | 54%                       | 66% <i>pquv</i>           |                           |
| Health & Safety Executive                                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 16                         | 22                                           | 16                        | 17                        | 18                        | 25                        |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 28%                        | 38%                                          | 31%                       | 31%                       | 31%                       | 44% <i>oux</i>            |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 39                         | 51                                           | 33                        | 26                        | 35                        | 43                        |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 65%                        | 86% <i>oqr</i><br><i>suwxy</i><br><i>zAB</i> | 63%                       | 48%                       | 61%                       | 75% <i>ruwxyA</i>         |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 40                         | 48                                           | 38                        | 35                        | 33                        | 41                        |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 67%                        | 80% <i>suw</i><br><i>xA</i>                  | 71%                       | 65%                       | 58%                       | 71% <i>u</i>              |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 30                         | 18                                           | 16                        | 26                        | 21                        | 31                        |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 50% <i>pq</i>              | 31%                                          | 29%                       | 47%                       | 36%                       | 54% <i>posu</i>           |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 42                         | 43                                           | 37                        | 34                        | 37                        | 42                        |                           |
|                                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 70%                        | 72%                                          | 70%                       | 63%                       | 64%                       | 75% <i>w</i>              |                           |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                         | 141                          | 115                          | 119                          | 135                           | 126                           | 126                           | 120                           | 123                           |
| Weighted Base                                                           | 64                           | 64                           | 64                           | 60                            | 60                            | 60                            | 109                           | 113                           |
| Department for Health,<br>Social Services and<br>Public Safety (DHSSPS) | 37<br>58%                    | 42<br>66%                    | 46<br>72%u                   | 40<br>67%                     | 37<br>62%                     | 41<br>68%                     | 82<br>75%r uy                 | 84<br>75%r uy                 |
| Public Health Agency<br>(PHA)                                           | 35<br>54%                    | 39<br>61%                    | 43<br>68%ou                  | 44<br>74%oruv                 | 42<br>69%ou                   | 47<br>78%orsu<br>v            | 80<br>74%oru                  | 84<br>74%oruv                 |
| Food Standards Agency                                                   | 52<br>81%                    | 50<br>78%                    | 53<br>83%                    | 51<br>85%                     | 48<br>80%                     | 49<br>81%                     | 85<br>79%                     | 86<br>76%                     |
| Safefood                                                                | 32<br>51%                    | 29<br>45%                    | 41<br>64%pvuy                | 40<br>67%oppqu<br>vy          | 29<br>46%                     | 45<br>74%oppqr<br>suvyAB      | 64<br>59%v                    | 67<br>59%v                    |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)      | 16<br>26%                    | 21<br>32%                    | 25<br>40%u                   | 18<br>30%                     | 22<br>37%                     | 23<br>39%u                    | 44<br>40%u                    | 43<br>38%u                    |
| Department of<br>Agriculture and Rural<br>Development (DARD)            | 33<br>52%                    | 37<br>58%                    | 41<br>65%u                   | 38<br>63%                     | 37<br>62%                     | 40<br>66%ru                   | 67<br>62%                     | 72<br>63%                     |
| The British Medical<br>Association                                      | 36<br>56%                    | 42<br>66%                    | 41<br>65%                    | 36<br>60%                     | 49<br>81%rsuv<br>wxAB         | 44<br>73%lux                  | 71<br>65%                     | 77<br>68%                     |
| Office of Communications<br>(OFCOM)                                     | 24<br>38%                    | 27<br>43%                    | 29<br>46%                    | 28<br>47%pq                   | 26<br>43%                     | 40<br>66%pqrs<br>uvwxy        | 60<br>55%ppsu                 | 65<br>57%ppsu y               |
| Health & Safety<br>Executive                                            | 41<br>65%                    | 38<br>60%                    | 44<br>68%                    | 43<br>72%v                    | 43<br>72%                     | 43<br>72%                     | 78<br>72%                     | 79<br>70%                     |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 64                            | 63                           | 53                           | 53                           | 60                           | 127                          |                              |
| Weighted Base                      | **                           | **                           | **                           | **                           | **                           | **                           | **                           | **                           | **                           | **                            | **                            | **                            | **                            | 60*                           | 60*                          | 53*                          | 54*                          | 57*                          | 57                           |                              |
| Office of Fair Trading             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 48                            | 50                           | 41                           | 37                           | 37                           | 46                           |                              |
|                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 80% <sub>uvy</sub>            | 85% <sub>suvxyAB</sub>       | 78%                          | 69%                          | 64%                          | 81% <sub>suvxyA</sub>        |                              |
| World Health Organisation (WHO)    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 38                            | 38                           | 29                           | 32                           | 30                           | 39                           |                              |
| British Dietetic Association (BDA) | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 62%                           | 63%                          | 55%                          | 60%                          | 52%                          | 69% <sub>sux</sub>           |                              |
| None                               | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 22                            | 21                           | 18                           | 17                           | 26                           | 22                           |                              |
| Don't know                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 36%                           | 35%                          | 34%                          | 31%                          | 44%                          | 38%                          |                              |
|                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             | -                            | 1                            | 4                            | 2                            | 2                            |                              |
|                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 2%                            | -                            | 3%                           | 8% <sub>pB</sub>             | 3%                           | 3%                           |                              |
|                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | +                            |                              |
|                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | 1%                           |                              |
| Average number of mentions         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 7.35                          | 7.65                         | 7.21                         | 7.15                         | 7.03                         | 8.32 <sub>suv</sub>          |                              |
| Standard deviation                 | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 3.01                          | 2.93                         | 3.56                         | 3.78                         | 3.41                         | 3.26                         |                              |
| Standard error                     | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 0.38                          | 0.37                         | 0.50                         | 0.55                         | 0.45                         | 0.30                         |                              |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y)   | Wave 12<br>(May<br>16)<br>(z)                | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                    | 141                          | 115                          | 119                          | 135                           | 126                             | 126                                          | 120                           | 123                           |
| Weighted Base                      | 64                           | 64                           | 64                           | 60                            | 60                              | 60                                           | 109                           | 113                           |
| Office of Fair Trading             | 41<br>63%                    | 42<br>65%                    | 46<br>72%                    | 41<br>69%                     | 39<br>65%                       | 46<br>77% <sup>uvy</sup>                     | 73<br>67%                     | 78<br>69%                     |
| World Health Organisation (WHO)    | 33<br>52%                    | 41<br>65% <sup>u</sup>       | 39<br>61%                    | 33<br>56%                     | 35<br>59%                       | 46<br>76% <sup>qsuw</sup><br>xyB             | 75<br>69% <sup>sux</sup>      | 72<br>63%                     |
| British Dietetic Association (BDA) | 19<br>30%                    | 27<br>42%                    | 31<br>49% <sup>ru</sup>      | 25<br>41%                     | 32<br>53% <sup>opqr</sup><br>tu | 34<br>57% <sup>opqr</sup><br>tu <sup>x</sup> | 51<br>47% <sup>u</sup>        | 50<br>44% <sup>u</sup>        |
| None                               | 4<br>6% <sup>pB</sup>        | 2<br>3%                      | 2<br>4%                      | 3<br>4% <sup>B</sup>          | 3<br>5% <sup>B</sup>            | 2<br>4% <sup>B</sup>                         | 3<br>3%                       | *                             |
| Don't know                         | -                            | -                            | -                            | -                             | -                               | -                                            | -                             | -                             |
|                                    | -                            | 1%                           | -                            | -                             | 1%                              | -                                            | -                             | -                             |
| Average number of mentions         | 6.68                         | 7.07                         | 7.79 <sup>u</sup>            | 7.62 <sup>u</sup>             | 7.70 <sup>u</sup>               | 8.60 <sup>oqr</sup><br>suvx                  | 7.88 <sup>u</sup>             | 7.60                          |
| Standard deviation                 | 3.43                         | 3.76                         | 3.70                         | 3.32                          | 3.52                            | 3.56                                         | 3.71                          | 3.84                          |
| Standard error                     | 0.30                         | 0.36                         | 0.35                         | 0.29                          | 0.32                            | 0.32                                         | 0.34                          | 0.35                          |

Q.4 Which of the following, if any, have you heard of? - NI  
 Base: All adults NI

|                                                                   | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                                                     |                           |                           |                           |                           |                           |                           |                           |                            |                                      |                                        |                            |                            |
|-------------------------------------------------------------------|----------------------------------------|-----------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|--------------------------------------|----------------------------------------|----------------------------|----------------------------|
|                                                                   | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b)                           | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k)           | Wave 12<br>(May 16)<br>(l)             | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                   | 64                                     | 63                                                  | 53                        | 53                        | 60                        | 127                       | 141                       | 115                       | 119                       | 135                        | 126                                  | 126                                    | 120                        | 123                        |
| Weighted Base                                                     | 60*                                    | 60*                                                 | 53*                       | 54*                       | 57*                       | 57                        | 64                        | 64                        | 64                        | 60                         | 60                                   | 60                                     | 109                        | 113                        |
| Department for Health, Social Services and Public Safety (DHSSPS) | 46<br>77% <i>dgk</i>                   | 41<br>69%                                           | 36<br>68%                 | 30<br>56%                 | 37<br>64%                 | 40<br>71% <i>g</i>        | 37<br>58%                 | 42<br>66%                 | 46<br>72% <i>g</i>        | 40<br>67%                  | 37<br>62%                            | 41<br>68%                              | 82<br>75% <i>dgk</i>       | 84<br>75% <i>dgk</i>       |
| Public Health Agency (PHA)                                        | 31<br>51%                              | 40<br>68%                                           | 38<br>73% <i>ag</i>       | 30<br>56%                 | 36<br>63%                 | 41<br>72% <i>ag</i>       | 35<br>54%                 | 39<br>61%                 | 43<br>68% <i>ag</i>       | 44<br>74% <i>adgh</i>      | 42<br>69% <i>ag</i>                  | 47<br>78% <i>adegh</i>                 | 80<br>74% <i>adg</i>       | 84<br>74% <i>adgh</i>      |
| Food Standards Agency                                             | 49<br>82%                              | 57<br>96% <i>sacd</i><br><i>ghijk</i><br><i>lmn</i> | 45<br>84%                 | 43<br>81%                 | 50<br>88%                 | 47<br>83%                 | 52<br>81%                 | 50<br>78%                 | 53<br>83%                 | 51<br>85%                  | 48<br>80%                            | 49<br>81%                              | 85<br>79%                  | 86<br>76%                  |
| Safefood                                                          | 31<br>51%                              | 26<br>44%                                           | 25<br>47%                 | 28<br>52%                 | 31<br>54%                 | 38<br>66% <i>bcghk</i>    | 32<br>51%                 | 29<br>45%                 | 41<br>64% <i>bgkh</i>     | 40<br>67% <i>abcghk</i>    | 29<br>46%                            | 45<br>74% <i>abcdegh</i><br><i>kmn</i> | 64<br>59% <i>h</i>         | 67<br>59% <i>h</i>         |
| National Institute for Health and Clinical Excellence (NICE)      | 16<br>26%                              | 22<br>38%                                           | 16<br>31%                 | 17<br>31%                 | 18<br>31%                 | 25<br>44% <i>agj</i>      | 16<br>26%                 | 21<br>32%                 | 25<br>40% <i>g</i>        | 18<br>30%                  | 22<br>37%                            | 23<br>39% <i>g</i>                     | 44<br>40% <i>g</i>         | 43<br>38% <i>g</i>         |
| Department of Agriculture and Rural Development (DARD)            | 39<br>65%                              | 51<br>86% <i>sacd</i><br><i>ghijk</i><br><i>lmn</i> | 33<br>63%                 | 26<br>48%                 | 35<br>61%                 | 43<br>75% <i>dghjkm</i>   | 33<br>52%                 | 37<br>59%                 | 41<br>65% <i>g</i>        | 38<br>63%                  | 37<br>62%                            | 40<br>66% <i>dg</i>                    | 67<br>62%                  | 72<br>63%                  |
| The British Medical Association                                   | 40<br>67%                              | 48<br>80% <i>legi</i><br><i>jm</i>                  | 38<br>71%                 | 35<br>65%                 | 33<br>58%                 | 41<br>71% <i>g</i>        | 36<br>56%                 | 42<br>66%                 | 41<br>65%                 | 36<br>60%                  | 48<br>81% <i>ddegijm</i><br><i>n</i> | 44<br>73% <i>egj</i>                   | 71<br>65%                  | 77<br>68%                  |
| Office of Communications (OFCOM)                                  | 30<br>50% <i>bc</i>                    | 18<br>31%                                           | 16<br>29%                 | 26<br>47%                 | 21<br>36%                 | 31<br>54% <i>bcag</i>     | 24<br>38%                 | 27<br>43%                 | 29<br>46%                 | 28<br>47% <i>bc</i>        | 26<br>43%                            | 40<br>66% <i>bcdeghi</i><br><i>jk</i>  | 60<br>55% <i>bcag</i>      | 65<br>57% <i>bcceghk</i>   |
| Health & Safety Executive                                         | 42<br>70%                              | 43<br>72%                                           | 37<br>70%                 | 34<br>63%                 | 37<br>64%                 | 42<br>75% <i>h</i>        | 41<br>65%                 | 38<br>60%                 | 44<br>68%                 | 43<br>72% <i>h</i>         | 43<br>72%                            | 43<br>72%                              | 78<br>72%                  | 79<br>70%                  |
| Office of Fair Trading                                            | 48<br>80% <i>ghk</i>                   | 50<br>85% <i>eah</i><br><i>jmn</i>                  | 41<br>78%                 | 37<br>69%                 | 37<br>64%                 | 46<br>81% <i>eghijk</i>   | 41<br>63%                 | 42<br>65%                 | 46<br>72%                 | 41<br>69%                  | 39<br>65%                            | 46<br>77% <i>ghk</i>                   | 73<br>67%                  | 78<br>69%                  |

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  
 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

|                                    | ADDITIONAL COUNTRY           |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                    | 64                           | 63                           | 53                           | 53                        | 60                        | 127                       | 141                       | 115                       | 119                       | 135                        | 126                        | 126                        | 120                        | 123                        |
| Weighted Base                      | 60*                          | 60*                          | 53*                          | 54*                       | 57*                       | 57                        | 64                        | 64                        | 64                        | 60                         | 60                         | 60                         | 109                        | 113                        |
| World Health Organisation (WHO)    | 38                           | 38                           | 29                           | 32                        | 30                        | 39                        | 33                        | 41                        | 39                        | 33                         | 35                         | 46                         | 75                         | 72                         |
|                                    | 62%                          | 63%                          | 55%                          | 60%                       | 52%                       | 69% <sup>egj</sup>        | 52%                       | 65% <sup>g</sup>          | 61%                       | 56%                        | 59%                        | 76% <sup>cegjkn</sup>      | 69% <sup>egj</sup>         | 63%                        |
| British Dietetic Association (BDA) | 22                           | 21                           | 18                           | 17                        | 26                        | 22                        | 19                        | 27                        | 31                        | 25                         | 32                         | 34                         | 51                         | 50                         |
|                                    | 36%                          | 35%                          | 34%                          | 31%                       | 44%                       | 38%                       | 30%                       | 42%                       | 49% <sup>dg</sup>         | 41%                        | 53% <sup>abcdfg</sup>      | 57% <sup>abcdfgh</sup>     | 47% <sup>g</sup>           | 44% <sup>g</sup>           |
| None                               | 1                            | -                            | 1                            | 4                         | 2                         | 2                         | 4                         | 2                         | 2                         | 3                          | 3                          | 2                          | 3                          | -                          |
|                                    | 2%                           | -                            | 3%                           | 8% <sup>bn</sup>          | 3%                        | 3%                        | 6% <sup>bn</sup>          | 3%                        | 4%                        | 4% <sup>n</sup>            | 5% <sup>n</sup>            | 4% <sup>n</sup>            | 3%                         | -                          |
| Don't know                         | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
|                                    | -                            | -                            | -                            | -                         | -                         | 1%                        | -                         | 1%                        | -                         | -                          | 1%                         | -                          | -                          | -                          |
| Average number of mentions         | 7.35                         | 7.65                         | 7.21                         | 7.15                      | 7.03                      | 8.32 <sup>egh</sup>       | 6.68                      | 7.07                      | 7.79 <sup>g</sup>         | 7.62 <sup>g</sup>          | 7.70 <sup>g</sup>          | 8.60 <sup>acdegh</sup>     | 7.88 <sup>g</sup>          | 7.60                       |
| 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                       |
| 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                       |

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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                                                              | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                                              | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                                              | 1506                      | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                                                                                | 1448                      | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Ensuring the food you buy is safe to eat                                                                     | 759<br>52%                | 747<br>49%                | 741<br>50%                | 737<br>50%                | 734<br>52%                | 792<br>53%                | 858<br>57%abcdef          | 849<br>59%abcdef          | 845<br>59%abcdef          | 880<br>60%abcdef           | 836<br>62%abcdefg          | 907<br>64%abcdefg<br>hj    | 847<br>60%abcdef           | 875<br>62%abcdefg          |
| Date labels, such as "best before" and "use by" labels                                                       | 258<br>18%cd              | 268<br>18%cd              | 214<br>14%                | 212<br>14%                | 322<br>23%abcdfk          | 289<br>19%cd              | 307<br>21%cd              | 289<br>20%cd              | 365<br>26%abcdfgh<br>k    | 353<br>24%abcdfgh<br>k     | 259<br>19%cd               | 269<br>26%abcdfgh<br>k     | 328<br>23%abcdfhk          | 346<br>25%abcdfghk         |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 218<br>15%bcd<br>fgh      | 184<br>12%cd              | 166<br>11%                | 142<br>10%                | 202<br>14%cdfgh           | 161<br>11%                | 174<br>12%                | 168<br>12%                | 228<br>16%bcdfghj<br>km   | 190<br>13%cd               | 175<br>13%cd               | 214<br>15%bcdfgh           | 176<br>13%cd               | 193<br>14%cd               |
| Nutrition labelling information, such as traffic light labelling                                             | 212<br>15%cd              | 187<br>12%                | 156<br>11%                | 162<br>11%                | 286<br>20%abcd            | 245<br>16%bcd             | 284<br>19%abcd            | 267<br>18%abcd            | 303<br>21%abcd            | 321<br>22%abcdfhk          | 248<br>18%abcd             | 376<br>26%abcd             | 265<br>19%abcd             | 316<br>22%abcdfghkm        |
| Promoting food safety in the home                                                                            | 168<br>12%cd              | 168<br>11%cd              | 123<br>8%                 | 134<br>9%                 | 158<br>11%cd              | 172<br>11%cd              | 156<br>10%                | 154<br>11%cd              | 231<br>16%abcd            | 186<br>13%cd               | 156<br>12%cd               | 179<br>13%cd               | 182<br>13%cdg              | 182<br>13%cdg              |
| Country of origin labels, which identify where food comes from                                               | 163<br>11%cd              | 157<br>10%                | 141<br>10%                | 130<br>9%                 | 190<br>13%bcd             | 253<br>17%abcde           | 226<br>15%abcd            | 207<br>14%abcd            | 278<br>20%abcd            | 274<br>19%abcd             | 203<br>15%abcd             | 310<br>22%abcd             | 231<br>16%abcde            | 254<br>18%abcd             |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 149<br>10%cd              | 126<br>8%cd               | 86<br>6%                  | 99<br>7%                  | 112<br>8%cd               | 116<br>8%                 | 123<br>8%cd               | 124<br>9%cd               | 181<br>13%abcd            | 159<br>11%bcd              | 150<br>11%bcd              | 198<br>14%abcd             | 156<br>11%bcd              | 179<br>13%abcd             |
| Quality / standard of the food                                                                               | 90<br>6%ceij<br>klmn      | 73<br>5%kin               | 56<br>4%k                 | 90<br>6%ceiklmn           | 54<br>4%kn                | 83<br>6%ceiklmn           | 82<br>6%ceiklmn           | 69<br>5%kln               | 56<br>4%kn                | 66<br>4%kin                | 30<br>2%                   | 42<br>3%                   | 51<br>4%k                  | 35<br>2%                   |
| Hygiene                                                                                                      | 45<br>3%                  | 62<br>4%hk                | 62<br>4%hkl               | 59<br>4%hk                | 46<br>3%h                 | 52<br>3%h                 | 50<br>3%h                 | 29<br>2%                  | 52<br>4%hk                | 57<br>4%hk                 | 31<br>2%                   | 40<br>3%                   | 45<br>3%                   | 51<br>4%hk                 |
| Manufacturing/ production/packaging of food                                                                  | 34<br>2%ghj<br>m          | 35<br>2%ghj<br>m          | 28<br>2%l                 | 29<br>2%l                 | 32<br>2%gilm              | 26<br>2%l                 | 19<br>1%                  | 19<br>1%                  | 23<br>2%                  | 18<br>1%                   | 22<br>2%                   | 12<br>1%                   | 16<br>1%                   | 26<br>2%l                  |



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|                                                                | WAVE                      |                           |                            |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------------------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c)  | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                | 1506                      | 1556                      | 1500                       | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                                  | 1448                      | 1509                      | 1480                       | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Ensuring/inspecting hygiene/cleanliness in food establishments | 29<br>2%                  | 36<br>2%                  | 55<br>4%<br>abefgijk<br>ln | 44<br>3%<br>fl            | 33<br>2%                  | 27<br>2%                  | 31<br>2%                  | 38<br>3%                  | 28<br>2%                  | 30<br>2%                   | 30<br>2%                   | 23<br>2%                   | 38<br>3%                   | 26<br>2%                   |
| Animal welfare                                                 | 29<br>2%                  | 31<br>2%                  | 33<br>2%                   | 34<br>2%<br>k             | 35<br>2%<br>akn           | 25<br>2%                  | 25<br>2%                  | 26<br>2%                  | 20<br>1%                  | 34<br>2%<br>k              | 17<br>1%                   | 28<br>2%                   | 23<br>2%                   | 19<br>1%                   |
| The way food is stored/transported (correct temperatures etc.) | 16<br>1%<br>k             | 8<br>1%                   | 18<br>1%<br>bfn            | 17<br>1%<br>kn            | 20<br>1%<br>bklmn         | 8<br>1%                   | 15<br>1%<br>k             | 13<br>1%<br>k             | 12<br>1%                  | 11<br>1%                   | 4<br>-                     | 9<br>1%                    | 8<br>1%                    | 6<br>-                     |
| Maintaining Standards / Regulations                            | 11<br>1%                  | 26<br>2%<br>agh           | 25<br>2%<br>agh            | 33<br>2%<br>aghljm        | 19<br>1%<br>h             | 27<br>2%<br>aghm          | 11<br>1%                  | 8<br>1%                   | 24<br>2%<br>agh           | 16<br>1%                   | 19<br>1%<br>h              | 15<br>1%                   | 13<br>1%                   | 19<br>1%<br>h              |
| Everything / All food issues                                   | 10<br>1%<br>n             | 16<br>1%<br>kn            | 10<br>1%<br>n              | 13<br>1%<br>n             | 14<br>1%<br>kn            | 15<br>1%<br>kn            | 14<br>1%<br>n             | 14<br>1%<br>kn            | 10<br>1%<br>n             | 12<br>1%<br>n              | 5<br>-                     | 16<br>1%<br>kn             | 10<br>1%<br>n              | 2<br>-                     |
| What goes into our food (additives/chemicals etc.)             | 9<br>1%                   | 22<br>1%<br>ai            | 32<br>2%<br>aekn           | 28<br>2%<br>aik           | 16<br>1%                  | 31<br>2%<br>aekn          | 24<br>2%<br>ai            | 19<br>1%                  | 10<br>1%                  | 21<br>1%<br>a              | 12<br>1%                   | 22<br>2%<br>ai             | 17<br>1%                   | 15<br>1%                   |
| How food is grown / Farmed                                     | 9<br>1%<br>gim            | 6<br>-                    | 8<br>1%                    | 4<br>-                    | 6<br>-                    | 4<br>-                    | 2<br>-                    | 8<br>1%<br>gim            | 9<br>1%<br>gimn           | 2<br>-                     | 4<br>-                     | 5<br>-                     | 1<br>-                     | 2<br>-                     |
| Complaints Procedures                                          | 9<br>1%<br>ghj<br>klmn    | 4<br>-                    | 3<br>-                     | 4<br>1%<br>j              | 3<br>-                    | 2<br>-                    | 2<br>-                    | 2<br>-                    | 3<br>-                    | 1<br>-                     | 1<br>-                     | -                          | 2<br>-                     | 1<br>-                     |
| Fat/salt content in food                                       | 8<br>1%                   | 5<br>-                    | 5<br>-                     | 6<br>-                    | 7<br>1%                   | 5<br>-                    | 5<br>-                    | 4<br>-                    | 3<br>-                    | 3<br>-                     | 3<br>-                     | 4<br>-                     | 4<br>-                     | 5<br>-                     |
| Food imports / Exports                                         | 7<br>1%<br>k              | 7<br>-                    | 4<br>-                     | 4<br>-                    | 3<br>-                    | 7<br>1%<br>k              | 6<br>-                    | 5<br>-                    | 5<br>-                    | 3<br>-                     | 1<br>-                     | 2<br>-                     | 1<br>-                     | 1<br>-                     |
| Health                                                         | 4<br>-                    | 4<br>-                    | 4<br>-                     | 6<br>-                    | 3<br>-                    | 5<br>-                    | 3<br>-                    | 1<br>-                    | 2<br>-                    | 1<br>-                     | 1<br>-                     | 3<br>-                     | 3<br>-                     | 4<br>-                     |
| Weight & Measures                                              | 4<br>-                    | 7<br>1%<br>cijl           | -                          | 5<br>1%<br>c              | 5<br>1%<br>c              | 4<br>-                    | 5<br>1%<br>c              | 5<br>1%<br>c              | 1<br>-                    | 1<br>-                     | 3<br>-                     | 1<br>-                     | 4<br>1%<br>c               | 2<br>-                     |
| Health & Hygiene Certificates                                  | 3<br>-                    | 2<br>-                    | 2<br>-                     | 4<br>-                    | 2<br>-                    | 4<br>-                    | 4<br>-                    | 4<br>1%<br>fl             | 2<br>-                    | 2<br>-                     | 2<br>-                     | -                          | 1<br>-                     | 3<br>-                     |





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|                                                     | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                     | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                     | 1506                      | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                       | 1448                      | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Price                                               | 3                         | 7                         | 11                        | 7                         | 11                        | 3                         | 7                         | 4                         | 7                         | 6                          | 4                          | 7                          | 5                          | 5                          |
| Advertising                                         | 3                         | 2                         | -                         | 7                         | 1                         | 3                         | 3                         | 2                         | 1                         | 1                          | 2                          | -                          | 3                          | -                          |
| 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                         |
| Health and Safety standards                         | -                         | 6                         | 7                         | 1                         | 6                         | 3                         | 4                         | 2                         | 4                         | 2                          | 3                          | 2                          | -                          | 2                          |
| Infections/diseases in/contaminated foods           | -                         | 2                         | 10                        | 4                         | 6                         | 7                         | 4                         | 2                         | 3                         | 3                          | 5                          | 3                          | 2                          | 2                          |
| Control where food comes from/food origin           | -                         | 4                         | 6                         | 10                        | 6                         | 17                        | 13                        | 4                         | 5                         | 13                         | 3                          | 1                          | 7                          | 3                          |
| Food labelling                                      | -                         | 2                         | 11                        | 4                         | 5                         | 13                        | 5                         | 9                         | 5                         | 6                          | 3                          | 8                          | 10                         | 2                          |
| Freshness of food                                   | -                         | 3                         | 5                         | 5                         | 1                         | 6                         | 1                         | 1                         | 3                         | 2                          | 3                          | 1                          | 3                          | 3                          |
| To ensure food products are/contain what they claim | -                         | 6                         | 2                         | 5                         | 27                        | 5                         | 10                        | 12                        | 14                        | 12                         | 15                         | 9                          | 12                         | 12                         |
| Food preparation                                    | -                         | 5                         | 14                        | 9                         | 5                         | 7                         | 11                        | 12                        | 16                        | 4                          | 13                         | 2                          | 3                          | 3                          |
| Sugar content of food                               | -                         | 6                         | 1                         | 3                         | 3                         | 4                         | 2                         | 4                         | 3                         | 1                          | 2                          | 3                          | 3                          | 3                          |
| Cleanliness (no further detail)                     | -                         | 4                         | 11                        | 3                         | 7                         | 6                         | 6                         | 9                         | 5                         | 7                          | 8                          | 8                          | 6                          | 6                          |



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|                                                                      | WAVE                      |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
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| Unweighted Base                                                      | 1506                      | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                                        | 1448                      | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Training/educating people (in hygiene)                               | -                         | -                         | -                         | 9<br>1%abcgjhik<br>mn     | 6<br>*abcgim              | 2<br>*                    | -                         | 1<br>*                    | -                         | 1<br>*                     | 1<br>*                     | 3<br>*                     | -                          | 1<br>*                     |
| Public health/consumer advice/information (when food scares/recalls) | -                         | -                         | -                         | 6<br>*abcgijlm            | 4<br>*abcgilm             | 2<br>*                    | -                         | 2<br>*                    | -                         | *<br>*                     | 1<br>*                     | -                          | -                          | 3<br>*                     |
| Food handling                                                        | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | 2<br>*                     | 1<br>*                     | -                          | -                          | 1<br>*                     |
| (Food) Safety (no further detail)                                    | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | 10<br>1%abcdefk           | 5<br>*abcde               | 6<br>*abcde               | 3<br>*                     | 1<br>*                     | 7<br>*abcdef               | 8<br>1%abcdefk             | 3<br>*                     |
| GM foods                                                             | -                         | -                         | -                         | -                         | -                         | 2<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>*                    | 3<br>*                     | 2<br>*                     | 2<br>*                     | 1<br>*                     | -                          |
| Horse meat \ fraud \ ensuring meat is what it claims to be           | -                         | -                         | -                         | -                         | -                         | 14<br>1%abcdehik<br>lmn   | 6<br>*abcdem              | 4<br>*bcd                 | 4<br>*abcdem              | 5<br>*abcdem               | 2<br>*                     | 1<br>*                     | -                          | 3<br>*                     |
| Processing of food                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 4<br>*                    | 3<br>*                     | -                          | 2<br>*                     | 3<br>*                     | 2<br>*                     |
| Ratings                                                              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | -                          | 3<br>*                     | -                          | 5<br>*abcdefgh<br>j        | 4<br>*bdfgj                |
| Other                                                                | 21<br>1%                  | 37<br>2%aklm<br>n         | 32<br>2%akmn              | 29<br>2%imn               | 25<br>2%n                 | 25<br>2%n                 | 22<br>2%                  | 28<br>2%imn               | 13<br>1%                  | 24<br>2%n                  | 15<br>1%                   | 18<br>1%                   | 14<br>1%                   | 11<br>1%                   |
| Don't know                                                           | 328<br>23%ghi<br>jmn      | 363<br>24%fgh<br>iklmn    | 332<br>22%ghijlmn         | 333<br>22%ghijlmn         | 309<br>22%ghijlmn         | 312<br>21%ijlmn           | 282<br>19%ilm             | 262<br>18%i               | 209<br>15%                | 251<br>17%                 | 265<br>20%ilm              | 220<br>15%                 | 215<br>15%                 | 246<br>17%i                |
| <b>Average number of mentions</b>                                    | <b>2.03cd</b>             | <b>1.97cd</b>             | <b>1.81</b>               | <b>1.83</b>               | <b>2.19abcdh</b>          | <b>2.08cd</b>             | <b>2.09bcd</b>            | <b>2.05cd</b>             | <b>2.30abcdfg</b>         | <b>2.26abcdfg</b>          | <b>2.10bcd</b>             | <b>2.39abcdef</b>          | <b>2.11bcd</b>             | <b>2.27abcdfghkm</b>       |
| <b>Standard deviation</b>                                            | <b>1.51</b>               | <b>1.45</b>               | <b>1.27</b>               | <b>1.28</b>               | <b>1.51</b>               | <b>1.50</b>               | <b>1.52</b>               | <b>1.47</b>               | <b>1.71</b>               | <b>1.66</b>                | <b>1.54</b>                | <b>1.71</b>                | <b>1.51</b>                | <b>1.68</b>                |
| <b>Standard error</b>                                                | <b>0.04</b>               | <b>0.04</b>               | <b>0.04</b>               | <b>0.04</b>               | <b>0.04</b>               | <b>0.04</b>               | <b>0.04</b>               | <b>0.04</b>               | <b>0.05</b>               | <b>0.04</b>                | <b>0.05</b>                | <b>0.05</b>                | <b>0.04</b>                | <b>0.05</b>                |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e)    | Wave 6<br>(May<br>13)<br>(f)    | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)                 | Wave 10<br>(May<br>15)<br>(j)      | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l)              | Wave 13<br>(Nov<br>16)<br>(m)   | Wave 14<br>(May<br>17)<br>(n)                  | Wave 1<br>(Nov<br>10)<br>(o)      | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 700                          | 715                          | 726                          | 751                          | 668                             | 791                             | 792                          | 690                          | 753                                          | 821                                | 682                           | 757                                        | 708                             | 772                                            | 806                               | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                                                                                | 705                          | 734                          | 718                          | 712                          | 682                             | 720                             | 718                          | 694                          | 695                                          | 707                                | 651                           | 689                                        | 691                             | 700                                            | 743                               | 776                          | 762                          | 777                          | 731                          | 787                          |
| Ensuring the food you buy is safe to eat                                                                     | 379<br>54%                   | 366<br>50%                   | 348<br>48%                   | 359<br>50%                   | 362<br>53%                      | 383<br>53%                      | 413<br>58%abcd               | 402<br>58%bcd                | 424<br>61%abcd<br>ef                         | 428<br>60%abcd<br>ef               | 409<br>63%abcd<br>efg         | 454<br>66%abcd<br>efghj                    | 421<br>61%abcd<br>ef            | 450<br>64%abc<br>defgho<br>pqrstu<br>wx        | 380<br>51%                        | 381<br>49%                   | 393<br>52%                   | 378<br>49%                   | 372<br>51%                   | 410<br>52%                   |
| Date labels, such as "best before" and "use by" labels                                                       | 117<br>17% <sup>d</sup>      | 115<br>16%                   | 99<br>14%                    | 87<br>12%                    | 153<br>22% <sup>abcd</sup><br>g | 142<br>20% <sup>cd</sup>        | 127<br>18% <sup>cd</sup>     | 136<br>20% <sup>cd</sup>     | 182<br>26% <sup>abcd</sup><br>fghk           | 175<br>25% <sup>abcd</sup><br>fghk | 119<br>18% <sup>cd</sup>      | 180<br>26% <sup>abcd</sup><br>fghk         | 156<br>23% <sup>abcd</sup><br>g | 157<br>22% <sup>abcd</sup><br>dgr              | 142<br>19% <sup>q</sup>           | 153<br>20% <sup>q</sup>      | 115<br>15%                   | 125<br>16%                   | 169<br>23% <sup>qrst</sup>   | 147<br>19%                   |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 105<br>15% <sup>bdf</sup>    | 82<br>11%                    | 92<br>13%                    | 71<br>10%                    | 96<br>14% <sup>d</sup>          | 77<br>11%                       | 86<br>12%                    | 83<br>12%                    | 120<br>17% <sup>abcdf</sup><br>ghkm          | 97<br>14% <sup>d</sup>             | 79<br>12%                     | 110<br>16% <sup>bdfg</sup><br>hk           | 85<br>12%                       | 101<br>14% <sup>dfiq</sup><br>rt               | 113<br>15% <sup>qrt</sup><br>uv   | 102<br>13% <sup>qr</sup>     | 74<br>10%                    | 71<br>9%                     | 106<br>14% <sup>qrst</sup>   | 84<br>11%                    |
| Nutrition labelling information, such as traffic light labelling                                             | 96<br>14% <sup>c</sup>       | 85<br>12%                    | 72<br>10%                    | 79<br>11%                    | 135<br>20% <sup>abcd</sup><br>f | 109<br>15% <sup>cd</sup>        | 128<br>18% <sup>abcd</sup>   | 127<br>18% <sup>abcd</sup>   | 150<br>22% <sup>abcd</sup><br>f              | 157<br>22% <sup>abcd</sup><br>fg   | 125<br>19% <sup>abcd</sup>    | 186<br>27% <sup>abcd</sup><br>efghijk<br>m | 130<br>19% <sup>abcd</sup><br>m | 162<br>23% <sup>abcd</sup><br>dfghop<br>qrstvA | 116<br>16% <sup>qr</sup>          | 102<br>13%                   | 84<br>11%                    | 83<br>11%                    | 151<br>21% <sup>opqr</sup>   | 136<br>17% <sup>pqr</sup>    |
| Promoting food safety in the home                                                                            | 81<br>12% <sup>c</sup>       | 84<br>12% <sup>c</sup>       | 49<br>7%                     | 62<br>9%                     | 77<br>11% <sup>c</sup>          | 78<br>11% <sup>c</sup>          | 64<br>9%                     | 88<br>13% <sup>cdg</sup>     | 124<br>18% <sup>abcd</sup><br>efghijkl<br>mn | 94<br>13% <sup>cdg</sup>           | 82<br>13% <sup>cdg</sup>      | 91<br>13% <sup>cdg</sup>                   | 82<br>12% <sup>c</sup>          | 95<br>14% <sup>cdg</sup><br>qrv                | 87<br>12%                         | 84<br>11%                    | 74<br>10%                    | 73<br>9%                     | 80<br>11%                    | 94<br>12% <sup>w</sup>       |
| Country of origin labels, which identify where food comes from                                               | 74<br>11% <sup>d</sup>       | 70<br>9%                     | 60<br>8%                     | 49<br>7%                     | 82<br>12% <sup>cd</sup>         | 119<br>17% <sup>abcd</sup><br>e | 101<br>14% <sup>abcd</sup>   | 101<br>14% <sup>abcd</sup>   | 139<br>20% <sup>abcd</sup><br>eghk           | 143<br>20% <sup>abcd</sup><br>eghk | 101<br>15% <sup>abcd</sup>    | 155<br>22% <sup>abcd</sup><br>efghkmm      | 124<br>18% <sup>abcd</sup><br>e | 122<br>17% <sup>abcd</sup><br>deopqr           | 89<br>12%                         | 87<br>11%                    | 81<br>11%                    | 81<br>10%                    | 108<br>15% <sup>pqr</sup>    | 134<br>17% <sup>opqr</sup>   |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 68<br>10% <sup>c</sup>       | 59<br>8% <sup>c</sup>        | 37<br>5%                     | 47<br>7%                     | 47<br>7%                        | 53<br>7%                        | 53<br>7%                     | 63<br>9% <sup>c</sup>        | 94<br>13% <sup>abcd</sup><br>efgh            | 78<br>11% <sup>cdef</sup><br>g     | 66<br>10% <sup>cde</sup>      | 100<br>15% <sup>abcd</sup><br>efghk        | 76<br>11% <sup>cdef</sup><br>g  | 88<br>13% <sup>abcd</sup><br>efghpq<br>rstuv   | 81<br>11% <sup>qrt</sup>          | 66<br>9%                     | 49<br>6%                     | 52<br>7%                     | 65<br>9%                     | 63<br>8%                     |
| Quality / standard of the food                                                                               | 40<br>6% <sup>kn</sup>       | 42<br>6% <sup>kn</sup>       | 28<br>4%                     | 49<br>7% <sup>cekin</sup>    | 24<br>4%                        | 48<br>7% <sup>cekin</sup>       | 41<br>6% <sup>kn</sup>       | 39<br>6% <sup>kn</sup>       | 32<br>5% <sup>kn</sup>                       | 39<br>6% <sup>kn</sup>             | 15<br>2%                      | 23<br>3%                                   | 32<br>5% <sup>kn</sup>          | 17<br>2%                                       | 50<br>7% <sup>npqs</sup><br>wxyzA | 31<br>4% <sup>y</sup>        | 28<br>4%                     | 41<br>5% <sup>nyzA</sup>     | 30<br>4% <sup>y</sup>        | 35<br>4% <sup>nyz</sup>      |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z)   | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 810                          | 832                          | 770                          | 849                           | 763                           | 807                             | 770                           | 756                           |
| Weighted Base                                                                                                | 776                          | 752                          | 728                          | 769                           | 703                           | 732                             | 714                           | 708                           |
| Ensuring the food you buy is safe to eat                                                                     | 445<br>57%opqr<br>st         | 447<br>59%opqr<br>st         | 422<br>58%opqr<br>st         | 452<br>59%opqr<br>st          | 426<br>61%opqr<br>st          | 453<br>62%opqr<br>st            | 426<br>60%opqr<br>st          | 425<br>60%                    |
| Date labels, such as "best before" and "use by" labels                                                       | 180<br>23%qrt                | 153<br>20%qr                 | 183<br>25%opqr<br>ty         | 178<br>23%qrt                 | 140<br>20%q                   | 188<br>26%opqr<br>ty            | 172<br>24%opqr<br>t           | 189<br>27%                    |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 87<br>11%                    | 85<br>11%                    | 108<br>15%qrtu<br>v          | 93<br>12%                     | 97<br>14%qr                   | 104<br>14%qrt                   | 92<br>13%r                    | 92<br>13%                     |
| Nutrition labelling information, such as traffic light labelling                                             | 156<br>20%opqr               | 140<br>19%pqr                | 154<br>21%opqr               | 164<br>21%opqr<br>t           | 123<br>18%pqr                 | 190<br>26%opqr<br>stuvwxyz<br>A | 135<br>19%pqr                 | 154<br>22%                    |
| Promoting food safety in the home                                                                            | 92<br>12%v                   | 65<br>9%                     | 107<br>15%pqrs<br>vy         | 91<br>12%w                    | 74<br>11%                     | 88<br>12%v                      | 100<br>14%qrv                 | 87<br>12%                     |
| Country of origin labels, which identify where food comes from                                               | 125<br>16%opqr               | 106<br>14%qr                 | 138<br>19%opqr<br>svyA       | 131<br>17%opqr                | 102<br>15%qr                  | 155<br>21%opqr<br>stuvwxyzA     | 107<br>15%pqr                 | 132<br>19%                    |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 70<br>9%                     | 61<br>8%                     | 87<br>12%pqrt<br>v           | 81<br>10%qr                   | 84<br>12%pqrt<br>v            | 98<br>13%pqrs<br>tuv            | 80<br>11%qrv                  | 91<br>13%                     |
| Quality / standard of the food                                                                               | 41<br>5%nyzA                 | 30<br>4%y                    | 24<br>3%                     | 26<br>3%                      | 15<br>2%                      | 19<br>3%                        | 19<br>3%                      | 18<br>3%                      |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                       | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                                         | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Hygiene                                                               | 19<br>3%                     | 36<br>5%ahkl                 | 28<br>4%hk                   | 27<br>4%hk                   | 21<br>3%                     | 22<br>3%                     | 26<br>4%hk                   | 11<br>2%                     | 25<br>4%hk                   | 32<br>5%hkl                   | 10<br>2%                      | 18<br>3%                      | 26<br>4%hk                    | 24<br>3%hk                    | 26<br>3%                     | 26<br>3%                     | 34<br>4%v                    | 32<br>4%                     | 24<br>3%                     | 30<br>4%                     |
| Manufacturing/<br>production/packaging of<br>food                     | 13<br>2%                     | 20<br>3%glm                  | 17<br>2%l                    | 10<br>1%                     | 16<br>2%l                    | 11<br>1%                     | 9<br>1%                      | 12<br>2%                     | 11<br>2%                     | 10<br>1%                      | 6<br>1%                       | 8<br>1%                       | 12<br>2%                      | 21<br>3%quvx<br>zA            | 15<br>2%                     | 10<br>1%                     | 19<br>2%xz                   | 15<br>2%z                    | 15<br>2%                     | 15<br>2%                     |
| Animal welfare                                                        | 11<br>2%                     | 15<br>2%                     | 13<br>2%                     | 17<br>2%l                    | 21<br>3%in                   | 13<br>2%                     | 16<br>2%                     | 10<br>2%                     | 6<br>1%                      | 16<br>2%l                     | 10<br>1%                      | 11<br>2%                      | 14<br>2%                      | 10<br>1%                      | 17<br>2%                     | 16<br>2%                     | 20<br>3%uy                   | 18<br>2%                     | 14<br>2%                     | 12<br>2%                     |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments  | 11<br>2%                     | 14<br>2%                     | 28<br>4%abfghi<br>jklh       | 18<br>3%                     | 17<br>2%                     | 14<br>2%                     | 12<br>2%                     | 24<br>3%agkl                 | 13<br>2%                     | 14<br>2%                      | 10<br>2%                      | 12<br>2%                      | 17<br>3%                      | 12<br>2%                      | 18<br>2%                     | 22<br>3%                     | 27<br>4%nhvz                 | 26<br>3%tz                   | 16<br>2%                     | 13<br>2%                     |
| Maintaining Standards /<br>Regulations                                | 6<br>1%                      | 13<br>2%                     | 15<br>2%hm                   | 13<br>2%                     | 14<br>2%h                    | 16<br>2%hm                   | 7<br>1%                      | 5<br>1%                      | 15<br>2%hm                   | 8<br>1%                       | 8<br>1%                       | 9<br>1%                       | 5<br>1%                       | 11<br>2%uv                    | 4<br>1%                      | 13<br>2%ouv                  | 10<br>1%                     | 20<br>3%osuw<br>xA           | 5<br>1%                      | 11<br>1%                     |
| Fat/salt content in food                                              | 5<br>1%                      | 3<br>*                       | 3<br>*                       | 4<br>1%                      | 6<br>1%                      | 3<br>*                       | 4<br>*                       | 4<br>1%                      | 1<br>*                       | 1<br>*                        | 2<br>*                        | 1<br>*                        | 1<br>*                        | 2<br>*                        | 3<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 1<br>*                       |
| Food imports / Exports                                                | 5<br>1%kn                    | 6<br>1%kn                    | 2<br>*                       | 2<br>*                       | 1<br>*                       | 4<br>1%kn                    | 2<br>*                       | 3<br>*                       | 4<br>1%                      | 1<br>*                        | -<br>*                        | 1<br>*                        | 1<br>*                        | -<br>*                        | 2<br>*                       | 1<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 3<br>*                       |
| Everything / All food<br>issues                                       | 5<br>1%                      | 9<br>1%jn                    | 6<br>1%                      | 4<br>1%                      | 9<br>1%jn                    | 13<br>2%ijn                  | 7<br>1%                      | 6<br>1%                      | 7<br>1%                      | 2<br>*                        | 4<br>1%                       | 7<br>1%j                      | 6<br>1%                       | 2<br>*                        | 5<br>1%                      | 7<br>1%y                     | 5<br>1%                      | 9<br>1%ny                    | 6<br>1%                      | 3<br>*                       |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 4<br>1%                      | 4<br>*                       | 11<br>2%kn                   | 7<br>1%k                     | 7<br>1%k                     | 4<br>1%                      | 11<br>2%kn                   | 4<br>1%                      | 6<br>1%k                     | 9<br>1%k                      | -<br>*                        | 4<br>1%                       | 3<br>*                        | 3<br>*                        | 12<br>2%nphtx                | 4<br>1%                      | 7<br>1%                      | 10<br>1%x                    | 13<br>2%nphtx<br>y           | 4<br>1%                      |
| How food is grown /<br>Farmed                                         | 4<br>1%kn                    | 4<br>1%                      | 4<br>1%                      | 2<br>*                       | 3<br>*                       | 2<br>*                       | 1<br>*                       | 3<br>*                       | 5<br>1%kn                    | 1<br>*                        | -<br>*                        | 4<br>1%                       | 1<br>*                        | -<br>*                        | 5<br>1%nA                    | 2<br>*                       | 4<br>1%                      | 2<br>*                       | 3<br>*                       | 2<br>*                       |
| Effect on the<br>Environment                                          | 3<br>*                       | -<br>*                       | -<br>*                       | 1<br>*                       | -<br>*                       | 1<br>*                       | -<br>*                       | -<br>*                       | -<br>*                       | -<br>*                        | -<br>*                        | -<br>*                        | -<br>*                        | -<br>*                        | -<br>*                       | 3<br>*                       | -<br>*                       | -<br>*                       | -<br>*                       | -<br>*                       |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                       | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                                         | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Hygiene                                                               | 23<br>3%                     | 18<br>2%                     | 27<br>4%                     | 25<br>3%                      | 21<br>3%                      | 22<br>3%                      | 20<br>3%                      | 28<br>4%                      |
| Manufacturing/<br>production/packaging of<br>food                     | 10<br>1%                     | 10<br>1%                     | 11<br>1%                     | 7<br>1%                       | 13<br>2%                      | 6<br>1%                       | 9<br>1%                       | 14<br>2%                      |
| Animal welfare                                                        | 9<br>1%                      | 16<br>2%                     | 14<br>2%                     | 18<br>2%                      | 8<br>1%                       | 17<br>2%                      | 9<br>1%                       | 9<br>1%                       |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments  | 19<br>3%                     | 14<br>2%                     | 15<br>2%                     | 16<br>2%                      | 20<br>3%                      | 12<br>2%                      | 20<br>3%                      | 13<br>2%                      |
| Maintaining Standards /<br>Regulations                                | 4<br>*                       | 3<br>*                       | 8<br>1%                      | 8<br>1%                       | 11<br>2%uv                    | 6<br>1%                       | 7<br>1%                       | 8<br>1%                       |
| Fat/salt content in food                                              | 1<br>*                       | -                            | 2<br>*                       | 2<br>*                        | 2<br>*                        | 3<br>*                        | 1<br>*                        | 3<br>*                        |
| Food imports / Exports                                                | 4<br>1%                      | 2<br>*                       | 1<br>*                       | 3<br>*                        | 1<br>*                        | 1<br>*                        | -                             | 1<br>*                        |
| Everything / All food<br>issues                                       | 7<br>1%y                     | 8<br>1%ny                    | 3<br>*                       | 10<br>1%nty                   | 1<br>*                        | 9<br>1%ny                     | 4<br>1%                       | -                             |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 5<br>1%                      | 8<br>1%x                     | 6<br>1%                      | 2<br>*                        | 4<br>1%                       | 5<br>1%                       | 5<br>1%                       | 3<br>*                        |
| How food is grown /<br>Farmed                                         | 1<br>*                       | 5<br>1%nA                    | 4<br>1%nA                    | 1<br>*                        | 3<br>*                        | 1<br>*                        | -                             | 2<br>*                        |
| Effect on the<br>Environment                                          | 1<br>*                       | 1<br>*                       | 2<br>*                       | -                             | -                             | -                             | -                             | -                             |

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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                    | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|----------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                    | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                      | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Complaints Procedures                              | 2                            | 2                            | 1                            | 1                            | -                            | 2                            | 1                            | -                            | -                            | 1                             | -                             | -                             | 1                             | -                             | 6                            | 2                            | 2                            | 3                            | 3                            | -                            |
| Health & Hygiene Certificates                      | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | 1%ntxz                       | -                            | -                            | -                            | -                            | -                            |
| Price                                              | 1                            | 5                            | 5                            | 3                            | 6                            | 3                            | 5                            | -                            | 5                            | 2                             | 2                             | 3                             | 3                             | 1                             | 2                            | 2                            | 5                            | 5                            | 5                            | -                            |
| Advertising                                        | 1                            | 1                            | -                            | 5                            | -                            | 1                            | 2                            | -                            | -                            | 1                             | 2                             | -                             | 3                             | -                             | 2                            | 1                            | -                            | 2                            | 1                            | 2                            |
| Health                                             | 1                            | 3                            | 3                            | 2                            | 3                            | 3                            | -                            | 1                            | 1                            | -                             | -                             | 2                             | 3                             | 3                             | 3                            | 1                            | 1                            | 4                            | -                            | 2                            |
| What goes into our food (additives/chemicals etc.) | 1                            | 11                           | 13                           | 12                           | 4                            | 16                           | 14                           | 10                           | 6                            | 10                            | 4                             | 8                             | 4                             | 7                             | 8                            | 11                           | 19                           | 15                           | 12                           | 15                           |
| Weight & Measures                                  | -                            | 1                            | -                            | 1                            | 3                            | 3                            | 2                            | 2                            | -                            | 1                             | -                             | 1                             | 1                             | 1                             | 4                            | 6                            | -                            | 3                            | 2                            | -                            |
| Sales of food in shops/restaurants                 | -                            | 6                            | 8                            | 8                            | 4                            | 7                            | 4                            | 2                            | 3                            | 7                             | 2                             | 8                             | 3                             | 5                             | -                            | 6                            | 8                            | 9                            | 3                            | 3                            |
| Health and Safety standards                        | -                            | 2                            | 4                            | 1                            | 4                            | 3                            | 4                            | 2                            | 1                            | 2                             | 1                             | -                             | -                             | 2                             | -                            | 5                            | 3                            | -                            | 2                            | -                            |
| Infections/diseases in/contaminated foods          | -                            | 1                            | 5                            | 1                            | 5                            | 2                            | 1                            | 2                            | 2                            | -                             | 2                             | 2                             | 1                             | -                             | -                            | 1                            | 5                            | 3                            | 1                            | 5                            |
| Control where food comes from/food origin          | -                            | -                            | 3                            | 4                            | 2                            | 10                           | 7                            | 3                            | 4                            | 7                             | 2                             | -                             | 3                             | 2                             | -                            | 4                            | 2                            | 5                            | 3                            | 7                            |



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Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                          | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                          | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                          | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                            | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Complaints Procedures                                    | 1                            | 2                            | 3                            | *                             | 1                             | -                             | 1                             | 1                             |
| Health & Hygiene<br>Certificates                         | 3                            | 1                            | -                            | 2                             | -                             | -                             | 1                             | -                             |
| Price                                                    | 1                            | 4                            | 3                            | 4                             | 2                             | 4                             | 2                             | 4                             |
| Advertising                                              | 1                            | 2                            | 1                            | -                             | -                             | -                             | -                             | -                             |
| Health                                                   | -                            | 1                            | 1                            | -                             | -                             | 3                             | 1                             | 1                             |
| What goes into our food<br>(additives/chemicals<br>etc.) | 10                           | 9                            | 4                            | 11                            | 8                             | 14                            | 13                            | 8                             |
| Weight & Measures                                        | 4                            | 2                            | 1                            | -                             | 3                             | -                             | 3                             | 1                             |
| Sales of food in<br>shops/restaurants                    | 4                            | 3                            | 9                            | 2                             | 4                             | 5                             | 6                             | 5                             |
| Health and Safety<br>standards                           | -                            | -                            | 3                            | -                             | 2                             | 1                             | -                             | -                             |
| Infections/diseases<br>in/contaminated foods             | 4                            | -                            | 1                            | 3                             | 3                             | 1                             | 2                             | 1                             |
| Control where food comes<br>from/food origin             | 6                            | 1                            | 1                            | 7                             | 2                             | 1                             | 4                             | 1                             |
|                                                          | 1%o                          | *                            | *                            | 1%ovz                         | *                             | -                             | 1%                            | *                             |



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|                                                                      | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                                        | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Food labelling                                                       | -                            | 2                            | 3                            | 3                            | 1                            | 6                            | 1                            | 5                            | 4                            | 3                             | 1                             | 2                             | 5                             | -                             | -                            | -                            | 8                            | 1                            | 3                            | 7                            |
| Freshness of food                                                    | -                            | 1                            | 2                            | 1                            | 3                            | 1                            | 2                            | -                            | -                            | 2                             | -                             | -                             | -                             | -                             | -                            | 2                            | 3                            | 4                            | 2                            | -                            |
| To ensure food products are/contain what they claim                  | -                            | -                            | -                            | -                            | 4                            | 11                           | 3                            | 3                            | 6                            | 4                             | 3                             | 7                             | 5                             | 6                             | -                            | -                            | 6                            | 2                            | 2                            | 15                           |
| Food preparation                                                     | -                            | -                            | 4                            | 6                            | 2                            | 4                            | 3                            | 9                            | 8                            | 7                             | 1                             | 8                             | 2                             | 1                             | -                            | -                            | 1                            | 8                            | 8                            | 1                            |
| Sugar content of food                                                | -                            | -                            | 1%ab                         | 1%ab                         | -                            | 1%                           | -                            | 1%abekm                      | 1%abekm                      | 1%abkn                        | -                             | 1%abkmm                       | -                             | -                             | -                            | -                            | -                            | A                            | A                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | 4                            | 1                            | 2                            | 3                            | 3                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 2                            | -                            | 1                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1                            | 6                            | 1                            | 5                            | 4                            | 1                            | 7                             | 2                             | 3                             | 2                             | -                             | -                            | -                            | -                            | 3                            | 5                            | 3                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | 6                            | 2                            | 1                            | -                            | 1                            | -                            | 1                             | -                             | 1                             | -                             | -                             | -                            | -                            | -                            | 3                            | 4                            | 1                            |
| Food handling                                                        | -                            | -                            | -                            | 1%abcgljkmn                  | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | 1%nopqu                      | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | 4                            | 3                            | -                            | -                            | -                            | -                            | 1                             | -                             | -                             | 1                             | -                             | -                            | -                            | -                            | 1                            | 1                            | 2                            |
| GM foods                                                             | -                            | -                            | -                            | 1%abcfg                      | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |



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|                                                                            | FEMALE                       |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                                              | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Food labelling                                                             | 4<br>*                       | 5<br>1%nop                   | 1<br>*                       | 3<br>*                        | 2<br>*                        | 6<br>1%nopr                   | 6<br>1%nopr                   | 2<br>*                        |
| Freshness of food                                                          | 4<br>1%t                     | 1<br>*                       | 1<br>*                       | 2<br>*                        | 2<br>*                        | 3<br>*                        | 1<br>*                        | 3<br>*                        |
| To ensure food products<br>are/contain what they<br>claim                  | 2<br>*                       | 6<br>1%op                    | 6<br>1%op                    | 10<br>1%oprsu                 | 9<br>1%oprsu                  | 8<br>1%oprsu                  | 5<br>1%op                     | 6<br>1%                       |
| Food preparation                                                           | 5<br>1%opA                   | 2<br>*                       | 4<br>1%opA                   | 9<br>1%nopqt<br>A             | 3<br>*                        | 5<br>1%opA                    | -<br>-                        | 2<br>*                        |
| Sugar content of food                                                      | -<br>-                       | 1<br>*                       | 1<br>*                       | 2<br>*                        | 3<br>*                        | 1<br>*                        | 2<br>*                        | 2<br>*                        |
| Cleanliness (no further<br>detail)                                         | 2<br>*                       | 2<br>*                       | 5<br>1%opq                   | 2<br>*                        | 3<br>*                        | 5<br>1%opq                    | 5<br>1%opq                    | 3<br>*                        |
| Training/educating<br>people (in hygiene)                                  | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>*                        | 1<br>*                        | 2<br>*                        | -<br>-                        | 1<br>*                        |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -<br>-                       | 2<br>*                       | -<br>-                       | *<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | 1<br>*                        |
| Food handling                                                              | -<br>-                       | -<br>-                       | 1<br>*                       | 2<br>*                        | 1<br>*                        | -<br>-                        | -<br>-                        | 1<br>*                        |
| (Food) Safety (no<br>further detail)                                       | 6<br>1%opqrs<br>y            | 3<br>*                       | 3<br>*                       | 3<br>*                        | -<br>-                        | 2<br>*                        | 5<br>1%opqrs<br>y             | 1<br>*                        |
| GM foods                                                                   | 1<br>*                       | -<br>-                       | -<br>-                       | 2<br>*                        | 2<br>*                        | 2<br>*                        | 1<br>*                        | -<br>-                        |



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|                                                            | MALE                         |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | FEMALE                       |                              |                              |                              |                              |                              |
|------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                            | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                              | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Horse meat \ fraud \ ensuring meat is what it claims to be | -                            | -                            | -                            | -                            | -                            | 9<br>1%abcde<br>hiklmn       | 3                            | 1                            | 1                            | 3                             | 1                             | 1                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | 5<br>1%opqrszA               |
| Processing of food                                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 4                            | 1                            | -                             | 2                             | -                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            |                              |
| Ratings                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | 2                             | -                             | 4                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            |                              |
| Other                                                      | 11<br>2%                     | 15<br>2%                     | 17<br>2%                     | 15<br>2%                     | 11<br>2%                     | 20<br>3%lmn                  | 12<br>2%                     | 15<br>2%                     | 8<br>1%                      | 11<br>2%                      | 8<br>1%                       | 11<br>2%                      | 8<br>1%                       | 7<br>1%                       | 9<br>1%                      | 21<br>3%notu<br>vxyzA        | 15<br>2%tw                   | 15<br>2%t                    | 14<br>2%t                    | 5<br>1%                      |
| Don't know                                                 | 154<br>22%ij<br>lmn          | 170<br>23%fgi<br>jmn         | 161<br>22%fgij<br>lmn        | 153<br>21%ijlm<br>n          | 137<br>20%ijlm               | 124<br>17%ij                 | 128<br>18%ijl                | 132<br>19%ilm                | 84<br>12%                    | 110<br>16%                    | 124<br>19%ilm                 | 93<br>14%                     | 102<br>15%                    | 112<br>16%ij                  | 175<br>23%inww<br>xzA        | 153<br>25%nuv<br>wxyzA       | 170<br>22%inwz<br>A          | 180<br>23%inwx<br>zA         | 172<br>24%inwvx<br>zA        | 188<br>24%inwvxzA            |
| Average number of mentions                                 | 1.93e                        | 1.91                         | 1.76                         | 1.77                         | 2.13abc<br>d                 | 2.04cd                       | 2.01cd                       | 2.11bcd                      | 2.32abc<br>dfghk             | 2.31abc<br>dfghk              | 2.06cd                        | 2.41abc<br>defghk             | 2.10bcd                       | 2.24ab<br>cdfgpq<br>rv        | 2.12qr                       | 2.02                         | 1.86                         | 1.90                         | 2.24pqr<br>v                 | 2.13qr                       |
| 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                          | 1.57                         | 1.50                         | 1.32                         | 1.33                         | 1.59                         | 1.51                         |
| 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                         | 0.05                         | 0.05                         | 0.07                         | 0.06                         |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                  | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                                    | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Horse meat \ fraud \<br>ensuring meat is what it<br>claims to be | 3<br>*                       | 3<br>*                       | 4<br>1%p                     | 2<br>*                        | 1<br>*                        | -                             | -                             | 1<br>*                        |
| Processing of food                                               | -                            | -                            | -                            | 2<br>*                        | -                             | -                             | 3<br>*                        | -                             |
| Ratings                                                          | -                            | -                            | -                            | -                             | 1<br>*                        | -                             | 1<br>*                        | 2<br>*                        |
| Other                                                            | 10<br>1%                     | 12<br>2%                     | 6<br>1%                      | 13<br>2%                      | 7<br>1%                       | 7<br>1%                       | 6<br>1%                       | 4<br>1%                       |
| Don't know                                                       | 154<br>20%                   | 130<br>17%                   | 125<br>17%                   | 140<br>18%                    | 140<br>20%A                   | 126<br>17%                    | 113<br>16%                    | 134<br>19%                    |
| <b>Average number of<br/>mentions</b>                            | <b>2.17qrv</b>               | <b>1.99</b>                  | <b>2.28pqr<br/>v</b>         | <b>2.21pqr<br/>v</b>          | <b>2.14qr</b>                 | <b>2.38opq<br/>rtuvyA</b>     | <b>2.12qr</b>                 | <b>2.31</b>                   |
| <b>Standard deviation</b>                                        | <b>1.60</b>                  | <b>1.43</b>                  | <b>1.66</b>                  | <b>1.65</b>                   | <b>1.59</b>                   | <b>1.70</b>                   | <b>1.52</b>                   | <b>1.71</b>                   |
| <b>Standard error</b>                                            | <b>0.06</b>                  | <b>0.05</b>                  | <b>0.07</b>                  | <b>0.06</b>                   | <b>0.06</b>                   | <b>0.07</b>                   | <b>0.06</b>                   | <b>0.07</b>                   |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                                                                                | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Ensuring the food you buy is safe to eat                                                                     | 94<br>48%<br>d               | 98<br>46%<br>e               | 101<br>50%<br>f              | 91<br>44%<br>g               | 93<br>47%<br>h               | 94<br>45%<br>i               | 103<br>54%<br>j              | 113<br>56%<br>k              | 90<br>49%<br>l               | 108<br>54%<br>m               | 92<br>50%<br>n                | 98<br>60%<br>o                | 97<br>59%<br>p                | 107<br>55%<br>q               | 132<br>55%<br>r              | 127<br>51%<br>s              | 111<br>46%<br>t              | 129<br>47%<br>u              | 118<br>50%<br>v              | 126<br>48%<br>w              |
| Date labels, such as "best before" and "use by" labels                                                       | 41<br>21%<br>ch              | 44<br>21%<br>ch              | 23<br>12%<br>d               | 28<br>13%<br>e               | 32<br>16%<br>f               | 32<br>15%<br>g               | 37<br>19%<br>h               | 26<br>13%<br>i               | 44<br>24%<br>j               | 44<br>22%<br>k                | 30<br>16%<br>l                | 36<br>22%<br>m                | 34<br>21%<br>n                | 39<br>20%<br>o                | 47<br>20%<br>p               | 58<br>23%<br>q               | 39<br>16%<br>r               | 37<br>13%<br>s               | 51<br>22%<br>t               | 53<br>20%<br>u               |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 33<br>17%<br>cde<br>fh       | 32<br>15%<br>cdfh            | 15<br>7%<br>d                | 14<br>7%<br>e                | 18<br>9%<br>f                | 14<br>7%<br>g                | 24<br>13%<br>h               | 16<br>8%<br>i                | 29<br>16%<br>j               | 26<br>13%<br>k                | 21<br>11%<br>l                | 19<br>12%<br>m                | 17<br>11%<br>n                | 22<br>11%<br>o                | 35<br>15%<br>p               | 29<br>12%<br>q               | 31<br>13%<br>r               | 29<br>11%<br>s               | 36<br>15%<br>t               | 36<br>14%<br>u               |
| Nutrition labelling information, such as traffic light labelling                                             | 28<br>14%<br>c               | 23<br>11%<br>d               | 12<br>6%<br>e                | 19<br>9%<br>f                | 26<br>13%<br>g               | 20<br>9%<br>h                | 28<br>15%<br>i               | 32<br>16%<br>j               | 32<br>17%<br>k               | 37<br>19%<br>l                | 22<br>12%<br>m                | 33<br>20%<br>n                | 20<br>12%<br>o                | 31<br>16%<br>p                | 35<br>15%<br>q               | 41<br>17%<br>r               | 31<br>13%<br>s               | 23<br>8%<br>t                | 39<br>17%<br>u               | 39<br>15%<br>v               |
| Country of origin labels, which identify where food comes from                                               | 24<br>12%<br>d               | 21<br>10%<br>e               | 19<br>9%<br>f                | 12<br>6%<br>g                | 18<br>9%<br>h                | 25<br>12%<br>i               | 24<br>13%<br>j               | 24<br>12%<br>k               | 27<br>15%<br>l               | 28<br>14%<br>m                | 17<br>9%<br>n                 | 25<br>15%<br>o                | 20<br>12%<br>p                | 31<br>16%<br>q                | 23<br>10%<br>r               | 29<br>12%<br>s               | 22<br>9%<br>t                | 21<br>8%<br>u                | 33<br>14%<br>v               | 32<br>12%<br>w               |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 24<br>12%<br>cdf             | 18<br>9%<br>d                | 9<br>5%<br>e                 | 10<br>5%<br>f                | 14<br>7%<br>g                | 12<br>6%<br>h                | 19<br>10%<br>i               | 17<br>8%<br>j                | 21<br>11%<br>k               | 23<br>12%<br>l                | 20<br>11%<br>m                | 21<br>13%<br>n                | 12<br>8%<br>o                 | 23<br>12%<br>cdf              | 23<br>10%<br>p               | 28<br>11%<br>q               | 13<br>5%<br>r                | 20<br>7%<br>s                | 21<br>9%<br>t                | 22<br>8%<br>u                |
| Promoting food safety in the home                                                                            | 23<br>12%<br>c               | 19<br>9%<br>d                | 9<br>5%<br>e                 | 14<br>7%<br>f                | 18<br>9%<br>g                | 24<br>11%<br>h               | 19<br>10%<br>i               | 18<br>9%<br>j                | 24<br>13%<br>k               | 23<br>11%<br>l                | 19<br>10%<br>m                | 21<br>13%<br>n                | 15<br>9%<br>o                 | 19<br>10%<br>p                | 32<br>13%<br>q               | 40<br>16%<br>qrst<br>u       | 18<br>8%<br>r                | 22<br>8%<br>s                | 22<br>9%<br>t                | 27<br>10%<br>u               |
| Quality / standard of the food                                                                               | 14<br>7%<br>fhkl<br>n        | 8<br>4%<br>g                 | 10<br>5%<br>hn               | 8<br>4%<br>i                 | 6<br>3%<br>j                 | 5<br>3%<br>k                 | 9<br>5%<br>hkn               | 2<br>1%<br>l                 | 11<br>6%<br>hkn              | 6<br>3%<br>i                  | 3<br>1%<br>j                  | 3<br>2%<br>k                  | 10<br>6%<br>hkn               | 1<br>1%<br>l                  | 15<br>6%<br>wA               | 8<br>3%<br>x                 | 7<br>3%<br>y                 | 24<br>9%<br>pqsw<br>yzAB     | 8<br>3%<br>t                 | 14<br>5%<br>A                |
| Ensuring/inspecting hygiene/cleanliness in food establishments                                               | 4<br>2%<br>n                 | 7<br>3%<br>o                 | 5<br>2%<br>p                 | 6<br>3%<br>q                 | 3<br>2%<br>r                 | 2<br>1%<br>s                 | 6<br>3%<br>t                 | 5<br>3%<br>u                 | 2<br>1%<br>v                 | 2<br>1%<br>w                  | 5<br>3%<br>x                  | 3<br>2%<br>y                  | 3<br>2%<br>z                  | 4<br>2%<br>AA                 | 1<br>*<br>B                  | 8<br>3%<br>ou                | 12<br>5%<br>osuw<br>y        | 6<br>2%<br>t                 | 3<br>1%<br>u                 | 6<br>2%<br>v                 |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                                                                                | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Ensuring the food you buy is safe to eat                                                                     | 148<br>59%qrt                | 151<br>62%pqrs<br>t          | 152<br>62%pqrs<br>t          | 149<br>59%qrt                 | 149<br>64%pqrs<br>t           | 144<br>62%pqrs<br>t           | 154<br>58%qrt                 | 174<br>66%opqrst              |
| Date labels, such as "best before" and "use by" labels                                                       | 45<br>18%                    | 57<br>23%r                   | 69<br>28%oqrt<br>u           | 55<br>21%r                    | 51<br>22%r                    | 58<br>25%qr                   | 57<br>21%r                    | 77<br>29%oqrtu                |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 34<br>13%                    | 29<br>12%                    | 40<br>16%                    | 40<br>16%                     | 38<br>16%                     | 33<br>14%                     | 35<br>13%                     | 36<br>14%                     |
| Nutrition labelling information, such as traffic light labelling                                             | 45<br>18%r                   | 56<br>23%oqrt<br>A           | 48<br>19%r                   | 53<br>21%qr                   | 50<br>21%qr                   | 58<br>25%opqr<br>stA          | 40<br>15%r                    | 72<br>27%opqrstuwA            |
| Country of origin labels, which identify where food comes from                                               | 31<br>12%                    | 37<br>15%r                   | 52<br>21%opqr<br>tuA         | 37<br>14%r                    | 36<br>15%qr                   | 51<br>22%opqr<br>stuxA        | 33<br>13%                     | 54<br>20%opqrtuA              |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 21<br>8%                     | 30<br>12%q                   | 31<br>13%q                   | 23<br>9%                      | 26<br>11%q                    | 36<br>16%qrst<br>ux           | 35<br>13%qr                   | 49<br>19%opqrstuxy            |
| Promoting food safety in the home                                                                            | 21<br>8%                     | 32<br>13%                    | 42<br>17%qrst<br>u           | 30<br>12%                     | 33<br>14%qr                   | 32<br>14%qr                   | 37<br>14%qr                   | 30<br>11%                     |
| Quality / standard of the food                                                                               | 17<br>7%wyA                  | 7<br>3%                      | 5<br>2%                      | 13<br>5%A                     | 6<br>2%                       | 9<br>4%                       | 4<br>2%                       | 9<br>4%                       |
| Ensuring/inspecting hygiene/cleanliness in food establishments                                               | 1<br>1%                      | 8<br>3%o                     | 3<br>1%                      | 6<br>2%                       | 3<br>1%                       | 6<br>3%o                      | 6<br>2%                       | 3<br>1%                       |



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|                                                                 | 16-25                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                 | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                 | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                                   | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Complaints Procedures                                           | 3<br>1%                      | 1<br>1%                      | 1<br>*                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | 2<br>1%                      | 1<br>*                       | 2<br>1%                      | -<br>-                       | -<br>-                       | 1<br>*                       |
| Everything / All food issues                                    | 3<br>1%                      | 1<br>1%                      | -<br>-                       | 1<br>*                       | -<br>-                       | 2<br>1%                      | -<br>-                       | 1<br>1%                      | -<br>-                       | 2<br>1%                       | 1<br>1%                       | 2<br>1%                       | 1<br>1%                       | -<br>-                        | 2<br>1%                      | 4<br>2%A                     | 1<br>*                       | 6<br>2%yA                    | 1<br>*                       | 4<br>2%A                     |
| Maintaining Standards / Regulations                             | 3<br>1%                      | 2<br>1%                      | 4<br>2%                      | 1<br>1%                      | 6<br>3%ghk                   | 3<br>2%                      | -<br>-                       | 2<br>1%                      | 1<br>1%                      | 1<br>1%                       | 1<br>1%                       | 3<br>2%                       | 1<br>1%                       | -<br>-                        | 2<br>1%                      | 3<br>1%                      | 4<br>2%                      | 9<br>3%svAB                  | -<br>-                       | 9<br>3%svAB                  |
| Fat/salt content in food                                        | 2<br>1%                      | -<br>-                       | 1<br>*                       | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>1%                      | -<br>-                       | 2<br>1%                      | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | 1<br>*                       | 1<br>*                       | -<br>-                       | 1<br>*                       | 1<br>*                       | -<br>-                       |
| Hygiene                                                         | 2<br>1%                      | 7<br>3%                      | 7<br>4%                      | 4<br>2%                      | 3<br>2%                      | 9<br>4%                      | 7<br>4%                      | 6<br>3%                      | 9<br>5%a                     | 4<br>2%                       | 4<br>2%                       | 7<br>4%                       | 4<br>2%                       | -<br>-                        | 8<br>3%                      | 12<br>5%ww                   | 15<br>6%swwyA                | 12<br>4%ww                   | 4<br>2%                      | 8<br>3%                      |
| The way food is stored/ transported (correct temperatures etc.) | 1<br>1%                      | -<br>-                       | 3<br>2%                      | 1<br>1%                      | 2<br>1%                      | -<br>-                       | 2<br>1%                      | 1<br>*                       | 2<br>1%                      | 2<br>1%                       | -<br>-                        | 1<br>1%                       | -<br>-                        | -<br>-                        | 2<br>1%                      | 1<br>*                       | 1<br>*                       | 4<br>2%                      | 2<br>1%                      | 3<br>1%                      |
| What goes into our food (additives/chemicals etc.)              | 1<br>1%                      | 3<br>1%                      | 4<br>2%                      | 4<br>2%                      | -<br>-                       | 4<br>2%                      | 2<br>1%                      | -<br>-                       | -<br>-                       | 2<br>1%                       | 2<br>1%                       | 1<br>1%                       | -<br>-                        | 3<br>1%                       | 2<br>1%                      | 1<br>*                       | 5<br>2%wy                    | 3<br>1%                      | 3<br>1%                      | 8<br>3%puwy                  |
| Food imports / Exports                                          | 1<br>1%                      | 1<br>1%                      | 2<br>1%                      | 1<br>*                       | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>1%                      | -<br>-                       | -<br>-                        | 1<br>1%                       | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                       | -<br>-                       | 1<br>*                       | 2<br>1%                      | -<br>-                       | -<br>-                       |
| Advertising                                                     | 1<br>1%                      | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | 1<br>*                       | -<br>-                       | -<br>-                       | 1<br>1%                      | 1<br>*                       | -<br>-                       |
| Manufacturing/ production/packaging of food                     | 1<br>1%                      | 3<br>1%                      | 2<br>1%                      | 3<br>1%                      | 3<br>2%                      | 2<br>1%                      | -<br>-                       | 4<br>2%                      | 1<br>1%                      | -<br>-                        | 2<br>1%                       | 1<br>1%                       | -<br>-                        | 2<br>1%                       | 1<br>*                       | -<br>-                       | 3<br>1%                      | 7<br>2%pz                    | 1<br>1%                      | 4<br>1%                      |
| Health                                                          | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>*                       | -<br>-                        | -<br>-                        | -<br>-                        | 1<br>1%                       | 1<br>1%                       | 1<br>*                       | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>*                       | 3<br>1%                      |
| Health & Hygiene Certificates                                   | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>1%                      | -<br>-                       | -<br>-                       | -<br>-                       | 2<br>1%                      | -<br>-                       | 2<br>1%                       | -<br>-                        | -<br>-                        | -<br>-                        | 2<br>1%                       | 1<br>*                       | 1<br>1%                      | -<br>-                       | 1<br>*                       | -<br>-                       | -<br>-                       |



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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                 | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|-----------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                 | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                 | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                                   | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Complaints Procedures                                           | -                            | -                            | -                            | -                             | -                             | -                             | 1                             | -                             |
| Everything / All food issues                                    | 3<br>1%                      | 1<br>1%                      | 3<br>1%                      | 1<br>*                        | -                             | 3<br>1%                       | -                             | 1<br>*                        |
| Maintaining Standards / Regulations                             | 3<br>1%                      | 1<br>*                       | 7<br>3%svA                   | 3<br>1%                       | 1<br>1%                       | 3<br>1%                       | 1<br>*                        | 1<br>*                        |
| Fat/salt content in food                                        | 1<br>*                       | 3<br>1%                      | -                            | -                             | -                             | -                             | -                             | 1<br>*                        |
| Hygiene                                                         | 8<br>3%                      | 3<br>1%                      | 3<br>1%                      | 11<br>4%w                     | 5<br>2%                       | 8<br>4%                       | 7<br>2%                       | 10<br>4%                      |
| The way food is stored/ transported (correct temperatures etc.) | 2<br>1%                      | -                            | 3<br>1%                      | 2<br>1%                       | 1<br>1%                       | 2<br>1%                       | 4<br>2%                       | 3<br>1%                       |
| What goes into our food (additives/chemicals etc.)              | 1<br>*                       | 1<br>1%                      | -                            | 2<br>1%                       | -                             | 6<br>3%wy                     | 4<br>1%                       | 4<br>1%                       |
| Food imports / Exports                                          | 3<br>1%                      | 1<br>1%                      | -                            | -                             | -                             | -                             | -                             | -                             |
| Advertising                                                     | -                            | -                            | -                            | -                             | 1<br>*                        | -                             | -                             | -                             |
| Manufacturing/ production/packaging of food                     | 4<br>2%                      | 1<br>1%                      | 5<br>2%p                     | 6<br>2%pz                     | 2<br>1%                       | -                             | 2<br>1%                       | 2<br>1%                       |
| Health                                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health & Hygiene Certificates                                   | 1<br>*                       | 3<br>1%                      | -                            | -                             | -                             | -                             | -                             | -                             |





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|                                                           | 16-25                     |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | 26-35                     |                           |                           |                           |                           |                           |
|-----------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                                                           | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base                                           | 191                       | 192                       | 203                       | 200                       | 190                       | 206                       | 168                       | 199                       | 186                       | 196                        | 200                        | 186                        | 165                        | 161                        | 222                       | 255                       | 232                       | 263                       | 215                       | 260                       |
| Weighted Base                                             | 194                       | 211                       | 201                       | 208                       | 196                       | 211                       | 190                       | 201                       | 183                       | 199                        | 183                        | 165                        | 164                        | 194                        | 238                       | 247                       | 240                       | 274                       | 234                       | 264                       |
| Animal welfare                                            | -                         | 2                         | 3                         | 3                         | 4                         | 4                         | 1                         | 3                         | -                         | 1                          | 2                          | 1                          | 3                          | 1                          | 7                         | 1                         | 3                         | 7                         | 1                         | 1                         |
|                                                           | -                         | 1%                        | 1%                        | 1%                        | 2%a                       | 2%                        | 1%                        | 1%                        | -                         | 1%                         | 1%                         | *                          | 2%                         | 1%                         | 3%pszt                    | *                         | 1%                        | 2%pz                      | *                         | 1%                        |
| How food is grown /<br>Farmed                             | -                         | -                         | -                         | -                         | 1                         | -                         | -                         | -                         | -                         | -                          | 1                          | 1                          | -                          | -                          | 1                         | -                         | 3                         | 1                         | -                         | -                         |
|                                                           | -                         | -                         | -                         | -                         | *                         | -                         | -                         | -                         | -                         | -                          | *                          | 1%                         | -                          | -                          | *                         | -                         | 1%                        | *                         | -                         | -                         |
| Weight & Measures                                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1                         | -                         | -                          | -                          | -                          | -                          | -                          | -                         | 2                         | -                         | 1                         | -                         | -                         |
|                                                           | -                         | -                         | -                         | -                         | -                         | -                         | -                         | *                         | -                         | -                          | -                          | -                          | -                          | -                          | -                         | 1%                        | -                         | 1%                        | -                         | -                         |
| Effect on the<br>Environment                              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1                         | -                         | -                          | -                          | -                          | -                          | -                          | 1                         | 1                         | -                         | -                         | -                         | -                         |
|                                                           | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1%                        | -                         | -                          | -                          | -                          | -                          | -                          | 1%                        | *                         | -                         | -                         | -                         | -                         |
| Price                                                     | -                         | -                         | 1                         | 1                         | -                         | -                         | -                         | -                         | 1                         | -                          | -                          | -                          | -                          | 1                          | -                         | -                         | 1                         | 2                         | 1                         | -                         |
|                                                           | -                         | -                         | *                         | *                         | -                         | -                         | -                         | *                         | -                         | -                          | -                          | -                          | -                          | 1%                         | -                         | -                         | 1%                        | 1%                        | *                         | -                         |
| Sales of food in<br>shops/restaurants                     | -                         | -                         | 1                         | 1                         | 2                         | -                         | -                         | 1                         | *                         | 3                          | 2                          | -                          | 1                          | -                          | -                         | 1                         | 2                         | 3                         | 1                         | -                         |
|                                                           | -                         | -                         | *                         | *                         | 1%                        | -                         | -                         | 1%                        | *                         | 2%                         | 1%                         | -                          | 1%                         | -                          | -                         | *                         | 1%                        | 1%                        | *                         | -                         |
| Health and Safety<br>standards                            | -                         | -                         | 1                         | -                         | -                         | -                         | 1                         | -                         | 1                         | -                          | -                          | -                          | -                          | -                          | -                         | 4                         | 2                         | -                         | -                         | -                         |
|                                                           | -                         | -                         | *                         | -                         | -                         | -                         | 1%                        | -                         | 1%                        | -                          | -                          | -                          | -                          | -                          | -                         | 2%rAB                     | 1%                        | -                         | -                         | -                         |
| Infections/diseases<br>in/contaminated foods              | -                         | -                         | 2                         | 1                         | 1                         | 1                         | -                         | -                         | -                         | -                          | 1                          | 2                          | -                          | -                          | -                         | -                         | -                         | 1                         | -                         | 2                         |
|                                                           | -                         | -                         | 1%                        | -                         | *                         | *                         | -                         | -                         | -                         | -                          | *                          | 1%                         | -                          | -                          | -                         | -                         | -                         | *                         | -                         | 1%                        |
| Control where food comes<br>from/food origin              | -                         | 1                         | -                         | -                         | -                         | -                         | -                         | -                         | 2                         | -                          | -                          | -                          | -                          | 1                          | -                         | -                         | -                         | 2                         | 2                         | 2                         |
|                                                           | -                         | 1%                        | -                         | -                         | -                         | -                         | -                         | -                         | 1%                        | -                          | -                          | -                          | -                          | 1%                         | -                         | -                         | -                         | 1%                        | 1%                        | 1%                        |
| Food labelling                                            | -                         | -                         | 1                         | 1                         | -                         | 1                         | -                         | 1                         | -                         | -                          | -                          | 2                          | -                          | -                          | -                         | -                         | 3                         | -                         | -                         | 2                         |
|                                                           | -                         | -                         | *                         | *                         | -                         | *                         | 1%                        | 1%                        | -                         | -                          | -                          | -                          | 1%                         | -                          | -                         | -                         | 1%                        | -                         | -                         | 1%                        |
| Freshness of food                                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 1                          | -                         | -                         | 2                         | -                         | -                         | -                         |
|                                                           | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | 1%                         | -                         | -                         | 1%                        | -                         | -                         | -                         |
| To ensure food products<br>are/contain what they<br>claim | -                         | -                         | -                         | 1                         | -                         | 2                         | -                         | 1                         | 1                         | -                          | 1                          | 2                          | -                          | 1                          | -                         | -                         | 2                         | -                         | -                         | 6                         |
|                                                           | -                         | -                         | -                         | *                         | -                         | 1%                        | -                         | 1%                        | 1%                        | -                          | *                          | 1%                         | -                          | 1%                         | -                         | -                         | 1%                        | -                         | -                         | 2%oprzs                   |
| Food preparation                                          | -                         | -                         | 1                         | 3                         | 1                         | -                         | -                         | *                         | 3                         | -                          | 1                          | 2                          | -                          | -                          | -                         | -                         | 1                         | 3                         | -                         | 1                         |
|                                                           | -                         | -                         | *                         | 1%                        | 1%                        | -                         | -                         | *                         | 2%                        | -                          | *                          | 1%                         | -                          | -                          | -                         | -                         | *                         | 1%                        | -                         | *                         |



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|                                                           | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|-----------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                           | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                           | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                             | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Animal welfare                                            | 2<br>1%                      | 3<br>1%                      | 2<br>1%                      | 7<br>3% <sup>pz</sup>         | 1<br>1%                       | -                             | 5<br>2%                       | 2<br>1%                       |
| How food is grown /<br>Farmed                             | -                            | 1<br>1%                      | 1<br>*                       | -                             | -                             | -                             | -                             | -                             |
| Weight & Measures                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Effect on the<br>Environment                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Price                                                     | -                            | -                            | 1<br>1%                      | -                             | 2<br>1%                       | 1<br>1%                       | 1<br>*                        | -                             |
| Sales of food in<br>shops/restaurants                     | 1<br>*                       | 4<br>1%                      | -                            | 2<br>1%                       | 1<br>*                        | 3<br>1%                       | 4<br>2% <sup>tt</sup>         | 2<br>1%                       |
| Health and Safety<br>standards                            | -                            | -                            | -                            | 2<br>1%                       | 2<br>1%                       | -                             | -                             | -                             |
| Infections/diseases<br>in/contaminated foods              | 1<br>*                       | -                            | -                            | *<br>*                        | 1<br>*                        | 1<br>1%                       | -                             | -                             |
| Control where food comes<br>from/food origin              | 3<br>1%                      | -                            | 2<br>1%                      | 2<br>1%                       | 2<br>1%                       | -                             | 4<br>1%                       | 1<br>1%                       |
| Food labelling                                            | 2<br>1%                      | -                            | 2<br>1%                      | 1<br>*                        | 1<br>*                        | -                             | 2<br>1%                       | 1<br>*                        |
| Freshness of food                                         | 1<br>*                       | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| To ensure food products<br>are/contain what they<br>claim | 1<br>1%                      | 1<br>1%                      | 3<br>1%                      | 5<br>2% <sup>pr</sup>         | 4<br>2% <sup>tr</sup>         | -                             | 1<br>*                        | 1<br>*                        |
| Food preparation                                          | 1<br>*                       | 4<br>2%                      | 4<br>2%                      | 3<br>1%                       | -                             | 3<br>1%                       | 1<br>*                        | 2<br>1%                       |



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|                                                                      | 16-25                        |                              |                              |                                  |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 26-35                        |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d)     | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 191                          | 192                          | 203                          | 200                              | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                                        | 194                          | 211                          | 201                          | 208                              | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Sugar content of food                                                | -                            | -                            | -                            | -                                | -                            | -                            | 1                            | -                            | 1                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 1                            | -                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | -                                | -                            | -                            | 1%                           | -                            | 1%                           | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | -                                | -                            | 2                            | 1                            | -                            | -                            | 2                             | *                             | -                             | 1                             | -                             | -                            | -                            | -                            | -                            | 1                            | -                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | -                                | -                            | 1%                           | *                            | -                            | -                            | 1%                            | -                             | -                             | 1%                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food handling                                                        | -                            | -                            | -                            | -                                | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | -                                | -                            | -                            | 2                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | 1                            |
| GM foods                                                             | -                            | -                            | -                            | -                                | -                            | -                            | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | *                             | -                            | -                            | -                            | -                            | -                            | *                            |
| Horse meat \ fraud \ ensuring meat is what it claims to be           | -                            | -                            | -                            | -                                | -                            | 2                            | 1                            | -                            | -                            | 1                             | -                             | -                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | 2                            |
| Processing of food                                                   | -                            | -                            | -                            | -                                | -                            | -                            | -                            | -                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                              | -                            | -                            | -                            | -                                | -                            | -                            | -                            | -                            | -                            | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                                | 2<br>1%                      | 7<br>3% <sup>d</sup>         | 4<br>2%                      | -                                | 2<br>1%                      | 1<br>1%                      | 6<br>3% <sup>d</sup>         | 3<br>2%                      | 1<br>1%                      | 2<br>1%                       | 1<br>1%                       | 1<br>1%                       | 1<br>*                        | 3<br>2%                       | 6<br>2%                      | 5<br>2%                      | 8<br>3% <sup>wB</sup>        | 2<br>1%                      | 3<br>1%                      | 3<br>1%                      |
| Don't know                                                           | 51<br>26%                    | 63<br>30% <sup>ai</sup>      | 59<br>30%                    | 78<br>37% <sup>aghi<br/>im</sup> | 64<br>33% <sup>im</sup>      | 68<br>32% <sup>im</sup>      | 48<br>25%                    | 50<br>25%                    | 38<br>21%                    | 58<br>29%                     | 54<br>30%                     | 43<br>26%                     | 35<br>21%                     | 51<br>26%                     | 46<br>19%                    | 49<br>20%                    | 58<br>24% <sup>wzAB</sup>    | 65<br>24% <sup>wzAB</sup>    | 58<br>25% <sup>wzAB</sup>    | 56<br>21% <sup>wB</sup>      |
| Average number of mentions                                           | 2.11 <sup>c</sup>            | 2.02                         | 1.70                         | 1.75                             | 1.93                         | 1.83                         | 2.08 <sup>c</sup>            | 1.83                         | 2.14 <sup>cd</sup>           | 2.25 <sup>cdf</sup>           | 1.92                          | 2.30 <sup>cdf</sup>           | 1.95                          | 2.13 <sup>c</sup>             | 1.98                         | 2.04                         | 1.88                         | 1.83                         | 2.04                         | 2.01                         |
| 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                          | 1.43                         | 1.55                         | 1.34                         | 1.26                         | 1.43                         | 1.38                         |
| 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                          | 0.11                         | 0.11                         | 0.10                         | 0.09                         | 0.11                         | 0.10                         |



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|                                                                      | 26.35                        |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                      | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                                        | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Sugar content of food                                                | -                            | 3<br>1%                      | -                            | 1<br>*                        | -                             | -                             | -                             | 1<br>*                        |
| Cleanliness (no further detail)                                      | 1<br>1%                      | 1<br>1%                      | -                            | 2<br>1%                       | -                             | 4<br>2%                       | 3<br>1%                       | 1<br>*                        |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1<br>1%                       | -                             | -                             | -                             | -                             |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | *<br>1%                       | 1<br>1%                       | -                             | -                             | -                             |
| Food handling                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>*                        |
| (Food) Safety (no further detail)                                    | 2<br>1%                      | -                            | 2<br>1%                      | -                             | -                             | -                             | 2<br>1%                       | 2<br>1%                       |
| GM foods                                                             | -                            | -                            | -                            | -                             | -                             | -                             | 1<br>*                        | -                             |
| Horse meat \ fraud \ ensuring meat is what it claims to be           | 1<br>1%                      | 1<br>*                       | -                            | -                             | 1<br>1%                       | -                             | -                             | -                             |
| Processing of food                                                   | -                            | -                            | 1<br>1%                      | -                             | -                             | -                             | -                             | -                             |
| Ratings                                                              | -                            | -                            | -                            | -                             | 1<br>*                        | -                             | 2<br>1%                       | -                             |
| Other                                                                | 4<br>1%                      | 5<br>2%                      | 2<br>1%                      | 3<br>1%                       | 5<br>2%                       | 3<br>1%                       | 6<br>2%                       | 1<br>*                        |
| Don't know                                                           | 48<br>19%                    | 46<br>19%                    | 33<br>14%                    | 47<br>19%                     | 45<br>19%                     | 37<br>16%                     | 41<br>15%                     | 36<br>14%                     |
| <b>Average number of mentions</b>                                    | <b>2.00</b>                  | <b>2.24qr</b>                | <b>2.27qr</b>                | <b>2.22qr</b>                 | <b>2.24qr</b>                 | <b>2.39oqr</b>                | <b>2.03</b>                   | <b>2.40opqrstua</b>           |
| <b>Standard deviation</b>                                            | <b>1.51</b>                  | <b>1.69</b>                  | <b>1.64</b>                  | <b>1.65</b>                   | <b>1.69</b>                   | <b>1.75</b>                   | <b>1.41</b>                   | <b>1.71</b>                   |
| <b>Standard error</b>                                                | <b>0.11</b>                  | <b>0.12</b>                  | <b>0.12</b>                  | <b>0.12</b>                   | <b>0.13</b>                   | <b>0.13</b>                   | <b>0.10</b>                   | <b>0.12</b>                   |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f)            | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h)  | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 354                          | 410                          | 373                          | 353                          | 328                          | 368                                     | 385                          | 333                           | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                                                                                | 374                          | 406                          | 396                          | 372                          | 353                          | 378                                     | 396                          | 344                           | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Ensuring the food you buy is safe to eat                                                                     | 198<br>53%                   | 219<br>54%                   | 216<br>55%                   | 204<br>55%                   | 195<br>55%                   | 219<br>58%                              | 240<br>61%a                  | 191<br>56%                    | 206<br>59%                   | 223<br>62%ab                  | 190<br>64%abcd<br>eh          | 264<br>69%abcd<br>efghim      | 203<br>60%                    | 198<br>64%abcd<br>deh         | 215<br>53%q                  | 197<br>50%                   | 182<br>45%                   | 210<br>51%                   | 211<br>53%q                  | 219<br>56%q                  |
| Date labels, such as "best before" and "use by" labels                                                       | 70<br>19%                    | 70<br>17%                    | 62<br>16%                    | 59<br>16%                    | 92<br>26%abcd                | 86<br>23%cd                             | 103<br>26%abcd               | 83<br>24%bcd                  | 75<br>21%                    | 112<br>31%abcd<br>fikn        | 67<br>22%cd                   | 116<br>30%abcd<br>fik         | 93<br>27%abcd                 | 72<br>23%cd                   | 62<br>15%                    | 59<br>15%                    | 59<br>15%                    | 59<br>14%                    | 103<br>26%opqr<br>ty         | 73<br>19%                    |
| Nutrition labelling information, such as traffic light labelling                                             | 64<br>17%c                   | 51<br>13%                    | 46<br>12%                    | 47<br>13%                    | 92<br>26%abcd                | 74<br>20%bcd                            | 97<br>24%abcd                | 72<br>21%bcd                  | 77<br>22%bcd                 | 101<br>28%abcd<br>fhk         | 60<br>20%bcd                  | 126<br>33%abcd<br>fghikn      | 90<br>26%abcd<br>i            | 77<br>25%abcd<br>d            | 57<br>14%                    | 48<br>12%                    | 47<br>12%                    | 55<br>13%                    | 91<br>23%opqr                | 72<br>18%pq                  |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 54<br>14%c                   | 47<br>12%                    | 37<br>9%                     | 44<br>12%                    | 54<br>15%c                   | 41<br>11%                               | 43<br>11%                    | 43<br>12%                     | 52<br>15%c                   | 47<br>13%                     | 45<br>15%c                    | 68<br>18%bcd<br>g             | 45<br>13%                     | 39<br>13%                     | 56<br>14%r                   | 50<br>13%                    | 56<br>14%r                   | 37<br>9%                     | 63<br>16%rty                 | 38<br>10%                    |
| Country of origin labels, which identify where food comes from                                               | 54<br>14%<br>d               | 45<br>11%                    | 43<br>11%                    | 31<br>8%                     | 53<br>15%<br>d               | 75<br>20%<br>bcd                        | 71<br>18%<br>bcd             | 49<br>14%<br>d                | 63<br>18%<br>bcd             | 80<br>22%<br>abcd             | 48<br>16%<br>cd               | 84<br>22%<br>abcd             | 73<br>21%<br>abcd             | 55<br>18%<br>bcd              | 38<br>9%                     | 45<br>11%                    | 36<br>9%                     | 47<br>11%                    | 55<br>14%<br>q               | 71<br>18%<br>opqr            |
| Promoting food safety in the home                                                                            | 46<br>12%                    | 41<br>10%                    | 41<br>10%                    | 34<br>9%                     | 46<br>13%                    | 44<br>12%                               | 52<br>13%                    | 36<br>11%                     | 57<br>16%<br>bcdh<br>i       | 46<br>13%                     | 43<br>14%<br>d                | 39<br>10%                     | 53<br>16%<br>bcdi             | 39<br>12%                     | 38<br>9%                     | 42<br>11%                    | 40<br>10%                    | 44<br>11%                    | 44<br>11%                    | 49<br>13%                    |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 32<br>9%                     | 30<br>7%                     | 22<br>6%                     | 31<br>8%                     | 31<br>9%                     | 30<br>8%                                | 40<br>10%<br>c               | 24<br>7%                      | 45<br>13%<br>bcdh            | 48<br>13%<br>abcd             | 36<br>12%<br>bch              | 53<br>14%<br>abcd             | 40<br>12%<br>ch               | 30<br>10%<br>c                | 40<br>10%<br>r               | 34<br>9%                     | 26<br>7%                     | 23<br>5%                     | 29<br>7%                     | 26<br>7%                     |
| Quality / standard of the food                                                                               | 22<br>6%<br>kl<br>n          | 21<br>5%<br>n                | 13<br>3%                     | 20<br>5%<br>n                | 15<br>4%                     | 31<br>8%<br>c<br>aj<br>k<br>l<br>m<br>n | 25<br>6%<br>kl<br>m<br>n     | 27<br>8%<br>c<br>kl<br>m<br>n | 17<br>5%                     | 15<br>4%                      | 7<br>2%                       | 10<br>3%                      | 11<br>3%                      | 6<br>2%                       | 28<br>7%<br>wy<br>B          | 23<br>6%<br>wy               | 20<br>5%                     | 27<br>7%<br>wy<br>B          | 18<br>5%                     | 21<br>5%                     |



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                                                                                | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Ensuring the food you buy is safe to eat                                                                     | 223<br>56%q                  | 256<br>63%opqr<br>stu        | 245<br>62%opqr<br>s          | 247<br>62%opqr<br>s           | 251<br>64%opqr<br>stu         | 249<br>64%opqr<br>stu         | 243<br>61%opqr<br>s           | 249<br>62%opqrs               |
| Date labels, such as "best before" and "use by" labels                                                       | 81<br>20%qr                  | 88<br>22%opqr                | 112<br>28%opqr<br>tuvy       | 86<br>21%opqr                 | 75<br>19%                     | 104<br>27%opqr<br>tuy         | 103<br>26%opqr<br>ty          | 106<br>27%opqrty              |
| Nutrition labelling information, such as traffic light labelling                                             | 77<br>19%pqr                 | 77<br>19%pqr                 | 96<br>22%opqr<br>t           | 90<br>22%opqr                 | 78<br>20%opqr                 | 110<br>28%opqr<br>tuyA        | 80<br>20%opqr                 | 96<br>24%opqr                 |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 50<br>13%                    | 54<br>13%r                   | 64<br>16%rty                 | 49<br>12%                     | 41<br>10%                     | 59<br>15%rt                   | 53<br>13%                     | 58<br>15%rt                   |
| Country of origin labels, which identify where food comes from                                               | 65<br>16%oqr                 | 63<br>16%oq                  | 87<br>22%opqr<br>suv         | 81<br>20%opqr<br>s            | 66<br>17%opqr                 | 99<br>26%opqr<br>stuyAB       | 75<br>19%opqr                 | 75<br>19%opqr                 |
| Promoting food safety in the home                                                                            | 41<br>10%                    | 48<br>12%                    | 52<br>19%opqr<br>stuvyA      | 52<br>13%                     | 42<br>11%                     | 55<br>14%o                    | 46<br>12%                     | 58<br>14%o                    |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 29<br>7%                     | 37<br>9%r                    | 51<br>13%qrstu               | 38<br>9%r                     | 43<br>11%qrt                  | 49<br>13%qrst<br>u            | 42<br>11%r                    | 48<br>12%qrst                 |
| Quality / standard of the food                                                                               | 21<br>5%                     | 22<br>5%                     | 11<br>3%                     | 23<br>6%wy                    | 10<br>3%                      | 16<br>4%                      | 17<br>4%                      | 13<br>3%                      |



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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                       | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                       | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                                         | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Hygiene                                                               | 10<br>3%                     | 14<br>3%                     | 12<br>3%                     | 17<br>4%h                    | 12<br>3%                     | 10<br>3%                     | 13<br>3%                     | 5<br>1%                      | 20<br>6%h                    | 15<br>4%h                     | 10<br>3%                      | 11<br>3%                      | 9<br>3%                       | 15<br>5%h                     | 20<br>5%vy                   | 21<br>5%vy                   | 22<br>6%vy                   | 18<br>4%vy                   | 16<br>4%v                    | 16<br>4%v                    |
| Animal welfare                                                        | 9<br>2%                      | 10<br>3%                     | 11<br>3%                     | 8<br>2%                      | 8<br>2%                      | 5<br>1%                      | 10<br>3%                     | 5<br>1%                      | 6<br>2%                      | 6<br>2%                       | 5<br>2%                       | 4<br>1%                       | 4<br>1%                       | 4<br>1%                       | 9<br>2%                      | 13<br>3%y                    | 14<br>4%y                    | 14<br>3%y                    | 20<br>5%ouwyA<br>B           | 13<br>3%y                    |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments  | 9<br>2%                      | 6<br>2%                      | 23<br>6%abf<br>g<br>k<br>m   | 12<br>3%                     | 12<br>4%l                    | 7<br>2%                      | 8<br>2%                      | 11<br>3%                     | 5<br>2%                      | 11<br>3%                      | 6<br>2%                       | 4<br>1%                       | 8<br>2%                       | 6<br>2%                       | 12<br>3%                     | 9<br>2%                      | 12<br>3%                     | 10<br>2%                     | 11<br>3%                     | 8<br>2%                      |
| Manufacturing/<br>production/packaging of<br>food                     | 9<br>2%                      | 12<br>3%ij                   | 9<br>2%                      | 5<br>1%                      | 8<br>2%                      | 9<br>2%                      | 6<br>2%                      | 5<br>1%                      | 8<br>2%                      | 3<br>1%                       | 4<br>1%                       | 3<br>1%                       | 4<br>1%                       | 8<br>2%                       | 17<br>4%uwx<br>z             | 12<br>3%z                    | 12<br>3%z                    | 12<br>3%                     | 15<br>4%uwxz                 | 8<br>2%                      |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 8<br>2%blik<br>mn            | 2<br>1%                      | 4<br>1%                      | 2<br>1%                      | 9<br>3%bdfij<br>kmn          | 1<br>*                       | 5<br>1%um                    | 4<br>1%                      | 2<br>*                       | 2<br>*                        | 1<br>*                        | 3<br>1%                       | -<br>-                        | -<br>-                        | 3<br>1%                      | 3<br>1%                      | 9<br>2%tyzB                  | 6<br>1%B                     | 5<br>1%B                     | 2<br>*                       |
| Fat/salt content in food                                              | 5<br>1%him                   | 4<br>1%                      | 4<br>1%                      | 2<br>1%                      | 3<br>1%                      | 2<br>1%                      | 1<br>*                       | -<br>-                       | -<br>1%                      | 2<br>1%                       | 2<br>1%                       | 3<br>1%                       | -<br>-                        | 1<br>*                        | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>*                       | 2<br>1%                      | 1<br>*                       |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 3<br>1%                      | 11<br>3%aekn                 | 10<br>3%                     | 7<br>2%                      | 2<br>1%                      | 6<br>2%                      | 7<br>2%                      | 5<br>1%                      | 6<br>2%                      | 5<br>1%                       | 2<br>1%                       | 4<br>1%                       | 3<br>1%                       | 2<br>1%                       | 2<br>*                       | 5<br>1%                      | 12<br>3%owB                  | 11<br>3%ow                   | 8<br>2%                      | 10<br>3%ow                   |
| Food imports / Exports                                                | 3<br>1%                      | -<br>-                       | -<br>-                       | -<br>-                       | 2<br>*                       | 2<br>1%                      | -<br>*                       | 1<br>*                       | 1<br>*                       | -<br>-                        | -<br>-                        | 1<br>*                        | -<br>-                        | -<br>-                        | 3<br>1%                      | 4<br>1%                      | 1<br>*                       | 1<br>*                       | 1<br>*                       | 2<br>1%                      |
| Everything / All food<br>issues                                       | 2<br>1%                      | 3<br>1%                      | 7<br>2%dn                    | -<br>-                       | 2<br>1%                      | 2<br>*                       | 2<br>1%                      | 2<br>1%                      | 1<br>*                       | 3<br>1%                       | 1<br>*                        | 4<br>1%                       | 2<br>1%                       | -<br>-                        | 2<br>*                       | 4<br>1%                      | 1<br>*                       | 5<br>1%B                     | 9<br>2%ooqB                  | 4<br>1%B                     |
| How food is grown /<br>Farmed                                         | 2<br>1%                      | -<br>-                       | 3<br>1%                      | 1<br>*                       | -<br>-                       | -<br>-                       | -<br>-                       | 1<br>*                       | 3<br>1%                      | -<br>-                        | 1<br>*                        | 2<br>1%                       | -<br>-                        | -<br>-                        | 4<br>1%x                     | 5<br>1%xA                    | 2<br>1%                      | 3<br>1%                      | 4<br>1%xA                    | 2<br>1%                      |
| Health & Hygiene<br>Certificates                                      | 2<br>*                       | -<br>-                       | 1<br>*                       | -<br>-                       | 2<br>*                       | -<br>-                       | 2<br>1%                      | -<br>-                       | -<br>-                       | -<br>-                        | 1<br>*                        | -<br>-                        | -<br>-                        | 1<br>*                        | 1<br>*                       | 1<br>*                       | 1<br>*                       | 1<br>*                       | -<br>-                       | -<br>-                       |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                       | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                                         | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Hygiene                                                               | 17<br>4%v                    | 5<br>1%                      | 13<br>3%                     | 14<br>4%v                     | 7<br>2%                       | 11<br>3%                      | 16<br>4%v                     | 15<br>4%v                     |
| Animal welfare                                                        | 6<br>2%                      | 10<br>3%                     | 6<br>1%                      | 10<br>3%                      | 4<br>1%                       | 14<br>4%y                     | 8<br>2%                       | 7<br>2%                       |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments  | 8<br>2%                      | 9<br>2%                      | 11<br>3%                     | 6<br>1%                       | 11<br>3%                      | 5<br>1%                       | 15<br>4%xz                    | 10<br>3%                      |
| Manufacturing/<br>production/packaging of<br>food                     | 6<br>1%                      | 6<br>1%                      | 4<br>1%                      | 5<br>1%                       | 10<br>3%                      | 4<br>1%                       | 8<br>2%                       | 9<br>2%                       |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 3<br>1%                      | 4<br>1%                      | 4<br>1%B                     | 4<br>1%                       | 1<br>*                        | 1<br>*                        | 3<br>1%                       | -                             |
| Fat/salt content in food                                              | 1<br>*                       | 1<br>*                       | 1<br>*                       | -                             | 1<br>*                        | -                             | -                             | 1<br>*                        |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 8<br>2%                      | 9<br>2%ow                    | 2<br>1%                      | 7<br>2%                       | 4<br>1%                       | 7<br>2%                       | 8<br>2%                       | 4<br>1%                       |
| Food imports / Exports                                                | 2<br>1%                      | -                            | 2<br>1%                      | 2<br>*                        | -                             | -                             | 1<br>*                        | 1<br>*                        |
| Everything / All food<br>issues                                       | 5<br>1%B                     | 3<br>1%B                     | 3<br>1%                      | 3<br>1%                       | 3<br>1%                       | 5<br>1%B                      | 3<br>1%                       | -                             |
| How food is grown /<br>Farmed                                         | 1<br>*                       | 4<br>1%                      | 5<br>1%xA                    | -                             | 2<br>*                        | 2<br>*                        | -                             | 2<br>1%                       |
| Health & Hygiene<br>Certificates                                      | -                            | -                            | 1<br>*                       | -                             | -                             | -                             | -                             | -                             |



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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                           | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|-------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                           | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                           | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                             | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Maintaining Standards / Regulations       | 2                            | 8                            | 6                            | 9                            | 4                            | 3                            | 5                            | 5                            | 3                            | 4                             | 10                            | 7                             | 2                             | 8                             | 4                            | 10                           | 6                            | 13                           | 7                            | 8                            |
| Price                                     | 1                            | 2                            | 5                            | 2                            | 4                            | 1                            | 2                            | 3                            | 2                            | 1                             | -                             | 1                             | 2                             | -                             | 1                            | 3                            | 1                            | 1                            | 4                            | 2                            |
| Weight & Measures                         | 1                            | -                            | -                            | -                            | 3                            | 1                            | 1                            | 2                            | -                            | -                             | -                             | -                             | 3                             | 1                             | 3                            | 4                            | -                            | 3                            | 2                            | 2                            |
| Complaints Procedures                     | 1                            | -                            | 1                            | 3                            | 1                            | -                            | 1                            | -                            | 1                            | -                             | -                             | -                             | 1                             | -                             | 3                            | -                            | -                            | 1                            | -                            | 1                            |
| Advertising                               | -                            | 1                            | -                            | 1                            | -                            | 2                            | 2                            | 2                            | 1                            | -                             | -                             | -                             | 3                             | -                             | 1                            | 1                            | -                            | 4                            | -                            | -                            |
| Effect on the Environment                 | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                             | -                             | -                             | -                             | -                             | 1                            | 2                            | -                            | 1                            | -                            | 1                            |
| Health                                    | -                            | 1                            | 3                            | 4                            | -                            | -                            | -                            | -                            | 1                            | -                             | -                             | 2                             | -                             | -                             | 2                            | 1                            | 1                            | 1                            | 1                            | 1                            |
| Sales of food in shops/restaurants        | -                            | 3                            | 4                            | 4                            | -                            | 4                            | 1                            | -                            | 7                            | 3                             | 1                             | 6                             | 2                             | 3                             | -                            | 4                            | 7                            | 8                            | 3                            | 4                            |
| Health and Safety standards               | -                            | 2                            | 2                            | -                            | 2                            | -                            | 1                            | 1                            | 2                            | -                             | 1                             | -                             | -                             | 1                             | -                            | -                            | 1                            | 1                            | 3                            | 1                            |
| Infections/diseases in/contaminated foods | -                            | -                            | 6                            | -                            | 1                            | 2                            | 2                            | -                            | 1                            | 2                             | 2                             | 1                             | -                             | -                             | -                            | 2                            | 1                            | 2                            | 3                            | 3                            |
| Control where food comes from/food origin | -                            | 1                            | 3                            | 1                            | 2                            | 5                            | 4                            | 1                            | 1                            | 2                             | 1                             | -                             | 1                             | -                             | -                            | -                            | 2                            | 5                            | 1                            | 5                            |
| Food labelling                            | -                            | -                            | 3                            | -                            | 2                            | 4                            | 2                            | 3                            | -                            | 1                             | 4                             | 3                             | -                             | -                             | -                            | 2                            | 4                            | 3                            | 2                            | 4                            |



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Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                              | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                              | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Maintaining Standards /<br>Regulations       | 3<br>1%                      | 1<br>*                       | 11<br>3%uvz                  | 5<br>1%                       | 5<br>1%                       | 2<br>1%                       | 6<br>1%                       | 8<br>2%w                      |
| Price                                        | 2<br>1%                      | 1<br>*                       | 1<br>*                       | 3<br>1%                       | 2<br>1%                       | 3<br>1%                       | 2<br>*                        | 4<br>1%                       |
| Weight & Measures                            | 4<br>1%                      | 2<br>1%                      | 1<br>*                       | 1<br>*                        | 2<br>1%                       | -                             | 1<br>*                        | 1<br>*                        |
| Complaints Procedures                        | -                            | 2<br>*                       | 2<br>1%                      | -                             | 1<br>*                        | -                             | -                             | 1<br>*                        |
| Advertising                                  | 1<br>*                       | -                            | -                            | 1<br>*                        | 1<br>*                        | -                             | -                             | -                             |
| Effect on the<br>Environment                 | 1<br>*                       | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>*                        |
| Health                                       | 2<br>*                       | -                            | -                            | -                             | -                             | -                             | 2<br>1%                       | 1<br>*                        |
| Sales of food in<br>shops/restaurants        | 4<br>1%ov                    | -                            | 3<br>1%                      | 3<br>1%                       | 1<br>*                        | 2<br>1%                       | 1<br>*                        | 2<br>1%                       |
| Health and Safety<br>standards               | 1<br>*                       | -                            | -                            | -                             | 1<br>*                        | *                             | -                             | -                             |
| Infections/diseases<br>in/contaminated foods | 2<br>*                       | 1<br>*                       | 2<br>1%                      | -                             | -                             | -                             | 1<br>*                        | 1<br>*                        |
| Control where food comes<br>from/food origin | 5<br>1%opyzB                 | 3<br>1%                      | 1<br>*                       | 5<br>1%opyzB                  | -                             | -                             | 2<br>1%                       | -                             |
| Food labelling                               | -                            | 4<br>1%uB                    | 1<br>*                       | 4<br>1%                       | 1<br>*                        | 2<br>*                        | 4<br>1%uB                     | -                             |

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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                            | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                            | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                                              | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Freshness of food                                                          | -                            | 1                            | 2                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 3                            | 4                            | 1                            |
| To ensure food products<br>are/contain what they<br>claim                  | -                            | -                            | 1                            | -                            | 3                            | 8                            | 1                            | 5                            | 2                            | 3                             | 4                             | 6                             | 4                             | 2                             | -                            | -                            | -                            | 1                            | 2                            | 3                            |
| Food preparation                                                           | -                            | -                            | 1                            | 4                            | 3                            | 2                            | 2                            | 4                            | 2                            | 5                             | 1                             | 5                             | -                             | -                             | -                            | -                            | 2                            | 3                            | 4                            | 1                            |
| Sugar content of food                                                      | -                            | -                            | -                            | 1%                           | 1%                           | 1%                           | 1%                           | 1%b                          | 1%                           | 1%ab                          | -                             | 1%abm                         | -                             | -                             | -                            | -                            | 1%                           | 1%                           | 1%                           | -                            |
| Cleanliness (no further<br>detail)                                         | -                            | -                            | -                            | 2                            | 3                            | 1                            | 3                            | -                            | 1                            | -                             | 2                             | -                             | -                             | -                             | -                            | -                            | -                            | 1                            | 2                            | -                            |
| Training/educating<br>people (in hygiene)                                  | -                            | -                            | -                            | 1                            | -                            | 1                            | -                            | 1                            | -                            | -                             | -                             | 2                             | -                             | -                             | -                            | -                            | -                            | 4                            | 1                            | 1                            |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -                            | -                            | -                            | 4                            | -                            | 1                            | -                            | 2                            | -                            | -                             | 1%                            | -                             | -                             | 3                             | -                            | -                            | -                            | 1                            | 3                            | 1                            |
| Food handling                                                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no<br>further detail)                                       | -                            | -                            | -                            | -                            | -                            | -                            | 2                            | -                            | 2                            | 1                             | -                             | 3                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| GM foods                                                                   | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | 1                            | 1                             | 1                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat \ fraud \<br>ensuring meat is what it<br>claims to be           | -                            | -                            | -                            | -                            | -                            | 5                            | 1                            | -                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 2                            |
| Processing of food                                                         | -                            | -                            | -                            | -                            | -                            | 1%abcde<br>himn              | -                            | -                            | -                            | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |



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|                                                                            | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                                              | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Freshness of food                                                          | 4<br>1%                      | 1<br>*                       | -                            | 2<br>1%                       | 1<br>*                        | -                             | -                             | 1<br>*                        |
| To ensure food products<br>are/contain what they<br>claim                  | 1<br>*                       | 1<br>*                       | 4<br>1%                      | 7<br>2%opqru<br>v             | 3<br>1%                       | 4<br>1%                       | 3<br>1%                       | 6<br>2%opqruv                 |
| Food preparation                                                           | 4<br>1%B                     | 2<br>*                       | 1<br>*                       | 7<br>2%optwy<br>zAB           | 1<br>*                        | -                             | -                             | -                             |
| Sugar content of food                                                      | -                            | 1<br>*                       | 1<br>*                       | -                             | 1<br>*                        | -                             | 1<br>*                        | -                             |
| Cleanliness (no further<br>detail)                                         | -                            | 1<br>*                       | 4<br>1%opqt                  | 3<br>1%                       | 1<br>*                        | 2<br>1%                       | 3<br>1%                       | -                             |
| Training/educating<br>people (in hygiene)                                  | -                            | -                            | -                            | -                             | 1<br>*                        | 1<br>*                        | -                             | 1<br>*                        |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food handling                                                              | -                            | -                            | -                            | -                             | 1<br>*                        | -                             | -                             | -                             |
| (Food) Safety (no<br>further detail)                                       | 3<br>1%                      | 3<br>1%                      | 2<br>1%                      | -                             | 1<br>*                        | 2<br>1%                       | 2<br>1%                       | -                             |
| GM foods                                                                   | -                            | -                            | -                            | -                             | 1<br>*                        | 1<br>*                        | -                             | -                             |
| Horse meat \ fraud \<br>ensuring meat is what it<br>claims to be           | 1<br>*                       | 2<br>*                       | 2<br>1%                      | 2<br>1%                       | 1<br>*                        | -                             | -                             | -                             |
| Processing of food                                                         | -                            | -                            | 1<br>*                       | 1<br>*                        | -                             | -                             | 3<br>1%                       | 1<br>*                        |



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|                            | 36-49                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | 50-65                        |                              |                              |                              |                              |                              |
|----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
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| Unweighted Base            | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base              | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Ratings                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                             | 2                             | -                             | 1                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                      | 1                            | 12                           | 11                           | 9                            | 9                            | 10                           | 5                            | 6                            | 7                            | 7                             | 3                             | 4                             | 2                             | 1                             | 8                            | 4                            | 7                            | 9                            | 7                            | 7                            |
| Don't know                 | 75<br>20%gj<br>lmm           | 83<br>21%ghi<br>jmm          | 71<br>18%j                   | 57<br>15%                    | 58<br>16%k                   | 64<br>17%l                   | 54<br>14%                    | 50<br>15%                    | 43<br>12%                    | 51<br>14%                     | 51<br>17%l                    | 40<br>10%                     | 48<br>14%                     | 40<br>13%                     | 86<br>21%ltvw<br>xzA         | 87<br>22%ltvw<br>xzA         | 81<br>20%vwxyz<br>A          | 72<br>17%A                   | 71<br>18%vzA                 | 61<br>16%                    |
| Average number of mentions | 2.03d                        | 1.92                         | 1.88                         | 1.80                         | 2.29abc<br>d                 | 2.21bcd                      | 2.23bcd                      | 2.05d                        | 2.22bcd                      | 2.44abc<br>dhn                | 2.26bcd                       | 2.48abc<br>dhn                | 2.27bcd                       | 2.14cd                        | 2.00                         | 2.00                         | 1.84                         | 1.90                         | 2.33opq<br>rt                | 2.07q                        |
| 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                          | 1.53                         | 1.53                         | 1.28                         | 1.29                         | 1.58                         | 1.51                         |
| 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                          | 0.09                         | 0.09                         | 0.07                         | 0.07                         | 0.09                         | 0.08                         |



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|                            | 50.65                        |                              |                              |                               |                               |                               |                               |                               |
|----------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base              | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Ratings                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             |
| Other                      | 6<br>1%w                     | 7<br>2%w                     | -                            | 8<br>2%w                      | 3<br>1%                       | 7<br>2%w                      | 4<br>1%                       | 5<br>1%w                      |
| Don't know                 | 74<br>19%wxz<br>A            | 54<br>13%                    | 50<br>13%                    | 51<br>13%                     | 70<br>18%xzA                  | 49<br>13%                     | 44<br>11%                     | 69<br>17%A                    |
| Average number of mentions | 2.12qr                       | 2.09q                        | 2.41opq<br>rtuvyA            | 2.19qr                        | 2.11q                         | 2.41opq<br>rtuvyA             | 2.15qr                        | 2.39oprtuvy                   |
| Standard deviation         | 1.53                         | 1.52                         | 1.72                         | 1.58                          | 1.51                          | 1.65                          | 1.47                          | 1.74                          |
| Standard error             | 0.08                         | 0.08                         | 0.09                         | 0.08                          | 0.09                          | 0.09                          | 0.08                          | 0.09                          |



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

|                                                                                                              | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|--------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                                              | 339                          | 314                          | 306                          | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                                                                | 239                          | 254                          | 243                          | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| Ensuring the food you buy is safe to eat                                                                     | 121<br>51%b                  | 106<br>42%                   | 131<br>54%b                  | 103<br>46%                | 118<br>50%b               | 134<br>51%b               | 143<br>56%bd              | 138<br>55%bd              | 153<br>61%abdef           | 152<br>58%bde              | 153<br>62%abcdefh          | 151<br>59%abdef            | 149<br>63%abcdefh          | 147<br>60%abdef            |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 40<br>17%bdg<br>hjm          | 26<br>10%                    | 27<br>11%                    | 19<br>8%                  | 31<br>13%                 | 31<br>12%                 | 23<br>9%                  | 25<br>10%                 | 43<br>17%bcdghjm          | 29<br>11%                  | 30<br>12%                  | 36<br>14%dg                | 26<br>11%                  | 38<br>16%bdghj             |
| Date labels, such as "best before" and "use by" labels                                                       | 39<br>16%                    | 36<br>14%                    | 31<br>13%                    | 29<br>13%                 | 44<br>19%c                | 45<br>17%                 | 41<br>16%                 | 36<br>14%                 | 65<br>26%abcdefg<br>hkm   | 56<br>21%bcdhk             | 36<br>15%                  | 55<br>22%bcdhk             | 41<br>17%                  | 52<br>21%bcdhk             |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 30<br>12%bcde<br>gh          | 16<br>6%                     | 15<br>6%                     | 16<br>7%                  | 17<br>7%                  | 26<br>10%g                | 14<br>5%                  | 17<br>7%                  | 33<br>13%bcdegh           | 27<br>10%bg                | 25<br>10%g                 | 38<br>15%bcdefgh<br>j      | 27<br>11%bcgh              | 29<br>12%bcdegh            |
| Promoting food safety in the home                                                                            | 29<br>12%c                   | 27<br>10%                    | 15<br>6%                     | 21<br>9%                  | 28<br>12%c                | 28<br>11%c                | 23<br>9%                  | 19<br>8%                  | 34<br>14%cgkh             | 35<br>13%cgkh              | 20<br>8%                   | 31<br>12%c                 | 31<br>13%chik              | 37<br>15%cdghk             |
| Nutrition labelling information, such as traffic light labelling                                             | 28<br>12%                    | 23<br>9%                     | 19<br>8%                     | 18<br>8%                  | 38<br>16%bcd              | 40<br>15%bcd              | 37<br>14%bcd              | 30<br>12%                 | 51<br>20%abcdghm          | 40<br>15%bcd               | 38<br>15%bcd               | 50<br>19%abcdh             | 34<br>14%bcd               | 41<br>17%bcd               |
| Country of origin labels, which identify where food comes from                                               | 24<br>10%                    | 17<br>6%                     | 22<br>9%                     | 20<br>9%                  | 32<br>13%b                | 50<br>19%abcdegm          | 35<br>14%b                | 35<br>14%b                | 49<br>20%abcdegh<br>m     | 48<br>18%abcdm             | 35<br>14%bcd               | 50<br>20%abcdegh<br>m      | 29<br>12%b                 | 40<br>16%abcd              |
| Quality / standard of the food                                                                               | 11<br>5%kl                   | 14<br>6%klm                  | 6<br>3%                      | 10<br>5%klm               | 7<br>3%                   | 12<br>5%klm               | 10<br>4%l                 | 10<br>4%l                 | 13<br>5%klm               | 9<br>3%                    | 4<br>2%                    | 4<br>1%                    | 10<br>4%l                  | 5<br>2%                    |
| Manufacturing/ production/packaging of food                                                                  | 6<br>3%lm                    | 8<br>3%cfm                   | 2<br>1%                      | 4<br>2%                   | 4<br>2%                   | 2<br>1%                   | 3<br>1%                   | 3<br>1%                   | 5<br>2%                   | 4<br>2%                    | 4<br>2%                    | 4<br>2%                    | 1<br>1%                    | 4<br>2%                    |
| Hygiene                                                                                                      | 6<br>2%                      | 8<br>3%                      | 5<br>2%                      | 8<br>4%                   | 10<br>4%                  | 8<br>3%                   | 5<br>2%                   | 10<br>4%                  | 8<br>3%                   | 13<br>5%gkl                | 5<br>2%                    | 6<br>2%                    | 6<br>3%                    | 7<br>3%                    |
| Ensuring/inspecting hygiene/cleanliness in food establishments                                               | 3<br>1%                      | 6<br>2%                      | 3<br>1%                      | 10<br>5%acefhjn           | 3<br>1%                   | 2<br>1%                   | 8<br>3%l                  | 4<br>2%                   | 7<br>3%                   | 5<br>2%                    | 5<br>2%                    | 5<br>2%                    | 5<br>2%                    | 3<br>1%                    |



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

|                                                                       | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                       | 339                          | 314                          | 306                          | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                         | 239                          | 254                          | 243                          | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| Animal welfare                                                        | 3<br>1%                      | 4<br>2%                      | 2<br>1%                      | 3<br>2%                   | 1<br>1%                   | 3<br>1%                   | 5<br>2%                   | 5<br>2%                   | 6<br>2%e                  | 8<br>3%celm                | 4<br>2%                    | 5<br>2%                    | 2<br>1%                    | 5<br>2%                    |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 1<br>1%                      | 2<br>1%                      | 2<br>1%                      | 3<br>1%                   | 2<br>1%                   | 2<br>1%                   | 5<br>2%                   | 3<br>1%                   | 2<br>1%                   | 5<br>2%                    | 3<br>1%                    | 3<br>1%                    | 3<br>1%                    | 3<br>1%                    |
| Everything / All food<br>issues                                       | 1<br>1%                      | 3<br>1%k                     | 1<br>1%                      | 2<br>1%                   | 2<br>1%                   | 3<br>1%k                  | 4<br>1%k                  | 4<br>2%k                  | 2<br>1%                   | 4<br>1%k                   | -                          | 2<br>1%                    | 4<br>2%k                   | 1<br>*                     |
| How food is grown /<br>Farmed                                         | 1<br>1%                      | 1<br>*                       | -                            | -                         | 1<br>*                    | 2<br>1%                   | 1<br>*                    | 2<br>1%                   | -                         | 2<br>1%                    | 1<br>1%                    | -                          | -                          | -                          |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 1<br>*                       | 2<br>1%                      | 1<br>*                       | 4<br>2%km                 | 3<br>1%k                  | 2<br>1%                   | 3<br>1%                   | 4<br>2%k                  | 1<br>*                    | 2<br>1%                    | -                          | 2<br>1%                    | *<br>*                     | 3<br>1%k                   |
| Health                                                                | 1<br>1%                      | 2<br>1%                      | -                            | *<br>*                    | 1<br>*                    | 1<br>*                    | 1<br>*                    | 1<br>*                    | 1<br>*                    | 1<br>*                     | *<br>*                     | 1<br>*                     | -                          | 2<br>1%                    |
| Price                                                                 | 1<br>*                       | 3<br>1%n                     | 2<br>1%                      | 1<br>1%                   | 2<br>1%                   | *<br>*                    | 2<br>1%                   | 1<br>*                    | 2<br>1%                   | 1<br>1%                    | -                          | 1<br>*                     | -                          | -                          |
| Maintaining Standards /<br>Regulations                                | 1<br>*                       | 3<br>1%g                     | 4<br>2%g                     | 1<br>1%                   | 3<br>1%g                  | 3<br>1%g                  | -                         | 1<br>*                    | 1<br>*                    | 3<br>1%g                   | 2<br>1%                    | 2<br>1%                    | *<br>*                     | 1<br>*                     |
| Health & Hygiene<br>Certificates                                      | -                            | -                            | -                            | -                         | 1<br>*                    | -                         | 1<br>*                    | -                         | 1<br>*                    | -                          | 1<br>*                     | -                          | 1<br>*                     | -                          |
| Complaints Procedures                                                 | -                            | 2<br>1%                      | -                            | 1<br>1%                   | 2<br>1%                   | -                         | 1<br>*                    | -                         | -                         | 1<br>*                     | *<br>*                     | -                          | -                          | -                          |
| Fat/salt content in food                                              | -                            | -                            | -                            | 1<br>1%                   | 2<br>1%                   | 1<br>*                    | *<br>*                    | -                         | -                         | *<br>*                     | 1<br>1%                    | 1<br>1%                    | 2<br>1%                    | 1<br>*                     |
| Food imports / Exports                                                | -                            | 2<br>1%                      | 1<br>*                       | 1<br>*                    | -                         | 3<br>1%glin               | -                         | 1<br>*                    | -                         | 2<br>1%                    | -                          | -                          | -                          | -                          |
| Advertising                                                           | -                            | -                            | -                            | -                         | -                         | 1<br>*                    | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Effect on the<br>Environment                                          | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | -                          | -                          | -                          | -                          | -                          |





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

|                                                                      | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                      | 339                          | 314                          | 306                          | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                        | 239                          | 254                          | 243                          | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| Weight & Measures                                                    | -                            | 1                            | -                            | 1                         | -                         | 1                         | 1                         | -                         | -                         | -                          | 1                          | 1                          | -                          | -                          |
| Sales of food in shops/restaurants                                   | -                            | 3                            | 2                            | 2                         | 1                         | 2                         | 1                         | 2                         | 2                         | 1                          | -                          | -                          | 1                          | 2                          |
| Health and Safety standards                                          | -                            | 1%aki                        | 1%                           | 1%                        | *                         | 1%                        | *                         | 1%                        | 1%                        | *                          | -                          | -                          | *                          | 1%                         |
| Infections/diseases in/contaminated foods                            | -                            | -                            | 1                            | -                         | 2                         | -                         | -                         | 1                         | -                         | 1                          | 2                          | -                          | -                          | *                          |
| Control where food comes from/food origin                            | -                            | 1                            | -                            | 1                         | 2                         | 5                         | 1                         | 1                         | 1                         | 2                          | 1                          | 1                          | -                          | 1                          |
| Food labelling                                                       | -                            | -                            | 1                            | -                         | -                         | 2                         | 1                         | 1                         | -                         | 1                          | -                          | 2                          | -                          | *                          |
| Freshness of food                                                    | -                            | 2                            | 1                            | 2                         | 1                         | -                         | -                         | -                         | 1                         | 1                          | 1                          | 3                          | 1                          | -                          |
| To ensure food products are/contain what they claim                  | -                            | 1%                           | *                            | 1%                        | *                         | -                         | -                         | -                         | *                         | *                          | 1%                         | 1%                         | *                          | -                          |
| Food preparation                                                     | -                            | -                            | -                            | 1                         | 2                         | 1                         | 1                         | 1                         | 2                         | 1                          | 1                          | 3                          | *                          | 1                          |
| Sugar content of food                                                | -                            | -                            | -                            | 1%                        | 1%                        | *                         | *                         | *                         | 1%                        | *                          | *                          | 1%                         | *                          | *                          |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | 1                         | -                         | 1                         | *                         | -                         | -                         | *                          | 2                          | 1                          | 1                          | 3                          |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 2                         | 4                         | 1                         | 2                         | 4                         | -                         | 2                          | 1                          | 1                          | 1                          | 1%                         |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | 1%                        | 2%abcfim                  | *                         | 1%                        | 1%abci                    | -                         | 1%                         | 1%                         | *                          | *                          | 1%                         |
| Food handling                                                        | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | 1                         | 1                          | -                          | -                          | -                          | -                          |



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Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                            | 66-                          |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                            | 339                          | 314                          | 306                          | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                              | 239                          | 254                          | 243                          | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| (Food) Safety (no further detail)                          | -                            | -                            | -                            | -                         | -                         | -                         | 1                         | 2                         | -                         | 2                          | -                          | 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                          |
| Ratings                                                    | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | 2                          | *                          |
| Other                                                      | 4<br>2%                      | 8<br>3%glimn                 | 3<br>1%                      | 9<br>4%cefjgkijl<br>mm    | 3<br>1%                   | 3<br>1%                   | 2<br>1%                   | 6<br>3%gmn                | 3<br>1%                   | 4<br>1%                    | 4<br>2%                    | 2<br>1%                    | 1<br>1%                    | 1<br>*                     |
| Don't know                                                 | 70<br>29%ijk<br>lmm          | 80<br>31%lgi<br>jkmm         | 62<br>26%ijk                 | 61<br>28%ijklmm           | 59<br>25%ijk              | 64<br>24%ijk              | 58<br>23%j                | 62<br>24%ijk              | 44<br>18%                 | 44<br>17%                  | 44<br>18%                  | 51<br>20%                  | 47<br>20%                  | 49<br>20%                  |
| Average number of mentions                                 | 2.08c                        | 1.88                         | 1.66                         | 1.84                      | 2.09c                     | 2.16bcdgk                 | 1.89                      | 1.95c                     | 2.40abcdeg<br>hkm         | 2.14bcdgk                  | 1.89                       | 2.28bcdgkh<br>m            | 1.99c                      | 2.21bcdgk                  |
| 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                       |
| 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                       |

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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                                                              | ENGLAND                          |                              |                              |                                |                                   |                                |                                  |                                  |                                            |                                     |                                  |                                             |                                    |                                     | SCOTLAND                     |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------|------------------------------|--------------------------------|-----------------------------------|--------------------------------|----------------------------------|----------------------------------|--------------------------------------------|-------------------------------------|----------------------------------|---------------------------------------------|------------------------------------|-------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                                              | Wave 1<br>(Nov<br>10)<br>(a)     | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d)   | Wave 5<br>(Nov<br>12)<br>(e)      | Wave 6<br>(May<br>13)<br>(f)   | Wave 7<br>(Nov<br>13)<br>(g)     | Wave 8<br>(May<br>14)<br>(h)     | Wave 9<br>(Nov<br>14)<br>(i)               | Wave 10<br>(May<br>15)<br>(j)       | Wave 11<br>(Nov<br>15)<br>(k)    | Wave 12<br>(May<br>16)<br>(l)               | Wave 13<br>(Nov<br>16)<br>(m)      | Wave 14<br>(May<br>17)<br>(n)       | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 1364                             | 1414                         | 1368                         | 1426                           | 1306                              | 1447                           | 1411                             | 1352                             | 1329                                       | 1461                                | 1260                             | 1375                                        | 1294                               | 1349                                | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                                                                | 1313                             | 1374                         | 1352                         | 1360                           | 1282                              | 1382                           | 1370                             | 1321                             | 1281                                       | 1350                                | 1226                             | 1304                                        | 1239                               | 1244                                | **                           | **                           | **                           | **                           | **                           | **                           |
| Ensuring the food you buy is safe to eat                                                                     | 678<br>52%                       | 673<br>49%                   | 654<br>48%                   | 668<br>49%                     | 674<br>53% <sup>c</sup>           | 715<br>52%                     | 781<br>57% <sup>abcd</sup><br>ef | 771<br>58% <sup>abcd</sup><br>ef | 754<br>59% <sup>abcd</sup><br>ef           | 804<br>60% <sup>abcd</sup><br>ef    | 746<br>61% <sup>abcd</sup><br>ef | 829<br>64% <sup>abcd</sup><br>efghijm       | 732<br>59% <sup>abcd</sup><br>ef   | 773<br>62% <sup>abcd</sup><br>efg   | -                            | -                            | -                            | -                            | -                            | -                            |
| Date labels, such as "best before" and "use by" labels                                                       | 242<br>18% <sup>cd</sup>         | 256<br>19% <sup>cd</sup>     | 196<br>15%                   | 199<br>15%                     | 310<br>24% <sup>abcd</sup><br>fhk | 269<br>19% <sup>cd</sup>       | 289<br>21% <sup>cd</sup>         | 264<br>20% <sup>cd</sup>         | 329<br>26% <sup>abcd</sup><br>fghk         | 321<br>24% <sup>abcd</sup><br>fhk   | 240<br>20% <sup>cd</sup>         | 352<br>27% <sup>abcd</sup><br>fghk          | 303<br>24% <sup>abcd</sup><br>fghk | 322<br>26% <sup>abcd</sup><br>fghk  | -                            | -                            | -                            | -                            | -                            | -                            |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 203<br>15% <sup>bcd</sup><br>fgh | 171<br>12% <sup>cd</sup>     | 160<br>12%                   | 131<br>10%                     | 198<br>15% <sup>bcd</sup><br>gh   | 144<br>10%                     | 161<br>12%                       | 157<br>12%                       | 208<br>16% <sup>bcd</sup><br>ghjkm         | 174<br>13% <sup>d</sup>             | 159<br>13% <sup>d</sup>          | 201<br>15% <sup>bcd</sup><br>gh             | 163<br>13% <sup>df</sup>           | 169<br>14% <sup>df</sup>            | -                            | -                            | -                            | -                            | -                            | -                            |
| Nutrition labelling information, such as traffic light labelling                                             | 196<br>15% <sup>cd</sup>         | 176<br>13% <sup>c</sup>      | 139<br>10%                   | 157<br>12%                     | 274<br>21% <sup>abcd</sup><br>f   | 226<br>16% <sup>bcd</sup>      | 264<br>19% <sup>abcd</sup>       | 244<br>19% <sup>abcd</sup>       | 270<br>21% <sup>abcd</sup><br>f            | 287<br>21% <sup>abcd</sup><br>f     | 232<br>19% <sup>abcd</sup>       | 359<br>28% <sup>abcd</sup><br>efghijk<br>mn | 250<br>20% <sup>abcd</sup><br>f    | 298<br>24% <sup>abcd</sup><br>fghkm | -                            | -                            | -                            | -                            | -                            | -                            |
| Promoting food safety in the home                                                                            | 161<br>12% <sup>cd</sup>         | 160<br>12% <sup>cd</sup>     | 111<br>8%                    | 124<br>9%                      | 142<br>11% <sup>c</sup>           | 157<br>11% <sup>c</sup>        | 140<br>10%                       | 146<br>11% <sup>c</sup>          | 204<br>16% <sup>abcd</sup><br>efghijk<br>n | 170<br>13% <sup>cd</sup>            | 147<br>12% <sup>cd</sup>         | 168<br>13% <sup>cdg</sup>                   | 171<br>14% <sup>cd</sup><br>eg     | 161<br>13% <sup>cdg</sup>           | -                            | -                            | -                            | -                            | -                            | -                            |
| Country of origin labels, which identify where food comes from                                               | 150<br>11%                       | 147<br>11%                   | 131<br>10%                   | 126<br>9%                      | 187<br>15% <sup>abcd</sup>        | 228<br>17% <sup>abcd</sup>     | 209<br>15% <sup>abcd</sup>       | 185<br>14% <sup>bcd</sup>        | 251<br>20% <sup>abcd</sup><br>efghk        | 246<br>18% <sup>abcd</sup><br>efghk | 187<br>15% <sup>abcd</sup>       | 285<br>22% <sup>abcd</sup><br>efghjkm<br>n  | 213<br>17% <sup>abcd</sup><br>h    | 232<br>19% <sup>abcd</sup><br>efghk | -                            | -                            | -                            | -                            | -                            | -                            |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 142<br>11% <sup>bcd</sup><br>f   | 114<br>8% <sup>c</sup>       | 85<br>6%                     | 95<br>7%                       | 109<br>8% <sup>c</sup>            | 107<br>8%                      | 118<br>9% <sup>c</sup>           | 117<br>9% <sup>c</sup>           | 166<br>13% <sup>bcd</sup><br>fgh           | 146<br>11% <sup>bcd</sup><br>fgh    | 141<br>12% <sup>bcd</sup><br>fgh | 187<br>14% <sup>abcd</sup><br>efghjkm       | 141<br>11% <sup>bcd</sup><br>fgh   | 164<br>13% <sup>bcd</sup><br>fgh    | -                            | -                            | -                            | -                            | -                            | -                            |
| Quality / standard of the food                                                                               | 79<br>6% <sup>cekl</sup><br>lmn  | 67<br>5% <sup>kn</sup>       | 53<br>4% <sup>kn</sup>       | 82<br>6% <sup>cekl</sup><br>mn | 47<br>4% <sup>n</sup>             | 80<br>6% <sup>cekl</sup><br>mn | 77<br>6% <sup>cekl</sup><br>mn   | 66<br>5% <sup>kn</sup>           | 50<br>4% <sup>kn</sup>                     | 61<br>5% <sup>kn</sup>              | 29<br>2%                         | 40<br>3%                                    | 48<br>4% <sup>kn</sup>             | 23<br>2%                            | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                       | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                       | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                         | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Hygiene                                                               | 38<br>3%                     | 55<br>4%hk                   | 56<br>4%hk                   | 56<br>4%hk                   | 39<br>3%                     | 48<br>3%h                    | 46<br>3%h                    | 27<br>2%                     | 45<br>3%h                    | 51<br>4%hk                    | 27<br>2%                      | 36<br>3%                      | 41<br>3%                      | 46<br>4%hk                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Manufacturing/<br>production/packaging of<br>food                     | 29<br>2%gl                   | 32<br>2%glm                  | 28<br>2%l                    | 27<br>2%l                    | 31<br>2%glm                  | 23<br>2%l                    | 16<br>1%                     | 19<br>1%                     | 22<br>2%                     | 18<br>1%                      | 22<br>2%l                     | 11<br>1%                      | 15<br>1%                      | 23<br>2%l                     | -                            | -                            | -                            | -                            | -                            | -                            |
| Animal welfare                                                        | 25<br>2%                     | 31<br>2%                     | 29<br>2%                     | 32<br>2%                     | 31<br>2%l                    | 25<br>2%                     | 21<br>2%                     | 25<br>2%                     | 17<br>1%                     | 33<br>2%l                     | 17<br>1%                      | 28<br>2%                      | 21<br>2%                      | 18<br>1%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments  | 22<br>2%                     | 31<br>2%                     | 49<br>4%abefg<br>ijkimn      | 39<br>3%ajl                  | 26<br>2%                     | 25<br>2%                     | 26<br>2%                     | 33<br>3%                     | 26<br>2%                     | 22<br>2%                      | 26<br>2%                      | 21<br>2%                      | 25<br>2%                      | 22<br>2%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 12<br>1%                     | 7<br>1%                      | 18<br>1%bfkln                | 16<br>1%bfkn                 | 18<br>1%bfkln                | 7<br>*                       | 14<br>1%k                    | 13<br>1%k                    | 10<br>1%                     | 9<br>1%                       | 4<br>*                        | 7<br>1%                       | 8<br>1%                       | 6<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Maintaining Standards /<br>Regulations                                | 10<br>1%                     | 24<br>2%agh                  | 25<br>2%agh                  | 28<br>2%aghijm               | 16<br>1%                     | 24<br>2%agh                  | 11<br>1%                     | 8<br>1%                      | 23<br>2%agh                  | 14<br>1%                      | 19<br>2%h                     | 15<br>1%                      | 13<br>1%                      | 16<br>1%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Everything / All food<br>issues                                       | 9<br>1%kn                    | 16<br>1%kn                   | 10<br>1%kn                   | 13<br>1%kn                   | 11<br>1%kn                   | 13<br>1%kn                   | 13<br>1%kn                   | 14<br>1%kn                   | 8<br>1%                      | 12<br>1%kn                    | 5<br>*                        | 14<br>1%kn                    | 9<br>1%kn                     | 2<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 8<br>1%                      | 19<br>1%l                    | 31<br>2%aeikn                | 25<br>2%al                   | 16<br>1%                     | 28<br>2%aik                  | 23<br>2%al                   | 19<br>1%l                    | 7<br>1%                      | 20<br>1%al                    | 12<br>1%                      | 21<br>2%al                    | 16<br>1%                      | 14<br>1%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Complaints Procedures                                                 | 7<br>1%jin                   | 2<br>*                       | 2<br>*                       | 4<br>*                       | 3<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 1<br>*                        | 1<br>*                        | -                             | 2<br>*                        | 1<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| Fat/salt content in food                                              | 7<br>*                       | 5<br>*                       | 5<br>*                       | 5<br>*                       | 7<br>1%                      | 5<br>*                       | 4<br>*                       | 4<br>*                       | 2<br>*                       | 3<br>*                        | 3<br>*                        | 4<br>*                        | 2<br>*                        | 2<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |
| How food is grown /<br>Farmed                                         | 6<br>*m                      | 6<br>*m                      | 6<br>*m                      | 4<br>*                       | 6<br>*m                      | 4<br>*                       | 2<br>*                       | 8<br>1%glm                   | 7<br>1%kn                    | 2<br>*                        | 3<br>*                        | 5<br>*m                       | -                             | 2<br>*                        | -                            | -                            | -                            | -                            | -                            | -                            |

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 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                         | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Hygiene                                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Manufacturing/<br>production/packaging of<br>food                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Animal welfare                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Maintaining Standards /<br>Regulations                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Everything / All food<br>issues                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| What goes into our food<br>(additives/chemicals<br>etc.)              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Complaints Procedures                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Fat/salt content in food                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| How food is grown /<br>Farmed                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                              | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|----------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                              | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food imports / Exports                       | 5<br>*n                      | 7<br>1%n                     | 4<br>*                       | 4<br>*n                      | 3<br>*                       | 6<br>*n                      | 5<br>*n                      | 5<br>*n                      | 5<br>*n                      | 3<br>*                        | 1<br>*                        | 2<br>*                        | 1<br>*                        | -                             | -                            | -                            | -                            | -                            | -                            |                              |
| Health                                       | 4<br>*                       | 4<br>*                       | 4<br>*                       | 4<br>*                       | 3<br>*                       | 3<br>*                       | 2<br>*                       | 1<br>*                       | 2<br>*                       | 1<br>*                        | 3<br>*                        | 3<br>*                        | 4<br>*                        | -                             | -                            | -                            | -                            | -                            | -                            |                              |
| Weight & Measures                            | 4<br>*                       | 7<br>1%cdij<br>l             | -                            | 1<br>*                       | 5<br>*c                      | 3<br>*                       | 5<br>*c                      | 5<br>*c                      | 1<br>*                       | 1<br>*                        | 3<br>*                        | 1<br>*                        | 4<br>*c                       | 2<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |
| Price                                        | 3<br>*                       | 7<br>1%                      | 11<br>1%f                    | 5<br>*                       | 9<br>1%                      | 3<br>*                       | 6<br>*                       | 4<br>*                       | 7<br>*                       | 5<br>*                        | 4<br>*                        | 7<br>1%                       | 5<br>*                        | 5<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |
| Health & Hygiene<br>Certificates             | 3<br>*                       | 2<br>*                       | 2<br>*                       | 4<br>*                       | 2<br>*                       | -                            | 4<br>*                       | 4<br>*ll                     | 2<br>*                       | 2<br>*                        | 2<br>*                        | -                             | 1<br>*                        | 3<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |
| Advertising                                  | 2<br>*                       | 2<br>*                       | -                            | 7<br>*ceijn                  | 1<br>*                       | 3<br>*                       | 2<br>*                       | 2<br>*                       | 1<br>*                       | 1<br>*                        | 1<br>*                        | -                             | 3<br>*                        | -                             | -                            | -                            | -                            | -                            | -                            |                              |
| Effect on the<br>Environment                 | 1<br>*                       | 3<br>*                       | -                            | 1<br>*                       | -                            | -                            | 1<br>*                       | 1<br>*                       | 2<br>*                       | -                             | -                             | -                             | -                             | 1<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |
| Sales of food in<br>shops/restaurants        | -                            | 10<br>1%a                    | 17<br>1%aghjk                | 12<br>1%a                    | 7<br>1%a                     | 10<br>1%a                    | 6<br>*a                      | 5<br>*a                      | 12<br>1%a                    | 6<br>*a                       | 6<br>*a                       | 13<br>1%a                     | 8<br>1%a                      | 8<br>1%a                      | -                            | -                            | -                            | -                            | -                            |                              |
| Health and Safety<br>standards               | -                            | 5<br>*am                     | 7<br>1%am                    | 1<br>*                       | 5<br>*am                     | 3<br>*                       | 3<br>*                       | 2<br>*                       | 1<br>*                       | 2<br>*                        | 3<br>*                        | 1<br>*                        | -                             | 2<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |
| Infections/diseases<br>in/contaminated foods | -                            | 2<br>*                       | 9<br>1%abh                   | 3<br>*                       | 6<br>*a                      | 7<br>1%a                     | 3<br>*                       | 2<br>*                       | 3<br>*                       | 3<br>*                        | 3<br>*                        | 3<br>*                        | 2<br>*                        | 2<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |
| Control where food comes<br>from/food origin | -                            | 4<br>*                       | 4<br>*a                      | 8<br>1%al                    | 4<br>*a                      | 15<br>1%abceh<br>ikln        | 12<br>1%abkln                | 4<br>*a                      | 5<br>*a                      | 12<br>1%abln                  | 3<br>*                        | 1<br>*                        | 7<br>1%al                     | 3<br>*                        | -                            | -                            | -                            | -                            | -                            |                              |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
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**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Food imports / Exports                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weight & Measures                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Price                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health & Hygiene<br>Certificates             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Advertising                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Effect on the<br>Environment                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Sales of food in<br>shops/restaurants        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health and Safety<br>standards               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Infections/diseases<br>in/contaminated foods | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Control where food comes<br>from/food origin | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
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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                     |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                        | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food labelling                                                       | -                            | 2                            | 11                           | 4                            | 5                            | 12                           | 4                            | 9                            | 5                            | 6                             | 2                             | 8                             | 9                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Freshness of food                                                    | -                            | *                            | 1%abkn                       | *                            | *a                           | 1%abdkn                      | *a                           | 1%abn                        | *a                           | *a                            | *                             | 1%ab                          | 1%abkn                        | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| To ensure food products are/contain what they claim                  | -                            | -                            | 6                            | 2                            | 5                            | 26                           | 5                            | 10                           | 12                           | 13                            | 11                            | 14                            | 9                             | 12                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Food preparation                                                     | -                            | -                            | *ab                          | *                            | *ab                          | 2%abcde<br>ghkm              | *ab                          | 1%abd                        | 1%abd                        | 1%abd                         | 1%abd                         | 1%abdeg                       | 1%abd                         | 1%abd                         | -                            | -                            | -                            | -                            | -                            | -                            |
| Sugar content of food                                                | -                            | -                            | 4                            | 12                           | 8                            | 3                            | 7                            | 11                           | 11                           | 14                            | 4                             | 11                            | 2                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | *b                           | 1%abcfm<br>n                 | 1%ab                         | *                            | *ab                          | 1%abfm                       | 1%abfmn                      | 1%abcfk<br>mn                 | *b                            | 1%abfm                        | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 5                            | 1                            | 3                            | 2                            | 4                            | 1                            | 4                             | 3                             | -                             | 2                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | *abcl                        | *                            | *                            | *b                           | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food handling                                                        | -                            | -                            | -                            | 4                            | 8                            | 3                            | 6                            | 6                            | 5                            | 7                             | 5                             | 5                             | 8                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | *abc                         | 1%abc                        | *                            | *abc                         | *abc                         | *abc                         | 1%abc                         | *abc                          | *abc                          | 1%abc                         | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| GM foods                                                             | -                            | -                            | -                            | 9                            | 5                            | 2                            | -                            | 1                            | -                            | 1                             | 3                             | -                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 1%abogh<br>jkmn              | 1%abci<br>jm                 | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 4                            | 4                            | 2                            | -                            | 2                            | -                            | 1                             | -                             | -                             | 3                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | *abgi<br>jl                  | *abgi<br>jlm                 | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 2                            | 1                             | -                             | -                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | 1                            | 9                            | 4                            | 6                            | 3                            | 1                             | 7                             | 8                             | 3                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | *                            | 1%abcde<br>fk                | *abcde                       | *abcde                       | *                            | *                             | 1%abcde<br>f                  | 1%abcde<br>fk                 | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |

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  
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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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                              | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Food labelling                                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Freshness of food                                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| To ensure food products<br>are/contain what they<br>claim                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food preparation                                                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Sugar content of food                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Cleanliness (no further<br>detail)                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Training/educating<br>people (in hygiene)                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food handling                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| (Food) Safety (no<br>further detail)                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| GM foods                                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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|                                                            | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                            | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                            | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                              | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Horse meat \ fraud \ ensuring meat is what it claims to be | -                            | -                            | -                            | -                            | -                            | 12<br>1%abcde<br>klmn        | 5<br>*abcde<br>m             | 4<br>*bd                     | 4<br>*abcde<br>m             | 5<br>*abcde<br>m              | 2                             | 1                             | -                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Processing of food                                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 4<br>*bfg                    | 3                            | -                             | 1                             | 3                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 3                             | -                             | 3                             | 4                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                      | 19<br>1%                     | 32<br>2%iklm<br>n            | 31<br>2%ikmn                 | 28<br>2%imn                  | 21<br>2%en                   | 24<br>2%en                   | 21<br>2%                     | 21<br>2%                     | 11<br>1%                     | 23<br>2%imn                   | 15<br>1%                      | 16<br>1%                      | 12<br>1%                      | 9<br>1%                       | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                 | 307<br>23%ghi<br>jklmn       | 339<br>25%fgh<br>ijklmn      | 310<br>23%ghij<br>lmn        | 302<br>22%ghij<br>lmn        | 283<br>22%hijl<br>mn         | 292<br>21%hijl<br>mn         | 261<br>19%ilm                | 234<br>18%l                  | 188<br>15%                   | 231<br>17%                    | 244<br>20%ilmm                | 202<br>15%                    | 191<br>15%                    | 208<br>17%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of mentions                                 | 2.05cd                       | 2.01cd                       | 1.83                         | 1.85                         | 2.26abc<br>dfgh              | 2.09cd                       | 2.10cd                       | 2.06cd                       | 2.28abc<br>dfghk             | 2.25abc<br>dfgh               | 2.14cd                        | 2.43abc<br>defghjk<br>m       | 2.17bcd                       | 2.29abcd<br>ghk               | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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|                                                                  | SCOTLAND                     |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                  | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                    | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Horse meat \ fraud \<br>ensuring meat is what it<br>claims to be | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Processing of food                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Ratings                                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Other                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Average number of<br>mentions                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard deviation                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Standard error                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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

|                                                                  | WALES                        |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                               |
|------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|
|                                                                  | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)  | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t)  |
| Unweighted Base                                                  | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                            | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                           |
| Weighted Base                                                    | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                           | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                           |
| Ensuring the food you buy is safe to eat                         | 49<br>57%                    | 38<br>48%                    | 63<br>75%abde<br>f           | 44<br>51%                    | 35<br>43%                    | 43<br>55%                    | 48<br>66%be                  | 48<br>64%be                  | 58<br>65%be                   | 48<br>64%be                   | 58<br>72%bdef                 | 52<br>76%abde<br>f            | 62<br>77%abde<br>f            | 50<br>64%be                   | 32<br>66%                    | 36<br>63%                    | 24<br>54%                    | 25<br>59%                    | 25<br>49%                    | 34<br>72%quxz                 |
| Nutrition labelling information, such as traffic light labelling | 11<br>13%l                   | 5<br>7%                      | 10<br>11%                    | 5<br>6%                      | 8<br>10%                     | 3<br>4%                      | 7<br>9%                      | 17<br>22%bdef<br>g           | 30<br>34%abcd<br>efghk<br>lmn | 29<br>39%abcd<br>efghk<br>lmn | 12<br>14%l                    | 13<br>19%bdf                  | 10<br>12%                     | 14<br>18%bdf                  | 5<br>10%r                    | 6<br>10%r                    | 7<br>15%r                    | -                            | 4<br>8%                      | 16<br>34%opqrs<br>vwxyzAB     |
| Date labels, such as "best before" and "use by" labels           | 10<br>12%                    | 6<br>8%                      | 13<br>15%                    | 6<br>7%                      | 10<br>12%                    | 6<br>8%                      | 5<br>6%                      | 19<br>25%abde<br>fg          | 31<br>35%abcd<br>efghk<br>lm  | 28<br>37%abcd<br>efghk<br>lm  | 14<br>18%g                    | 13<br>19%bdfg                 | 15<br>19%dfg                  | 19<br>25%abde<br>efg          | 7<br>14%                     | 6<br>10%                     | 5<br>11%                     | 6<br>14%                     | 2<br>4%                      | 14<br>29%opq<br>rsvwxyzAB     |
| Promoting and enabling healthy eating and healthy lifestyles     | 8<br>9%                      | 5<br>7%                      | 4<br>5%                      | 4<br>5%                      | 2<br>3%                      | 8<br>10%                     | 7<br>9%                      | 10<br>13%e                   | 18<br>20%bcde                 | 14<br>18%bcde                 | 15<br>19%bcde                 | 12<br>17%cde                  | 10<br>13%e                    | 15<br>19%bcd<br>e             | 7<br>14%svy<br>A             | 8<br>14%swy<br>zA            | 2<br>4%                      | 7<br>17%swyz<br>A            | 1<br>2%                      | 9<br>20%q<br>rsvwxyzAB        |
| Country of origin labels, which identify where food comes from   | 8<br>9% <i>d</i>             | 2<br>3%                      | 3<br>4%                      | 1<br>1%                      | 3<br>4%                      | 8<br>10% <i>d</i>            | 6<br>9% <i>d</i>             | 17<br>22%abcd<br>efg         | 23<br>26%abcd<br>efgh         | 24<br>32%abcd<br>efgh         | 12<br>15%bcde                 | 19<br>28%abcd<br>efgh         | 9<br>12% <i>bd</i>            | 15<br>19%bcd<br>e             | 6<br>11% <i>s</i>            | 7<br>12% <i>s</i>            | 6<br>14% <i>s</i>            | 3<br>8%                      | -                            | 16<br>35%opq<br>rsuvwyzAB     |
| Quality / standard of the food                                   | 7<br>8% <i>kl</i>            | 4<br>6% <i>kl</i>            | 3<br>3%                      | 8<br>9% <i>kl</i>            | 7<br>9% <i>kl</i>            | 2<br>3%                      | 4<br>5%                      | 2<br>2%                      | 6<br>7% <i>kl</i>             | 3<br>4%                       | -                             | -                             | 2<br>3%                       | 7<br>8% <i>kl</i>             | 4<br>8% <i>sA</i>            | 2<br>3%                      | -                            | -                            | -                            | 1<br>1%                       |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 5<br>6%                      | 5<br>6%                      | 5<br>7% <i>j</i>             | 3<br>3%                      | 2<br>3%                      | 1<br>2%                      | 2<br>3%                      | 4<br>5%                      | 1<br>1%                       | 1<br>1%                       | 3<br>4%                       | 1<br>1%                       | 1<br>2%                       | 1<br>1%                       | 3<br>5%                      | -                            | 1<br>3%                      | 2<br>5%                      | 5<br>10% <i>pt</i>           | -                             |
| Hygiene                                                          | 4<br>5%                      | 6<br>8% <i>ghj</i><br>m      | 2<br>3%                      | 2<br>2%                      | 5<br>6% <i>g</i>             | 4<br>6% <i>g</i>             | -                            | 1<br>1%                      | 5<br>6% <i>g</i>              | -                             | 1<br>1%                       | 2<br>3%                       | 1<br>1%                       | 2<br>3%                       | 3<br>5%                      | 1<br>2%                      | 4<br>8% <i>t</i>             | 1<br>3%                      | 2<br>5%                      | -                             |
| Promoting food safety in the home                                | 4<br>5%                      | 3<br>4%                      | 7<br>8%                      | 5<br>6%                      | 11<br>13% <i>b</i>           | 5<br>6%                      | 11<br>15% <i>ab</i>          | 5<br>7%                      | 20<br>23%abcd<br>fhk<br>lm    | 15<br>20%abcd<br>fhk          | 7<br>8%                       | 7<br>10%                      | 9<br>11%                      | 10<br>13%                     | 3<br>6%                      | 4<br>8%                      | 5<br>12% <i>x</i><br>A       | 5<br>13% <i>x</i><br>A       | 4<br>9%                      | 10<br>21%op<br>qrsuvw<br>yzAB |

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

|                                                                  | N                            |                              |                              |                               |                               |                               |                               |                               |
|------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                  | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                  | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                    | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Ensuring the food you buy is safe to eat                         | 29<br>56%                    | 30<br>59%                    | 34<br>63%                    | 27<br>54%                     | 32<br>66%                     | 26<br>53%                     | 54<br>63%                     | 53<br>61%                     |
| Nutrition labelling information, such as traffic light labelling | 13<br>25%<br>qprs<br>wxyzAB  | 6<br>13%<br>r                | 3<br>6%                      | 4<br>8%<br>r                  | 5<br>10%<br>r                 | 4<br>7%<br>r                  | 5<br>5%                       | 4<br>5%                       |
| Date labels, such as "best before" and "use by" labels           | 13<br>26%<br>pqsv<br>wxyzAB  | 6<br>12%                     | 5<br>10%                     | 4<br>8%                       | 5<br>10%                      | 3<br>6%                       | 9<br>11%                      | 4<br>5%                       |
| Promoting and enabling healthy eating and healthy lifestyles     | 6<br>11%<br>svA              | *<br>1%                      | 2<br>4%                      | 3<br>6%                       | 2<br>4%                       | 2<br>4%                       | 3<br>4%                       | 9<br>11%<br>v                 |
| Country of origin labels, which identify where food comes from   | 11<br>22%<br>rsw<br>xyzAB    | 5<br>10%<br>s                | 4<br>7%<br>s                 | 3<br>6%<br>s                  | 4<br>8%<br>s                  | 5<br>10%<br>s                 | 8<br>9%<br>s                  | 7<br>8%<br>s                  |
| Quality / standard of the food                                   | 2<br>3%                      | 1<br>3%                      | 1<br>1%                      | 2<br>3%                       | 1<br>1%                       | 2<br>5%                       | *<br>1%                       | 5<br>6%                       |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 3<br>5%<br>pt                | 1<br>2%                      | 1<br>3%                      | 7<br>14%<br>pqtuv<br>wyzB     | 1<br>2%                       | 1<br>3%                       | 11<br>13%<br>ptwyzB           | 3<br>4%                       |
| Hygiene                                                          | 4<br>8%<br>t                 | 1<br>2%                      | 2<br>4%                      | 5<br>10%<br>ptvzB             | 2<br>5%<br>t                  | 2<br>3%                       | 3<br>4%                       | 3<br>3%                       |
| Promoting food safety in the home                                | 5<br>11%<br>xA               | 3<br>6%                      | 7<br>13%<br>xA               | 1<br>2%                       | 2<br>5%                       | 3<br>6%                       | 2<br>3%                       | 11<br>13%<br>xA               |

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

|                                                                                                              | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|--------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                                                              | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base                                                                                                | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Animal welfare                                                                                               | 4                            | -                            | 1                            | 3                            | 4                            | -                            | 4                            | -                            | 3                            | -                             | -                             | -                             | 1                             | -                             | -                            | 2                            | -                            | -                            | -                            | -                            |
|                                                                                                              | 4%                           | -                            | 2%                           | 3%                           | 4%                           | -                            | 5% <i>m</i>                  | -                            | 3%                           | -                             | 1%                            | -                             | 2%                            | -                             | -                            | 5%B                          | -                            | -                            | -                            | 1%                           |
| 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                            | 3                            | 9                            | -                            | 4                            | -                            | 7                            |
|                                                                                                              | 4%                           | 3%                           | 1%                           | -                            | 4%                           | 2%                           | -                            | 10% <i>cd</i> <i>fg</i>      | 16% <i>abcd</i> <i>elg</i>   | 16% <i>abcde</i> <i>fg</i>    | 9% <i>cd</i> <i>fg</i>        | 12% <i>bcdf</i> <i>g</i>      | 11% <i>bcdf</i> <i>g</i>      | 13% <i>abcd</i> <i>efg</i>    | 6%                           | 16% <i>qsw</i> <i>xyz</i>    | -                            | 9% <i>sv</i>                 | -                            | 15% <i>qswxyz</i> <i>B</i>   |
| Manufacturing/ production/packaging of food                                                                  | 2                            | 3                            | -                            | 1                            | 1                            | 2                            | 2                            | -                            | 1                            | -                             | -                             | -                             | -                             | 2                             | 2                            | 1                            | -                            | -                            | -                            | -                            |
|                                                                                                              | 3%                           | 4%                           | -                            | 2%                           | 1%                           | 3%                           | 3%                           | -                            | 1%                           | -                             | -                             | -                             | -                             | 3%                            | 5%                           | 1%                           | -                            | -                            | -                            | -                            |
| How food is grown / Farmed                                                                                   | 2                            | -                            | 1                            | -                            | -                            | -                            | -                            | 2                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                                                              | 3%                           | -                            | 2%                           | -                            | -                            | -                            | -                            | 2%                           | -                            | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Fat/salt content in food                                                                                     | 2                            | -                            | -                            | 1                            | -                            | -                            | -                            | 1                            | -                            | -                             | -                             | 1                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                                                              | 2%                           | -                            | -                            | 1%                           | -                            | -                            | -                            | 1%                           | -                            | -                             | -                             | 1%                            | -                             | 3%                            | -                            | -                            | -                            | -                            | -                            | -                            |
| 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%                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 2%                            | 2%                           | -                            | -                            | -                            | -                            | -                            |
| Everything / All food issues                                                                                 | 1                            | -                            | -                            | -                            | 3                            | 2                            | 1                            | -                            | 1                            | -                             | -                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                                                              | 1%                           | -                            | -                            | -                            | 4%                           | 3%                           | 1%                           | -                            | 1%                           | -                             | -                             | 2%                            | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Maintaining Standards / Regulations                                                                          | 1                            | 2                            | -                            | 5                            | 1                            | 3                            | -                            | 1                            | -                            | -                             | -                             | -                             | -                             | 2                             | -                            | -                            | -                            | -                            | 1                            | -                            |
|                                                                                                              | 1%                           | 3%                           | -                            | 6% <i>cghkl</i> <i>m</i>     | 2%                           | 4%                           | -                            | 1%                           | 1%                           | -                             | -                             | -                             | 3%                            | -                             | -                            | -                            | -                            | 3%                           | -                            | -                            |
| Health & Hygiene Certificates                                                                                | 1                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                                                              | 1%                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |

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

|                                                                                                              | N                            |                              |                              |                               |                               |                               |                               |                               |
|--------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                                                              | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                                                                | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Animal welfare                                                                                               | -                            | 1                            | -                            | 1                             | -                             | *                             | 1                             | -                             |
|                                                                                                              | 1%                           | 2%                           | -                            | 2%                            | -                             | -                             | 2%                            | -                             |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 5                            | -                            | 1                            | 1                             | 1                             | 2                             | 6                             | 5                             |
|                                                                                                              | 10%qswx                      | -                            | 2%                           | 2%                            | 3%                            | 5%v                           | 7%w                           | 5%                            |
| Manufacturing/ production/packaging of food                                                                  | 1                            | -                            | *                            | -                             | *                             | 1                             | 2                             | 1                             |
|                                                                                                              | 2%                           | -                            | 1%                           | -                             | 1%                            | 2%                            | 2%                            | 1%                            |
| How food is grown / Farmed                                                                                   | -                            | -                            | -                            | -                             | -                             | -                             | 1                             | -                             |
|                                                                                                              | -                            | -                            | -                            | -                             | -                             | -                             | 2%                            | -                             |
| Fat/salt content in food                                                                                     | *                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|                                                                                                              | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Complaints Procedures                                                                                        | *                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|                                                                                                              | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Effect on the Environment                                                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Advertising                                                                                                  | 1                            | -                            | -                            | -                             | 1                             | -                             | -                             | -                             |
|                                                                                                              | 1%                           | -                            | -                            | -                             | 1%                            | -                             | -                             | -                             |
| Food imports / Exports                                                                                       | *                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|                                                                                                              | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Everything / All food issues                                                                                 | -                            | -                            | *                            | -                             | -                             | 1                             | 1                             | -                             |
|                                                                                                              | -                            | -                            | 1%                           | -                             | -                             | 2%                            | 1%                            | -                             |
| Maintaining Standards / Regulations                                                                          | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             |
|                                                                                                              | -                            | -                            | -                            | 3%                            | -                             | -                             | -                             | -                             |
| Health & Hygiene Certificates                                                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|                                                                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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

|                                                                       | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|-----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                       | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                       | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base                                                         | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 1<br>1%                      | -                            | -                            | -                            | -                            | 3<br>4%                      | -                            | -                            | 2<br>2%                      | -                             | -                             | -                             | 1<br>1%                       | -                             | -                            | 2<br>4%                      | 1<br>3%                      | 3<br>6%A                     | -                            | *                            |
| Price                                                                 | -                            | -                            | -                            | 2<br>2%                      | 2<br>2%                      | -                            | -                            | -                            | *                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Health                                                                | -                            | -                            | -                            | 1<br>2%                      | -                            | 2<br>3%                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Weight & Measures                                                     | -                            | -                            | -                            | 4<br>5%al                    | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | -                            | -                            | -                            | 1<br>1%                      | 2<br>2%                      | 1<br>2%                      | 1<br>2%                      | -                            | 1<br>1%                      | 2<br>2%                       | -                             | 1<br>1%                       | -                             | -                             | 4<br>9%luxx<br>yAB           | 1<br>1%                      | -                            | -                            | 1<br>2%                      | -                            |
| Sales of food in<br>shops/restaurants                                 | -                            | 1<br>1%                      | -                            | 3<br>4%                      | -                            | -                            | 2<br>3%                      | 1<br>1%                      | 1<br>1%                      | 1<br>1%                       | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 1<br>3%                      | -                            | -                            |
| Health and Safety<br>standards                                        | -                            | 1<br>2%                      | -                            | -                            | 1<br>1%                      | -                            | 1<br>2%                      | -                            | 3<br>3%                      | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Infections/diseases<br>in/contaminated foods                          | -                            | -                            | 1<br>1%                      | -                            | 1<br>1%                      | -                            | 1<br>2%                      | -                            | -                            | -                             | 2<br>3%                       | -                             | -                             | -                             | -                            | -                            | -                            | 1<br>2%                      | -                            | -                            |
| Control where food comes<br>from/food origin                          | -                            | -                            | 1<br>1%                      | -                            | 2<br>2%                      | 2<br>2%                      | 1<br>1%                      | -                            | -                            | 1<br>1%                       | -                             | -                             | -                             | -                             | -                            | 1<br>1%                      | -                            | 1<br>3%                      | -                            | -                            |
| Food labelling                                                        | -                            | -                            | -                            | -                            | -                            | 1<br>1%                      | -                            | -                            | -                            | 1<br>1%                       | 1<br>1%                       | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Freshness of food                                                     | -                            | -                            | 1<br>1%                      | 1<br>1%                      | 1<br>1%                      | -                            | -                            | -                            | 1<br>1%                      | -                             | *                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| To ensure food products<br>are/contain what they<br>claim             | -                            | -                            | -                            | -                            | -                            | 1<br>1%                      | -                            | -                            | -                            | *                             | 1<br>1%                       | 1<br>1%                       | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food preparation                                                      | -                            | -                            | 1<br>1%                      | -                            | 2<br>2%                      | 2<br>2%                      | -                            | -                            | 1<br>1%                      | 2<br>2%                       | -                             | 1<br>2%                       | -                             | -                             | -                            | -                            | -                            | 1<br>3%                      | -                            | -                            |

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 \* 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

|                                                                       | N1                           |                              |                              |                               |                               |                               |                               |                               |
|-----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                       | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                       | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                         | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 1<br>1%                      | -                            | *<br>1%                      | 1<br>2%                       | -                             | 1<br>2%                       | -                             | 1<br>1%                       |
| Price                                                                 | *<br>1%                      | *<br>1%                      | -                            | 1<br>1%                       | -                             | -                             | -                             | -                             |
| Health                                                                | 1<br>1%                      | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weight & Measures                                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | -                            | -                            | 1<br>2%                      | -                             | -                             | 1<br>3%                       | -                             | 1<br>1%                       |
| Sales of food in<br>shops/restaurants                                 | -                            | -                            | -                            | 1<br>2%                       | -                             | 1<br>1%                       | 1<br>1%                       | 2<br>3%                       |
| Health and Safety<br>standards                                        | -                            | -                            | -                            | -                             | 1<br>1%                       | *<br>1%                       | -                             | -                             |
| Infections/diseases<br>in/contaminated foods                          | -                            | -                            | -                            | *<br>1%                       | -                             | -                             | -                             | -                             |
| Control where food comes<br>from/food origin                          | -                            | -                            | -                            | 1<br>2%                       | -                             | -                             | -                             | -                             |
| Food labelling                                                        | *<br>1%                      | -                            | *<br>1%                      | -                             | -                             | *<br>1%                       | 1<br>1%                       | -                             |
| Freshness of food                                                     | -                            | -                            | -                            | -                             | -                             | *<br>1%                       | -                             | -                             |
| To ensure food products<br>are/contain what they<br>claim             | -                            | -                            | -                            | 1<br>1%                       | -                             | -                             | -                             | -                             |
| Food preparation                                                      | 1<br>1%                      | -                            | -                            | 1<br>1%                       | -                             | 1<br>2%                       | -                             | -                             |



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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                      | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base                                                        | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Sugar content of food                                                | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | 1                            | -                             | -                             | 1                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | 1%                           | -                            | -                            | -                            | -                            | 1%                           | -                             | -                             | 1%                            | -                             | 2%                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | -                            | 3%                           | -                            | 1                            | -                            | -                            | 1                             | -                             | 1                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food handling                                                        | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1%                           | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| GM foods                                                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat \ fraud \ ensuring meat is what it claims to be           | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Processing of food                                                   | -                            | -                            | -                            | -                            | -                            | 2%                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                                | 2<br>3%                      | 4<br>5%                      | 1<br>2%                      | 2<br>2%                      | 2<br>3%                      | 1<br>1%                      | 1<br>1%                      | 2<br>3%                      | 2<br>3%                      | 1<br>1%                       | *<br>1%                       | 2<br>2%                       | 2<br>2%                       | 1<br>2%                       | -                            | 1<br>2%                      | -                            | -                            | 1<br>3%                      | -                            |
| Don't know                                                           | 12<br>13%                    | 17<br>22%                    | 10<br>12%                    | 23<br>27%acj                 | 14<br>17%                    | 15<br>19%                    | 10<br>14%                    | 17<br>23%k                   | 10<br>11%                    | 10<br>14%                     | 12<br>15%                     | 8<br>12%                      | 13<br>16%                     | 16<br>20%                     | 9<br>18%                     | 7<br>12%                     | 11<br>25%                    | 7<br>17%                     | 13<br>26%                    | 6<br>13%                     |
| Average number of mentions                                           | 1.77                         | 1.49                         | 1.62                         | 1.65                         | 1.64                         | 1.68                         | 1.66                         | 2.29abc<br>defg              | 2.88abc<br>defgkm            | 2.85abc<br>defgkm             | 1.97b                         | 2.22bcd<br>efg                | 1.94                          | 2.52ab<br>cdefg               | 1.96s                        | 1.67s                        | 1.72                         | 1.73s                        | 1.25                         | 2.65oprsvwxy<br>zAB          |

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|                                                                      | N                            |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                      | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                        | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Sugar content of food                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| 1%                                                                   | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Cleanliness (no further detail)                                      | -                            | -                            | *                            | 1                             | *                             | 1                             | -                             | 1                             |
| 1%                                                                   | 1%                           | -                            | 1%                           | 2%                            | 1%                            | 2%                            | -                             | 1%                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             |
| Public health/consumer advice/information (when food scares/recalls) | -                            | *                            | -                            | *                             | -                             | -                             | -                             | -                             |
| 1%                                                                   | 1%                           | -                            | 1%                           | -                             | -                             | -                             | -                             | -                             |
| Food handling                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| (Food) Safety (no further detail)                                    | 1                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| 2%                                                                   | 2%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| GM foods                                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Horse meat \ fraud \ ensuring meat is what it claims to be           | *                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| 1%                                                                   | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Processing of food                                                   | -                            | -                            | -                            | -                             | -                             | 1                             | -                             | -                             |
| -                                                                    | -                            | -                            | -                            | -                             | -                             | 2%                            | -                             | -                             |
| Ratings                                                              | -                            | -                            | 1                            | -                             | -                             | -                             | 1                             | -                             |
| -                                                                    | -                            | 1%                           | -                            | -                             | -                             | -                             | 1%                            | -                             |
| Other                                                                | *                            | 5                            | -                            | 1                             | -                             | -                             | *                             | 1                             |
| *                                                                    | 9%<br>wxyzAB                 | -                            | 2%                           | -                             | -                             | -                             | 1%                            | 1%                            |
| Don't know                                                           | 10                           | 10                           | 12                           | 10                            | 9                             | 10                            | 11                            | 22                            |
| 20%                                                                  | 20%                          | 22%                          | 19%                          | 19%                           | 20%                           | 13%                           | 25%<br>A                      |                               |
| Average number of mentions                                           | 2.38<br>wxyzAB               | 1.51                         | 1.55                         | 1.66s                         | 1.45                          | 1.51                          | 1.48                          | 1.73s                         |

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|                    | WALES                     |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            | NI                        |                           |                           |                           |                           |                           |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                    | Wave 1<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r) | Wave 5<br>(Nov 12)<br>(s) | Wave 6<br>(May 13)<br>(t) |
| Unweighted Base    | 90                        | 82                        | 88                        | 92                        | 88                        | 84                        | 78                        | 80                        | 97                        | 96                         | 84                         | 84                         | 92                         | 85                         | 52                        | 60                        | 44                        | 41                        | 52                        | 103                       |
| Weighted Base      | 86*                       | 79*                       | 84*                       | 86*                       | 82*                       | 78*                       | 73*                       | 75*                       | 89*                       | 75*                        | 81*                        | 69*                        | 80*                        | 77*                        | 49*                       | 57*                       | 45*                       | 43*                       | 50*                       | 47*                       |
| 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                       | 1.65                      | 0.89                      | 0.87                      | 1.15                      | 0.73                      | 1.88                      |
| 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                       | 0.26                      | 0.13                      | 0.15                      | 0.20                      | 0.12                      | 0.20                      |



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

|                    | N                            |                              |                              |                               |                               |                               |                               |                               |
|--------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base    | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base      | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Standard deviation | 1.80                         | 1.00                         | 1.08                         | 1.06                          | 1.03                          | 1.26                          | 1.20                          | 1.28                          |
| Standard error     | 0.19                         | 0.12                         | 0.12                         | 0.11                          | 0.11                          | 0.14                          | 0.14                          | 0.15                          |

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|                                                                                                              | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                             |                            |                            |                             |                            |                            |
|--------------------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|----------------------------|----------------------------|-----------------------------|----------------------------|----------------------------|
|                                                                                                              | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)   | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)  | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                                              | 1506                                   | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                        | 1670                       | 1445                       | 1564                        | 1478                       | 1528                       |
| Weighted Base                                                                                                | 1448                                   | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                        | 1476                       | 1354                       | 1421                        | 1405                       | 1408                       |
| Ensuring the food you buy is safe to eat                                                                     | 759<br>52%                             | 747<br>49%                | 741<br>50%                | 737<br>50%                | 734<br>52%                | 792<br>53%                | 858<br>57%abcdef          | 849<br>59%abcdef          | 845<br>59%abcdef            | 880<br>60%abcdef           | 836<br>62%abcdefg          | 907<br>64%abcdefg<br>hij    | 847<br>60%abcdef           | 875<br>62%abcdefg          |
| Promoting food safety in the home                                                                            | 168<br>12%cd                           | 168<br>11%cd              | 123<br>8%                 | 134<br>9%                 | 158<br>11%cd              | 172<br>11%cd              | 156<br>10%                | 154<br>11%cd              | 231<br>16%abcdefg<br>hjkimn | 186<br>13%cd               | 156<br>12%cd               | 179<br>13%cd                | 182<br>13%cdg              | 182<br>13%cdg              |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 218<br>15%bcd<br>fgh                   | 184<br>12%cd              | 166<br>11%                | 142<br>10%                | 202<br>14%cdfgh           | 161<br>11%                | 174<br>12%                | 168<br>12%                | 228<br>16%bcdefgh<br>km     | 190<br>13%cd               | 175<br>13%cd               | 214<br>15%bcdfgh            | 176<br>13%cd               | 193<br>14%cdf              |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 149<br>10%def                          | 126<br>8%cd               | 86<br>6%                  | 99<br>7%                  | 112<br>8%cd               | 116<br>8%                 | 123<br>8%cd               | 124<br>9%cd               | 181<br>13%abcdefg<br>h      | 159<br>11%bcdefg           | 150<br>11%bcdefgh          | 198<br>14%abcdefg<br>hkm    | 156<br>11%bcdefgh          | 179<br>13%abcdefgh         |
| Nutrition labelling information, such as traffic light labelling                                             | 212<br>15%cd                           | 187<br>12%                | 156<br>11%                | 162<br>11%                | 286<br>20%abcd            | 245<br>16%bcd             | 284<br>19%abcd            | 267<br>18%abcd            | 303<br>21%abcd              | 321<br>22%abcdhik          | 248<br>18%abcd             | 376<br>26%abcdefg<br>hjkimn | 265<br>19%abcd             | 316<br>22%abcdfghkm        |
| Date labels, such as "best before" and "use by" labels                                                       | 258<br>18%cd                           | 268<br>18%cd              | 214<br>14%                | 212<br>14%                | 322<br>23%abcdfk          | 289<br>19%cd              | 307<br>21%cd              | 289<br>20%cd              | 365<br>26%abcdfgh<br>k      | 353<br>24%abcdfgh<br>k     | 259<br>19%cd               | 369<br>26%abcdfgh<br>k      | 328<br>23%abcdhik          | 346<br>25%abcdfghk         |
| Country of origin labels, which identify where food comes from                                               | 163<br>11%cd                           | 157<br>10%                | 141<br>10%                | 130<br>9%                 | 190<br>13%bcd             | 253<br>17%abcde           | 226<br>15%abcd            | 207<br>14%abcd            | 278<br>20%abcdegh<br>km     | 274<br>19%abcdegh<br>k     | 203<br>15%abcd             | 310<br>22%abcdefg<br>hjkimn | 231<br>16%abcde            | 254<br>18%abcdfghk         |
| Quality / standard of the food                                                                               | 90<br>6%ceij<br>klmn                   | 73<br>5%kin               | 56<br>4%k                 | 90<br>6%ceiklmn           | 54<br>4%kn                | 83<br>6%ceklmn            | 82<br>6%ceklmn            | 69<br>5%kin               | 56<br>4%kn                  | 66<br>4%kin                | 30<br>2%                   | 42<br>3%                    | 51<br>4%k                  | 35<br>2%                   |
| The way food is stored/ transported (correct temperatures etc.)                                              | 16<br>1%k                              | 8<br>1%                   | 18<br>1%bkn               | 17<br>1%kn                | 20<br>1%bklmn             | 8<br>1%                   | 15<br>1%k                 | 13<br>1%k                 | 12<br>1%                    | 11<br>1%                   | 4<br>*                     | 9<br>1%                     | 8<br>1%                    | 6<br>*                     |



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|                                                                      | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|----------------------------------------------------------------------|----------------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a)           | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                      | 1506                                   | 1556                         | 1500                         | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                                        | 1448                                   | 1509                         | 1480                         | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Manufacturing/<br>production/packaging of<br>food                    | 34<br>2%ghj<br>m                       | 35<br>2%ghj<br>m             | 28<br>2%l                    | 29<br>2%l                 | 32<br>2%gilm              | 26<br>2%l                 | 19<br>1%                  | 19<br>1%                  | 23<br>2%                  | 18<br>1%                   | 22<br>2%                   | 12<br>1%                   | 16<br>1%                   | 26<br>2%l                  |
| Fat/salt content in food                                             | 8<br>1%                                | 5<br>-                       | 5<br>-                       | 6<br>-                    | 7<br>1%                   | 5<br>-                    | 5<br>-                    | 4<br>-                    | 3<br>-                    | 3<br>-                     | 3<br>-                     | 4<br>-                     | 2<br>-                     | 5<br>-                     |
| Hygiene                                                              | 45<br>3%                               | 62<br>4%hk                   | 62<br>4%hkl                  | 59<br>4%hk                | 46<br>3%h                 | 52<br>3%h                 | 50<br>3%h                 | 29<br>2%                  | 52<br>4%hk                | 57<br>4%hk                 | 31<br>2%                   | 40<br>3%                   | 45<br>3%                   | 51<br>4%hk                 |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | 29<br>2%                               | 36<br>2%                     | 55<br>4%abefgijk<br>ln       | 44<br>3%ll                | 33<br>2%                  | 27<br>2%                  | 31<br>2%                  | 38<br>3%                  | 28<br>2%                  | 30<br>2%                   | 30<br>2%                   | 23<br>2%                   | 38<br>3%                   | 26<br>2%                   |
| Animal welfare                                                       | 29<br>2%                               | 31<br>2%                     | 33<br>2%                     | 34<br>2%k                 | 35<br>2%ikn               | 25<br>2%                  | 25<br>2%                  | 26<br>2%                  | 20<br>1%                  | 34<br>2%k                  | 17<br>1%                   | 28<br>2%                   | 23<br>2%                   | 19<br>1%                   |
| Weight & Measures                                                    | 4<br>-                                 | 7<br>-<br>cijl               | -<br>-                       | 5<br>-<br>c               | 5<br>-<br>c               | 4<br>-                    | 5<br>-<br>c               | 5<br>-<br>c               | 1<br>-                    | 1<br>-                     | 3<br>-                     | 1<br>-                     | 4<br>-<br>c                | 2<br>-                     |
| Health & Hygiene<br>Certificates                                     | 3<br>-                                 | 2<br>-                       | 2<br>-                       | 4<br>-                    | 2<br>-                    | -<br>-                    | 4<br>-                    | 4<br>-<br>tl              | 2<br>-                    | 2<br>-                     | 2<br>-                     | -<br>-                     | 1<br>-                     | 3<br>-                     |
| Everything / All food<br>issues                                      | 10<br>1%n                              | 16<br>1%kn                   | 10<br>1%n                    | 13<br>1%n                 | 14<br>1%kn                | 15<br>1%kn                | 14<br>1%kn                | 14<br>1%kn                | 10<br>1%n                 | 12<br>1%n                  | -<br>-                     | 16<br>1%kn                 | 10<br>1%n                  | 2<br>-                     |
| Food imports / Exports                                               | 7<br>-<br>k                            | 7<br>-                       | 4<br>-                       | 4<br>-                    | 3<br>-                    | 7<br>-<br>k               | 6<br>-                    | 5<br>-                    | 5<br>-                    | 3<br>-                     | 1<br>-                     | 2<br>-                     | 1<br>-                     | 1<br>-                     |
| Price                                                                | 3<br>-                                 | 7<br>-                       | 11<br>1%                     | 7<br>-                    | 11<br>1%af                | 3<br>-                    | 7<br>-                    | 4<br>-                    | 7<br>1%                   | 6<br>-                     | 4<br>-                     | 7<br>-                     | 5<br>-                     | 5<br>-                     |
| Health                                                               | 4<br>-                                 | 4<br>-                       | 4<br>-                       | 6<br>-                    | 3<br>-                    | 5<br>-                    | 3<br>-                    | 1<br>-                    | 2<br>-                    | 1<br>-                     | -<br>-                     | 3<br>-                     | 3<br>-                     | 4<br>-                     |
| Complaints Procedures                                                | 9<br>1%fghj<br>klmn                    | 4<br>-                       | 3<br>-                       | 4<br>-<br>l               | 3<br>-                    | 2<br>-                    | 2<br>-                    | 2<br>-                    | 3<br>-                    | 1<br>-                     | 1<br>-                     | -<br>-                     | 2<br>-                     | 1<br>-                     |





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|                                                     | ADDITIONAL COUNTRY<br>ENGLAND/WALES/NI |                              |                              |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------|----------------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                     | Wave 1<br>(Nov<br>10)<br>(a)           | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                     | 1506                                   | 1556                         | 1500                         | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                       | 1448                                   | 1509                         | 1480                         | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Maintaining Standards / Regulations                 | 11<br>1%                               | 26<br>2%agh                  | 25<br>2%agh                  | 33<br>2%aghjim            | 19<br>1%h                 | 27<br>2%aghm              | 11<br>1%                  | 8<br>1%                   | 24<br>2%agh               | 16<br>1%                   | 19<br>1%h                  | 15<br>1%                   | 13<br>1%                   | 19<br>1%h                  |
| How food is grown / Farmed                          | 9<br>1%gjm                             | 6<br>*                       | 8<br>1%                      | 4<br>*                    | 6<br>*                    | 4<br>*                    | 2<br>*                    | 8<br>1%gjm                | 9<br>1%gjm                | 2<br>*                     | 4<br>*                     | 5<br>*                     | 1<br>*                     | 2<br>*                     |
| Advertising                                         | 3<br>*                                 | 2<br>*                       | -<br>*                       | 7<br>*cejln               | 1<br>*                    | 3<br>*                    | 3<br>*                    | 2<br>*                    | 1<br>*                    | 1<br>*                     | 2<br>*                     | -<br>*                     | 3<br>*                     | -<br>*                     |
| Effect on the Environment                           | 3<br>*                                 | 3<br>*                       | -<br>*                       | 1<br>*                    | -<br>*                    | 1<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>*                    | -<br>*                     | -<br>*                     | -<br>*                     | -<br>*                     | 1<br>*                     |
| What goes into our food (additives/chemicals etc.)  | 9<br>1%                                | 22<br>1%ai                   | 32<br>2%aekn                 | 28<br>2%aik               | 16<br>1%                  | 31<br>2%aekn              | 24<br>2%ai                | 19<br>1%                  | 10<br>1%                  | 21<br>1%a                  | 12<br>1%                   | 22<br>2%ai                 | 17<br>1%                   | 15<br>1%                   |
| Sales of food in shops/restaurants                  | -<br>*                                 | 11<br>1%a                    | 17<br>1%ahk                  | 17<br>1%ahk               | 7<br>*a                   | 10<br>1%a                 | 8<br>1%a                  | 5<br>*a                   | 13<br>1%a                 | 8<br>1%a                   | 6<br>*a                    | 13<br>1%a                  | 9<br>1%a                   | 10<br>1%a                  |
| Health and Safety standards                         | -<br>*                                 | 6<br>*am                     | 7<br>*am                     | 1<br>*                    | 6<br>*am                  | 3<br>*                    | 4<br>*                    | 2<br>*                    | 4<br>*a                   | 2<br>*                     | 3<br>*                     | 2<br>*                     | -<br>*                     | 2<br>*                     |
| Infections/diseases in/contaminated foods           | -<br>*                                 | 2<br>*                       | 10<br>1%abhmn                | 4<br>*                    | 6<br>*a                   | 7<br>*a                   | 4<br>*a                   | 2<br>*                    | 3<br>*                    | 3<br>*                     | 5<br>*a                    | 3<br>*                     | 2<br>*                     | 2<br>*                     |
| Control where food comes from/food origin           | -<br>*                                 | 4<br>*                       | 6<br>*a                      | 10<br>1%al                | 6<br>*al                  | 17<br>1%abcchikl<br>n     | 13<br>1%abhkin            | 4<br>*a                   | 5<br>*a                   | 13<br>1%abhkin             | 3<br>*                     | 1<br>*                     | 7<br>*al                   | 3<br>*                     |
| Food labelling                                      | -<br>*                                 | 2<br>*                       | 11<br>1%abn                  | 4<br>*                    | 5<br>*a                   | 13<br>1%abdkn             | 5<br>*a                   | 9<br>1%abn                | 5<br>*a                   | 6<br>*a                    | 3<br>*                     | 8<br>1%abn                 | 10<br>1%abn                | 2<br>*                     |
| Freshness of food                                   | -<br>*                                 | 3<br>*                       | 5<br>*a                      | 5<br>*a                   | 5<br>*a                   | 1<br>*                    | 6<br>*afm                 | 1<br>*                    | 1<br>*                    | 3<br>*                     | 2<br>*                     | 3<br>*                     | 1<br>*                     | 3<br>*                     |
| To ensure food products are/contain what they claim | -<br>*                                 | -<br>*                       | 6<br>*ab                     | 2<br>*                    | 5<br>*ab                  | 27<br>2%abcdeghl<br>kmn   | 5<br>*ab                  | 10<br>1%abd               | 12<br>1%abd               | 14<br>1%abdg               | 12<br>1%abd                | 15<br>1%abcdog             | 9<br>1%abd                 | 12<br>1%abd                |



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 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

|                                                                      | ADDITIONAL COUNTRY        |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |        |
|----------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--------|
|                                                                      | ENGLAND/WALES/NI          |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |        |
| Wave 1<br>(Nov 10)<br>(a)                                            | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |        |
| Unweighted Base                                                      | 1506                      | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |        |
| Weighted Base                                                        | 1448                      | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                       | 1476                       | 1354                       | 1421                       | 1408                       |        |
| Food preparation                                                     | -                         | -                         | 5<br>*ab                  | 14<br>1%abfkmn            | 9<br>1%abm                | 5<br>*ab                  | 7<br>*ab                  | 11<br>1%abm               | 12<br>1%abfkmn             | 16<br>1%abcfkmn            | 4<br>*b                    | 13<br>1%abcfkmn            | 2<br>*                     | 3<br>* |
| Sugar content of food                                                | -                         | -                         | -                         | 6<br>*abcd                | 1<br>*                    | 3<br>*                    | 3<br>*                    | 4<br>*bc                  | 2<br>*                     | 4<br>*                     | 3<br>*                     | 1<br>*                     | 2<br>*                     | 3<br>* |
| Cleanliness (no further detail)                                      | -                         | -                         | -                         | 4<br>*abc                 | 11<br>1%abcf              | 3<br>*                    | 7<br>*abc                 | 6<br>*abc                 | 9<br>1%abc                 | 5<br>*abc                  | 7<br>*abc                  | 8<br>1%abc                 | 6<br>*abc                  |        |
| Training/educating people (in hygiene)                               | -                         | -                         | -                         | 9<br>1%abcgjhik           | 6<br>*abgim               | 2<br>*                    | 1<br>*                    | -                         | 1<br>*                     | 1<br>*                     | 3<br>*                     | -                          | 1<br>*                     |        |
| Public health/consumer advice/information (when food scares/recalls) | -                         | -                         | -                         | 6<br>*abcgijlm            | 4<br>*abgilm              | 2<br>*                    | -                         | 2<br>*                    | -                          | 1<br>*                     | -                          | -                          | 3<br>*                     |        |
| Food handling                                                        | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | 2<br>*                     | 1<br>*                     | -                          | -                          | 1<br>*                     |        |
| (Food) Safety (no further detail)                                    | -                         | -                         | -                         | -                         | 1<br>*                    | 10<br>1%abcdefk           | 5<br>*abcde               | 6<br>*abcde               | 3<br>*                     | 1<br>*                     | 7<br>*abcdef               | 8<br>1%abcdefk             | 3<br>*                     |        |
| GM foods                                                             | -                         | -                         | -                         | -                         | 2<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>*                    | 3<br>*                     | 2<br>*                     | 2<br>*                     | 1<br>*                     | -                          |        |
| Horse meat \ fraud \ ensuring meat is what it claims to be           | -                         | -                         | -                         | -                         | -                         | 14<br>1%abcdehiklmn       | 6<br>*abcdem              | 4<br>*bcd                 | 4<br>*abcdem               | 5<br>*abcdem               | 2<br>*                     | 1<br>*                     | 3<br>*                     |        |
| Processing of food                                                   | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 4<br>*bfg                 | 3<br>*                     | -                          | 2<br>*                     | 3<br>*                     | 2<br>*                     |        |
| Ratings                                                              | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | -                          | 3<br>*                     | -                          | 5<br>*abcdefgh             | 4<br>*bdfgj                |        |
| Other                                                                | 21<br>1%                  | 37<br>2%<br>likm<br>n     | 32<br>2%<br>kmn           | 29<br>2%<br>imn           | 25<br>2%<br>n             | 25<br>2%<br>n             | 22<br>2%<br>n             | 28<br>2%<br>imn           | 13<br>1%                   | 24<br>2%<br>n              | 15<br>1%                   | 18<br>1%                   | 11<br>1%                   |        |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1506                      | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base              | 1448                      | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Don't know                 | 328<br>23%<br>ghijmn      | 363<br>24%<br>dghijkimn   | 332<br>22%<br>ghijlmn     | 333<br>22%<br>ghijlmn     | 309<br>22%<br>ghijlmn     | 312<br>21%<br>ijklmn      | 282<br>19%<br>ilm         | 262<br>18%<br>i           | 209<br>15%                | 251<br>17%                 | 265<br>20%<br>ilm          | 220<br>15%                 | 215<br>15%                 | 246<br>17%<br>i            |
| Average number of mentions | 2.03cd                    | 1.97cd                    | 1.81                      | 1.83                      | 2.19abcdh                 | 2.06cd                    | 2.09bcd                   | 2.05cd                    | 2.30abcdfg<br>hkm         | 2.26abcdfg<br>hkm          | 2.10bcd                    | 2.39abcdef<br>ghkm         | 2.11bcd                    | 2.27abcdfghkm              |
| 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                       |
| 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                       |



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<br>(Nov 10)<br>(a)  | Wave 2<br>(May 11)<br>(b)  | Wave 3<br>(Nov 11)<br>(c)      | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)          | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l)      | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                                              | 1506                       | 1556                       | 1500                           | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                               | 1670                       | 1445                       | 1564                            | 1478                       | 1528                       |
| Weighted Base                                                                                                | 1448                       | 1509                       | 1480                           | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                               | 1476                       | 1354                       | 1421                            | 1405                       | 1408                       |
| Ensuring the food you buy is safe to eat                                                                     | 1184<br>82%                | 1295<br>86%ae              | 1241<br>84%                    | 1251<br>84%               | 1148<br>81%               | 1293<br>86%ae             | 1298<br>87%acde           | 1254<br>87%acde           | 1268<br>89%abcdefk                 | 1290<br>87%acde            | 1164<br>86%ae              | 1256<br>88%abcdef               | 1219<br>87%acde            | 1234<br>88%acde            |
| Date labels, such as "best before" and "use by" labels                                                       | 914<br>63%                 | 965<br>64%                 | 935<br>63%                     | 929<br>62%                | 938<br>66% <i>d</i>       | 956<br>63%                | 972<br>65%                | 957<br>66% <i>d</i>       | 1012<br>71%abcdefg<br>hkmn         | 990<br>67%acdf             | 866<br>64%                 | 968<br>68%abcdk                 | 944<br>67%acdf             | 938<br>67% <i>d</i>        |
| Nutrition labelling information, such as traffic light labelling                                             | 783<br>54%                 | 831<br>55%                 | 828<br>56%                     | 841<br>56%                | 811<br>57%                | 850<br>56%                | 886<br>59% <i>ab</i>      | 874<br>60% <i>abcd</i>    | 914<br>64% <i>abcdefg</i><br>hm    | 914<br>62% <i>abcdef</i>   | 829<br>61% <i>abcdef</i>   | 911<br>64% <i>abcdefg</i><br>hm | 843<br>60% <i>abc</i>      | 899<br>64% <i>abcdefgm</i> |
| Country of origin labels, which identify where food comes from                                               | 662<br>46%                 | 741<br>49%                 | 717<br>48%                     | 693<br>47%                | 647<br>46%                | 804<br>53% <i>abcde</i>   | 792<br>53% <i>abcde</i>   | 809<br>56% <i>abcdek</i>  | 833<br>59% <i>abcdefg</i><br>jkm   | 800<br>54% <i>abcde</i>    | 701<br>52% <i>ade</i>      | 811<br>57% <i>abcdefg</i><br>k  | 756<br>54% <i>abcde</i>    | 791<br>56% <i>abcdek</i>   |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 620<br>43% <i>dfg</i><br>j | 656<br>43% <i>dfg</i><br>j | 672<br>45% <i>defghjk</i><br>m | 578<br>39%                | 582<br>41%                | 578<br>38%                | 577<br>39%                | 579<br>40%                | 666<br>47% <i>defghj</i><br>klmn   | 574<br>39%                 | 545<br>40%                 | 596<br>42%                      | 561<br>40%                 | 590<br>42%                 |
| Promoting food safety in the home                                                                            | 555<br>38% <i>ef</i>       | 551<br>37%                 | 573<br>39% <i>efh</i>          | 536<br>36%                | 472<br>33%                | 501<br>33%                | 548<br>37%                | 503<br>35%                | 610<br>43% <i>abcdefg</i><br>hklmn | 528<br>36%                 | 490<br>36%                 | 550<br>39% <i>efh</i>           | 541<br>39% <i>efh</i>      | 522<br>37% <i>ef</i>       |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 507<br>35% <i>ef</i>       | 525<br>35% <i>ef</i>       | 488<br>33% <i>e</i>            | 474<br>32% <i>e</i>       | 395<br>28%                | 453<br>30%                | 499<br>33% <i>e</i>       | 464<br>32% <i>e</i>       | 577<br>41% <i>abcdefg</i><br>hj    | 536<br>36% <i>defh</i>     | 514<br>38% <i>defgh</i>    | 560<br>39% <i>abcdefg</i><br>h  | 527<br>37% <i>cdefgh</i>   | 557<br>40% <i>abcdefgh</i> |
| Quality / standard of the food                                                                               | -                          | 73<br>5% <i>akln</i>       | 57<br>4% <i>akn</i>            | 90<br>6% <i>aceiklmn</i>  | 54<br>4% <i>ak</i>        | 83<br>6% <i>aceiklmn</i>  | 82<br>6% <i>aceiklmn</i>  | 69<br>5% <i>akln</i>      | 60<br>4% <i>akn</i>                | 66<br>4% <i>akln</i>       | 30<br>2% <i>a</i>          | 42<br>3% <i>a</i>               | 51<br>4% <i>ak</i>         | 35<br>3% <i>a</i>          |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                          | 8<br>1% <i>a</i>           | 18<br>1% <i>abfkn</i>          | 17<br>1% <i>akn</i>       | 20<br>1% <i>abfklmn</i>   | 8<br>1% <i>a</i>          | 15<br>1% <i>ak</i>        | 13<br>1% <i>ak</i>        | 12<br>1% <i>a</i>                  | 11<br>1% <i>a</i>          | 4<br>*                     | 9<br>1% <i>a</i>                | 8<br>1% <i>a</i>           | 6<br>* <i>a</i>            |
| Manufacturing/ production/packaging of food                                                                  | -                          | 36<br>2% <i>agjh</i><br>lm | 29<br>2% <i>al</i>             | 29<br>2% <i>al</i>        | 32<br>2% <i>agjlm</i>     | 26<br>2% <i>al</i>        | 19<br>1% <i>a</i>         | 19<br>1% <i>a</i>         | 23<br>2% <i>a</i>                  | 18<br>1% <i>a</i>          | 23<br>2% <i>al</i>         | 12<br>1% <i>a</i>               | 16<br>1% <i>a</i>          | 26<br>2% <i>al</i>         |



## 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                      | 1506                         | 1556                         | 1500                         | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                                        | 1448                         | 1509                         | 1480                         | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Fat/salt content in food                                             | -                            | 5<br>*a                      | 5<br>*a                      | 6<br>*a                   | 7<br>1%a                  | 5<br>*a                   | 5<br>*a                   | 4<br>*                    | 3<br>*                    | 3<br>*                     | 3<br>*                     | 6<br>*a                    | 2<br>*                     | 5<br>*a                    |
| Hygiene                                                              | -                            | 62<br>4%ahk                  | 62<br>4%ahkl                 | 59<br>4%ahk               | 46<br>3%ah                | 52<br>3%ah                | 50<br>3%ah                | 29<br>2%a                 | 52<br>4%ahk               | 57<br>4%ahk                | 31<br>2%a                  | 40<br>3%a                  | 45<br>3%a                  | 51<br>4%ahk                |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 36<br>2%a                    | 55<br>4%abefgijk<br>ln       | 44<br>3%al                | 33<br>2%a                 | 28<br>2%a                 | 31<br>2%a                 | 38<br>3%a                 | 30<br>2%a                 | 30<br>2%a                  | 30<br>2%a                  | 24<br>2%a                  | 38<br>3%a                  | 26<br>2%a                  |
| Animal welfare                                                       | -                            | 31<br>2%a                    | 33<br>2%a                    | 34<br>2%a                 | 35<br>2%a                 | 25<br>2%a                 | 25<br>2%a                 | 26<br>2%a                 | 20<br>1%a                 | 34<br>2%a                  | 18<br>1%a                  | 28<br>2%a                  | 23<br>2%a                  | 19<br>1%a                  |
| Weight & Measures                                                    | -                            | 7<br>*acij                   | -                            | 5<br>*ac                  | 5<br>*ac                  | 4<br>*                    | 5<br>*ac                  | 5<br>*ac                  | 1<br>*                    | 1<br>*                     | 3<br>*                     | 1<br>*                     | 4<br>*ac                   | 2<br>*                     |
| Health & Hygiene<br>Certificates                                     | -                            | 2<br>*                       | 2<br>*                       | 4<br>*                    | 2<br>*                    | -                         | 4<br>*                    | 4<br>*all                 | 2<br>*                    | 2<br>*                     | 2<br>*                     | -                          | 1<br>*                     | 3<br>*                     |
| Everything / All food<br>issues                                      | -                            | 16<br>1%akn                  | 10<br>1%an                   | 13<br>1%an                | 14<br>1%akn               | 15<br>1%akn               | 14<br>1%an                | 14<br>1%akn               | 10<br>1%an                | 12<br>1%an                 | 5<br>*a                    | 16<br>1%akn                | 10<br>1%an                 | 2<br>*                     |
| Food imports / Exports                                               | -                            | 7<br>*a                      | 4<br>*a                      | 4<br>*a                   | 3<br>*                    | 7<br>*ak                  | 6<br>*a                   | 5<br>*a                   | 5<br>*a                   | 3<br>*                     | 1<br>*                     | 2<br>*                     | 1<br>*                     | 1<br>*                     |
| Price                                                                | -                            | 8<br>1%a                     | 11<br>1%af                   | 7<br>*a                   | 11<br>1%af                | 3<br>*                    | 7<br>*a                   | 5<br>*a                   | 7<br>1%a                  | 6<br>*a                    | 4<br>*a                    | 7<br>*a                    | 5<br>*a                    | 5<br>*a                    |
| Health                                                               | -                            | 4<br>*                       | 4<br>*                       | 6<br>*a                   | 3<br>*                    | 5<br>*a                   | 3<br>*                    | 1<br>*                    | 2<br>*                    | 1<br>*                     | -                          | 3<br>*                     | -                          | 4<br>*a                    |
| Complaints Procedures                                                | -                            | 4<br>*                       | 3<br>*                       | 5<br>*al                  | 3<br>*                    | 2<br>*                    | 2<br>*                    | 2<br>*                    | 3<br>*                    | 2<br>*                     | 1<br>*                     | -                          | 2<br>*                     | 1<br>*                     |
| Maintaining Standards /<br>Regulations                               | -                            | 26<br>2%agh                  | 25<br>2%agh                  | 33<br>2%aghjlm            | 19<br>1%ah                | 27<br>2%aghm              | 11<br>1%a                 | 8<br>1%a                  | 24<br>2%agh               | 16<br>1%a                  | 19<br>1%ah                 | 15<br>1%a                  | 13<br>1%a                  | 19<br>1%ah                 |
| How food is grown /<br>Farmed                                        | -                            | 6<br>*a                      | 8<br>1%a                     | 4<br>*a                   | 6<br>*a                   | 4<br>*                    | 2<br>*                    | 9<br>1%agjm               | 9<br>1%agjm               | 2<br>*                     | 4<br>*                     | 5<br>*a                    | 1<br>*                     | 2<br>*                     |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                           | 1506                         | 1556                         | 1500                         | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                             | 1448                         | 1509                         | 1480                         | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Advertising                                               | -                            | 3                            | -                            | 7                         | 1                         | 3                         | 3                         | 2                         | 1                         | 1                          | 2                          | -                          | 3                          | -                          |
| Effect on the Environment                                 | -                            | 3                            | -                            | 1                         | -                         | 1                         | 1                         | 1                         | 2                         | -                          | -                          | -                          | -                          | 1                          |
| What goes into our food<br>(additives/chemicals<br>etc.)  | -                            | 22<br>1%a                    | 32<br>2%aekn                 | 28<br>2%aalk              | 16<br>1%a                 | 31<br>2%aelkn             | 24<br>2%a                 | 20<br>1%a                 | 11<br>1%a                 | 21<br>1%a                  | 12<br>1%a                  | 22<br>2%a                  | 17<br>1%a                  | 15<br>1%a                  |
| Sales of food in<br>shops/restaurants                     | -                            | 11<br>1%a                    | 17<br>1%ahk                  | 17<br>1%ahk               | 8<br>1%a                  | 10<br>1%a                 | 8<br>1%a                  | 6<br>1%a                  | 13<br>1%a                 | 8<br>1%a                   | 6<br>1%a                   | 13<br>1%a                  | 9<br>1%a                   | 10<br>1%a                  |
| Health and Safety<br>standards                            | -                            | 6<br>*am                     | 7<br>*am                     | 1<br>*                    | 6<br>*am                  | 3<br>*                    | 4<br>*                    | 2<br>*                    | 4<br>*a                   | 2<br>*                     | 3<br>*                     | 2<br>*                     | -                          | 2<br>*                     |
| Infections/diseases<br>in/contaminated foods              | -                            | 2<br>*                       | 10<br>1%abhmn                | 4<br>*                    | 6<br>*a                   | 7<br>*a                   | 4<br>*a                   | 2<br>*                    | 3<br>*                    | 3<br>*                     | 5<br>*a                    | 3<br>*                     | 2<br>*                     | 2<br>*                     |
| Control where food comes<br>from/food origin              | -                            | 4<br>*                       | 6<br>*a                      | 11<br>1%al                | 6<br>*al                  | 17<br>1%abcehikl<br>n     | 13<br>1%abhkin            | 4<br>*a                   | 5<br>*a                   | 13<br>1%abhkin             | 3<br>*                     | 1<br>*                     | 7<br>*al                   | 4<br>*                     |
| Food labelling                                            | -                            | 2<br>*                       | 11<br>1%abn                  | 4<br>*                    | 5<br>*a                   | 13<br>1%abdkn             | 5<br>*a                   | 10<br>1%abn               | 6<br>*a                   | 6<br>*a                    | 3<br>*                     | 9<br>1%abn                 | 10<br>1%abn                | 2<br>*                     |
| Freshness of food                                         | -                            | 3<br>*                       | 5<br>*a                      | 5<br>*a                   | 5<br>*a                   | 1<br>*                    | 7<br>*afim                | 1<br>*                    | 1<br>*                    | 3<br>*                     | 2<br>*                     | 3<br>*                     | 1<br>*                     | 3<br>*                     |
| To ensure food products<br>are/contain what they<br>claim | -                            | -                            | 6<br>*ab                     | 2<br>*                    | 5<br>*ab                  | 27<br>2%abcdeghk<br>mn    | 5<br>*ab                  | 10<br>1%abd               | 13<br>1%abdg              | 14<br>1%abdg               | 12<br>1%abd                | 15<br>1%abcdeg             | 9<br>1%abd                 | 12<br>1%abd                |
| Food preparation                                          | -                            | -                            | 5<br>*ab                     | 14<br>1%abfkmn            | 9<br>1%abm                | 5<br>*ab                  | 7<br>*ab                  | 11<br>1%abm               | 12<br>1%abfkmn            | 16<br>1%abcfkmn            | 4<br>*                     | 13<br>1%abcfkmn            | 2<br>*                     | 3<br>*                     |
| Sugar content of food                                     | -                            | -                            | -                            | 6<br>*abcl                | 1<br>*                    | 3<br>*                    | 3<br>*                    | 4<br>*bc                  | 2<br>*                    | 4<br>*                     | 3<br>*                     | 1<br>*                     | 2<br>*                     | 3<br>*                     |
| Cleanliness (no further<br>detail)                        | -                            | -                            | -                            | 4<br>*abc                 | 12<br>1%abcdl             | 3<br>*                    | 7<br>*abc                 | 6<br>*abc                 | 6<br>*abc                 | 9<br>1%abc                 | 5<br>*abc                  | 7<br>*abc                  | 8<br>1%abc                 | 6<br>*abc                  |



**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<br>(Nov 10)<br>(a)   | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                      | 1506                        | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                                        | 1448                        | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Training/educating people (in hygiene)                               | -                           | -                         | -                         | 9<br>1%aboghijk<br>mn     | 7<br>*aboghikm<br>n       | 2<br>*                    | -                         | 1<br>*                    | -                         | 1<br>*                     | 1<br>*                     | 3<br>*                     | -                          | 1<br>*                     |
| Public health/consumer advice/information (when food scares/recalls) | -                           | -                         | -                         | 6<br>*abogijlm            | 4<br>*abogilm             | 2<br>*                    | -                         | 2<br>*                    | -                         | *<br>*                     | 1<br>*                     | -                          | -                          | 3<br>*                     |
| Food handling                                                        | -                           | -                         | -                         | -                         | 1<br>*                    | -                         | -                         | -                         | 1<br>*                    | 2<br>*                     | 1<br>*                     | -                          | -                          | 1<br>*                     |
| (Food) Safety (no further detail)                                    | -                           | -                         | -                         | -                         | 11<br>1%abcdjkn           | 1<br>*                    | 10<br>1%abcdfk            | 6<br>*abcd                | 6<br>*abcd                | 3<br>*                     | 1<br>*                     | 7<br>*abcdf                | 8<br>1%abcdfk              | 3<br>*                     |
| GM foods                                                             | -                           | -                         | -                         | -                         | 5<br>*abcdn               | 2<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>*                    | 3<br>*                     | 2<br>*                     | 2<br>*                     | 1<br>*                     | -                          |
| Horse meat scandal/fraud/ensuring meat is what it claims to be       | -                           | -                         | -                         | -                         | -                         | 14<br>1%abcdehik<br>lmn   | 6<br>*abcdem              | 4<br>*bcd                 | 4<br>*abcdem              | 5<br>*abcdem               | 2<br>*                     | 1<br>*                     | -                          | 3<br>*                     |
| Processing of food                                                   | -                           | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 4<br>*bfg                 | 3<br>*                     | -                          | 2<br>*                     | 3<br>*                     | 2<br>*                     |
| Ratings                                                              | -                           | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | -                          | 3<br>*                     | -                          | 5<br>*abcdefgh<br>j        | 4<br>*bdfgj                |
| Other                                                                | -                           | 38<br>2%aikl<br>mn        | 32<br>2%aimn              | 31<br>2%aimn              | 27<br>2%aimn              | 25<br>2%an                | 22<br>2%a                 | 30<br>2%aimn              | 13<br>1%a                 | 24<br>2%an                 | 19<br>1%a                  | 18<br>1%a                  | 14<br>1%a                  | 11<br>1%a                  |
| Don't know                                                           | 96<br>7%bcd<br>ghijkl<br>mn | 69<br>5%l                 | 72<br>5%l                 | 72<br>5%l                 | 83<br>6%fhijmn            | 59<br>4%l                 | 69<br>5%l                 | 57<br>4%l                 | 35<br>2%                  | 56<br>4%                   | 66<br>5%l                  | 53<br>4%                   | 58<br>4%l                  | 58<br>4%l                  |
| Average number of mentions                                           | 4.10                        | 4.16                      | 4.20                      | 4.10                      | 4.07                      | 4.07                      | 4.20                      | 4.19                      | 4.51abcdef<br>ghkmn       | 4.25ef                     | 4.17                       | 4.37abcdef<br>ghk          | 4.24ef                     | 4.32abcdef                 |
| 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                       |
| 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                       |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)     | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                               | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                                                                                | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                               | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Ensuring the food you buy is safe to eat                                                                     | 584<br>83%                   | 624<br>85%                   | 597<br>83%                   | 599<br>84%                   | 563<br>82%                   | 618<br>86%                   | 626<br>87%ace                | 589<br>85%                   | 611<br>88%acde               | 611<br>86%                    | 553<br>85%                    | 621<br>90%abcd<br>efhjk       | 602<br>87%ace                 | 616<br>88%abcd<br>eors            | 599<br>81%                   | 671<br>87%oe                 | 644<br>85%e                  | 653<br>84%e                  | 585<br>80%                   | 675<br>86%oe                 |
| Date labels, such as "best before" and "use by" labels                                                       | 419<br>59%                   | 432<br>59%                   | 433<br>60%                   | 422<br>59%                   | 442<br>65%bd                 | 459<br>64%                   | 447<br>62%                   | 447<br>64%b                  | 477<br>69%abcd<br>gk         | 471<br>67%abcd                | 401<br>62%                    | 465<br>68%abcd<br>gk          | 463<br>67%abcd<br>k           | 468<br>67%abcd<br>dk              | 495<br>67%                   | 533<br>69%t                  | 501<br>66%                   | 507<br>65%                   | 496<br>68%                   | 497<br>63%                   |
| Nutrition labelling information, such as traffic light labelling                                             | 355<br>50%                   | 392<br>53%                   | 384<br>54%                   | 388<br>54%                   | 388<br>57%a                  | 399<br>55%                   | 420<br>59%a                  | 383<br>55%                   | 433<br>62%abcd<br>efh        | 432<br>61%abcd<br>fh          | 392<br>60%abcd                | 448<br>65%abcd<br>efgh        | 414<br>60%abcd                | 453<br>65%abcd<br>defgho<br>pqrst | 429<br>58%                   | 439<br>57%                   | 443<br>58%                   | 453<br>58%                   | 423<br>58%                   | 451<br>57%                   |
| Country of origin labels, which identify where food comes from                                               | 301<br>43%                   | 346<br>47%                   | 331<br>46%                   | 302<br>42%                   | 304<br>45%                   | 377<br>52%acde               | 373<br>52%acde               | 373<br>54%abcd<br>e          | 400<br>57%abcd<br>egk        | 391<br>55%abcd<br>e           | 338<br>52%acde                | 403<br>58%abcd<br>efgk        | 383<br>55%abcd<br>e           | 385<br>55%abcd<br>deos            | 362<br>49%                   | 395<br>51%                   | 386<br>51%                   | 390<br>50%                   | 343<br>47%                   | 426<br>54%oe                 |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 292<br>41%                   | 320<br>44%dfg                | 331<br>46%defg<br>hjk        | 269<br>38%                   | 269<br>39%                   | 273<br>38%                   | 270<br>38%                   | 278<br>40%                   | 318<br>46%defg<br>hjk        | 276<br>39%                    | 261<br>40%                    | 298<br>43%dfg                 | 285<br>41%                    | 308<br>44%dfg<br>txA              | 327<br>44%txA                | 336<br>43%                   | 342<br>45%luxA               | 310<br>40%                   | 313<br>43%                   | 305<br>39%                   |
| Promoting food safety in the home                                                                            | 269<br>38%                   | 277<br>38%                   | 276<br>38%                   | 260<br>37%                   | 234<br>34%                   | 246<br>34%                   | 255<br>35%                   | 249<br>36%                   | 301<br>43%bdef<br>ghj        | 244<br>35%                    | 252<br>39%                    | 281<br>41%efgj                | 264<br>38%                    | 271<br>39%stv                     | 286<br>39%st                 | 275<br>35%                   | 297<br>39%stvy               | 275<br>35%                   | 239<br>33%                   | 255<br>32%                   |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 232<br>33%e                  | 244<br>33%ef                 | 216<br>30%                   | 216<br>30%                   | 176<br>26%                   | 202<br>28%                   | 215<br>30%                   | 210<br>30%                   | 274<br>39%abcd<br>efghj      | 237<br>34%ef                  | 245<br>38%cdef<br>gh          | 278<br>40%abcd<br>efghj       | 257<br>37%cdef<br>gh          | 278<br>40%abcd<br>defghj<br>rstv  | 274<br>37%st                 | 281<br>36%e                  | 272<br>36%e                  | 259<br>33%                   | 219<br>30%                   | 251<br>32%                   |
| Quality / standard of the food                                                                               | -                            | 42<br>6%akn                  | 28<br>4%a                    | 50<br>7%acekl<br>n           | 24<br>4%a                    | 48<br>7%acekl<br>n           | 41<br>6%akn                  | 39<br>6%akn                  | 34<br>5%akn                  | 39<br>6%akn                   | 15<br>2%a                     | 23<br>3%a                     | 32<br>5%akn                   | 17<br>3%ao                        | -                            | 31<br>4%oy                   | 29<br>4%o                    | 41<br>5%noyzA                | 30<br>4%oy                   | 35<br>4%noyz                 |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                            | 4<br>*                       | 11<br>2%akn                  | 7<br>1%ak                    | 7<br>1%ak                    | 4<br>1%                      | 11<br>2%akn                  | 4<br>1%                      | 6<br>1%ak                    | 9<br>1%ak                     | -                             | 4<br>1%                       | 3<br>*                        | 3<br>*                            | -                            | 4<br>1%o                     | 7<br>1%o                     | 10<br>1%ax                   | 13<br>2%noptu<br>xy          | 4<br>1%                      |

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





**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w)   | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 810                          | 832                          | 770                            | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                                                                                | 776                          | 752                          | 728                            | 769                           | 703                           | 732                           | 714                           | 708                           |
| Ensuring the food you buy is safe to eat                                                                     | 673<br>87%os                 | 665<br>88%oqrs               | 656<br>90%opqr<br>stuzA        | 679<br>88%oqrs                | 611<br>87%os                  | 635<br>87%os                  | 617<br>86%os                  | 619<br>87%                    |
| Date labels, such as "best before" and "use by" labels                                                       | 525<br>68%                   | 510<br>68%                   | 535<br>74%nopq<br>rstuvy<br>zA | 519<br>67%                    | 465<br>66%                    | 502<br>69%t                   | 481<br>67%                    | 470<br>66%                    |
| Nutrition labelling information, such as traffic light labelling                                             | 465<br>60%                   | 491<br>65%opqr<br>stuA       | 481<br>66%opqr<br>stuA         | 482<br>63%pt                  | 436<br>62%p                   | 464<br>63%opqs<br>t           | 429<br>60%                    | 446<br>63%                    |
| Country of origin labels, which identify where food comes from                                               | 419<br>54%os                 | 436<br>58%opqr<br>syA        | 433<br>60%opqr<br>stuxyA       | 409<br>53%ss                  | 363<br>52%                    | 408<br>56%ors                 | 373<br>52%ss                  | 406<br>57%                    |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 307<br>40%                   | 302<br>40%                   | 347<br>46%rtuv<br>yzA          | 298<br>39%                    | 284<br>40%                    | 298<br>41%                    | 276<br>39%                    | 282<br>40%                    |
| Promoting food safety in the home                                                                            | 293<br>38%st                 | 254<br>34%                   | 309<br>42%prst<br>wyz          | 284<br>37%                    | 238<br>34%                    | 269<br>37%                    | 277<br>39%stv                 | 251<br>35%                    |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 284<br>37%ss                 | 254<br>34%                   | 302<br>42%pqrs<br>tv           | 299<br>39%rstv                | 269<br>38%rst                 | 281<br>38%rst                 | 269<br>38%st                  | 279<br>39%                    |
| Quality / standard of the food                                                                               | 41<br>5%noyzA                | 30<br>4%oy                   | 25<br>3%o                      | 26<br>3%o                     | 15<br>2%o                     | 19<br>3%o                     | 19<br>3%o                     | 18<br>3%                      |
| The way food is stored/transported (correct temperatures etc.)                                               | 5<br>1%o                     | 9<br>1%ox                    | 6<br>1%o                       | 2<br>*                        | 4<br>1%o                      | 5<br>1%o                      | 5<br>1%o                      | 3<br>*                        |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                                        | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Manufacturing/<br>production/packaging of<br>food                    | -                            | 21<br>3%aghl<br>m            | 19<br>3%al                   | 10<br>1%a                    | 16<br>2%al                   | 11<br>1%a                    | 9<br>1%a                     | 9<br>1%a                     | 12<br>2%a                    | 11<br>2%a                     | 10<br>1%a                     | 6<br>1%a                      | 8<br>1%a                      | 12<br>2%ao                    | -                            | 15<br>2%o                    | 10<br>1%o                    | 19<br>2%oxz                  | 15<br>2%oz                   | 15<br>2%o                    |
| Fat/salt content in food                                             | -                            | 3<br>*                       | 3<br>*                       | 4<br>1%                      | 6<br>1%a                     | 3<br>*                       | 4<br>*                       | 4<br>1%                      | 1<br>*                       | 1<br>*                        | 2<br>*                        | 3<br>*                        | 1<br>*                        | 2<br>*                        | -                            | 2<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 1<br>*                       |
| Hygiene                                                              | -                            | 36<br>5%ahkl                 | 28<br>4%ahk                  | 27<br>4%ahk                  | 21<br>3%a                    | 22<br>3%a                    | 26<br>4%ahk                  | 11<br>2%a                    | 25<br>4%ahk                  | 32<br>5%ahkl                  | 10<br>2%a                     | 18<br>3%a                     | 26<br>4%ahk                   | 24<br>3%ahko                  | -                            | 26<br>3%o                    | 34<br>4%ov                   | 32<br>4%o                    | 25<br>3%o                    | 30<br>4%o                    |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 14<br>2%a                    | 28<br>4%abgij<br>kn          | 18<br>3%a                    | 17<br>2%a                    | 15<br>2%a                    | 12<br>2%a                    | 24<br>3%agkl                 | 14<br>2%a                    | 14<br>2%a                     | 10<br>2%a                     | 12<br>2%a                     | 18<br>3%a                     | 12<br>2%ao                    | -                            | 22<br>3%o                    | 27<br>4%notvz                | 26<br>3%otz                  | 16<br>2%o                    | 13<br>2%o                    |
| Animal welfare                                                       | -                            | 15<br>2%a                    | 13<br>2%a                    | 17<br>2%al                   | 21<br>3%ain                  | 13<br>2%a                    | 16<br>2%a                    | 10<br>2%a                    | 6<br>1%a                     | 16<br>2%al                    | 11<br>2%a                     | 11<br>2%a                     | 14<br>2%a                     | 10<br>1%ao                    | -                            | 16<br>2%o                    | 20<br>3%ouy                  | 18<br>2%o                    | 14<br>2%o                    | 12<br>2%o                    |
| Weight & Measures                                                    | -                            | 1<br>*                       | -                            | 1<br>*                       | 3<br>*                       | 3<br>*                       | 2<br>*                       | 2<br>*                       | -                            | 1<br>*                        | -                             | 1<br>*                        | 1<br>*                        | 1<br>*                        | -                            | 6<br>1%oqbx                  | -                            | 3<br>*                       | 2<br>*                       | *<br>*                       |
| Health & Hygiene<br>Certificates                                     | -                            | 2<br>*                       | 1<br>*                       | 2<br>*                       | 2<br>*                       | -                            | 1<br>*                       | 3<br>*                       | 2<br>*                       | -                             | 2<br>*                        | -                             | -                             | 3<br>*                        | -                            | -                            | 1<br>*                       | 1<br>*                       | -                            | -                            |
| Everything / All food<br>issues                                      | -                            | 9<br>1%ajn                   | 6<br>1%a                     | 4<br>1%                      | 9<br>1%ajn                   | 13<br>2%adjn                 | 7<br>1%a                     | 6<br>1%a                     | 7<br>1%a                     | 2<br>*                        | 4<br>1%a                      | 7<br>1%aj                     | 6<br>1%a                      | 2<br>*                        | -                            | 7<br>1%oy                    | 5<br>1%o                     | 9<br>1%noy                   | 6<br>1%o                     | 3<br>*                       |
| Food Imports / Exports                                               | -                            | 6<br>1%akn                   | 2<br>*                       | 2<br>*                       | 1<br>*                       | 4<br>1%an                    | 2<br>*                       | 3<br>*                       | 4<br>1%                      | 1<br>*                        | -                             | 1<br>*                        | 1<br>*                        | -                             | -                            | 1<br>*                       | 2<br>*                       | 2<br>*                       | 2<br>*                       | 3<br>*                       |
| Price                                                                | -                            | 5<br>1%ah                    | 6<br>1%ah                    | 3<br>*                       | 6<br>1%ah                    | 3<br>*                       | 5<br>1%ah                    | -                            | 5<br>1%ah                    | 2<br>*                        | 2<br>*                        | 3<br>*                        | 3<br>*                        | 1<br>*                        | -                            | 3<br>*                       | 5<br>1%ot                    | 5<br>1%o                     | 5<br>1%ot                    | *<br>*                       |
| Health                                                               | -                            | 3<br>*                       | 3<br>*                       | 2<br>*                       | 3<br>*                       | 3<br>*                       | 3<br>*                       | -                            | 1<br>*                       | 1<br>*                        | -                             | -                             | 2<br>*                        | 3<br>*                        | -                            | 1<br>*                       | 1<br>*                       | 4<br>1%u                     | 1<br>*                       | 2<br>*                       |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                                        | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Manufacturing/<br>production/packaging of<br>food                    | 10<br>1%o                    | 10<br>1%o                    | 11<br>1%o                    | 7<br>1%o                      | 13<br>2%o                     | 6<br>1%o                      | 9<br>1%o                      | 14<br>2%                      |
| Fat/salt content in food                                             | 1<br>*                       | -<br>*                       | 2<br>*                       | 2<br>*                        | 2<br>*                        | 3<br>*                        | 1<br>*                        | 3<br>*                        |
| Hygiene                                                              | 23<br>3%o                    | 18<br>2%o                    | 27<br>4%o                    | 25<br>3%o                     | 21<br>3%o                     | 22<br>3%o                     | 20<br>3%o                     | 28<br>4%                      |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | 19<br>3%o                    | 14<br>2%o                    | 16<br>2%o                    | 16<br>2%o                     | 20<br>3%o                     | 12<br>2%o                     | 20<br>3%o                     | 13<br>2%                      |
| Animal welfare                                                       | 9<br>1%o                     | 16<br>2%o                    | 14<br>2%o                    | 18<br>2%o                     | 8<br>1%o                      | 17<br>2%o                     | 9<br>1%o                      | 9<br>1%                       |
| Weight & Measures                                                    | 4<br>*                       | 2<br>*                       | 1<br>*                       | -<br>*                        | 3<br>*                        | -<br>*                        | 3<br>*                        | 1<br>*                        |
| Health & Hygiene<br>Certificates                                     | 3<br>*                       | 1<br>*                       | -<br>*                       | 2<br>*                        | -<br>*                        | -<br>*                        | 1<br>*                        | -<br>*                        |
| Everything / All food<br>issues                                      | 7<br>1%oy                    | 8<br>1%oy                    | 3<br>*                       | 11<br>1%ndy                   | 1<br>*                        | 9<br>1%ny                     | 4<br>1%o                      | -<br>*                        |
| Food imports / Exports                                               | 5<br>1%noA                   | 2<br>*                       | 1<br>*                       | 3<br>*                        | 1<br>*                        | 1<br>*                        | -<br>*                        | 1<br>*                        |
| Price                                                                | 1<br>*                       | 5<br>1%ot                    | 3<br>*                       | 4<br>1%o                      | 2<br>*                        | 4<br>1%o                      | 2<br>*                        | 4<br>1%                       |
| Health                                                               | -<br>*                       | 1<br>*                       | 1<br>*                       | -<br>*                        | -<br>*                        | 3<br>*                        | 1<br>*                        | 1<br>*                        |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                    | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                      | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Complaints Procedures                              | -                            | 2                            | 1                            | 2                            | -                            | 2                            | 1                            | -                            | -                            | 1                             | -                             | -                             | 1                             | -                             | -                            | 2                            | 2                            | 3                            | 3                            | -                            |
| Maintaining Standards / Regulations                | -                            | 13                           | 15                           | 13                           | 14                           | 16                           | 7                            | 5                            | 15                           | 8                             | 8                             | 10                            | 5                             | 11                            | -                            | 13                           | 10                           | 20                           | 5                            | 11                           |
| How food is grown / Farmed                         | -                            | 4                            | 4                            | 2                            | 3                            | 2                            | 1                            | 4                            | 5                            | 1                             | *                             | 4                             | 1                             | -                             | -                            | 2                            | 4                            | 2                            | 3                            | 2                            |
| Advertising                                        | -                            | 1%                           | 1%                           | -                            | *                            | -                            | 1%                           | -                            | 1%an                         | -                             | 1%                            | -                             | -                             | -                             | -                            | -                            | 1%                           | -                            | -                            | -                            |
| Effect on the Environment                          | -                            | 2                            | -                            | 5                            | -                            | 1                            | 2                            | -                            | -                            | 1                             | 2                             | -                             | 3                             | -                             | -                            | 1                            | -                            | 2                            | 1                            | 2                            |
| What goes into our food (additives/chemicals etc.) | -                            | *                            | -                            | 1%acehi<br>ln                | -                            | -                            | -                            | -                            | -                            | *                             | -                             | *                             | -                             | -                             | -                            | *                            | -                            | *                            | -                            | -                            |
| Sales of food in shops/restaurants                 | -                            | 11                           | 13                           | 12                           | 4                            | 16                           | 14                           | 10                           | 6                            | 10                            | 4                             | 8                             | 4                             | 7                             | -                            | 11                           | 19                           | 15                           | 12                           | 15                           |
| Health and Safety standards                        | -                            | 1%a                          | 2%aek                        | 2%a                          | 1%                           | 2%aekm                       | 2%aekm                       | 1%a                          | 1%a                          | 1%a                           | 1%                            | 1%a                           | 1%a                           | 1%ao                          | -                            | 1%o                          | 3%nowy                       | 2%ow                         | 2%o                          | 2%ow                         |
| Infections/diseases in/contaminated foods          | -                            | 6                            | 8                            | 8                            | 4                            | 7                            | 4                            | 2                            | 4                            | 7                             | 2                             | 8                             | 3                             | 5                             | -                            | 6                            | 8                            | 9                            | 4                            | 3                            |
| Control where food comes from/food origin          | -                            | 1%a                          | 1%a                          | 1%a                          | 1%                           | 1%a                          | 1%a                          | *                            | 1%                           | 1%a                           | *                             | 1%a                           | *                             | 1%ao                          | -                            | 1%o                          | 1%ox                         | 1%ox                         | 1%o                          | *                            |
| Food labelling                                     | -                            | 2                            | 4                            | 1                            | 4                            | 3                            | 4                            | 2                            | 1                            | 2                             | 1                             | 1                             | -                             | 2                             | -                            | 5                            | 3                            | -                            | 2                            | -                            |
|                                                    | -                            | *                            | 1%                           | -                            | 1%am                         | -                            | 1%                           | -                            | *                            | -                             | -                             | -                             | -                             | -                             | -                            | 1%ortu<br>vxA                | -                            | -                            | -                            | -                            |
|                                                    | -                            | 1                            | 5                            | 1                            | 5                            | 2                            | 1                            | 2                            | 2                            | -                             | 2                             | 1                             | *                             | -                             | -                            | 1                            | 5                            | 3                            | 1                            | 5                            |
|                                                    | -                            | *                            | 1%aj                         | *                            | 1%aj                         | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | *                            | 1%ov                         | *                            | *                            | 1%ov                         |
|                                                    | -                            | 3                            | 4                            | 2                            | 10                           | 8                            | 3                            | 4                            | 7                            | 2                             | -                             | 3                             | 2                             | -                             | -                            | 4                            | 2                            | 7                            | 3                            | 7                            |
|                                                    | -                            | *                            | 1%abl                        | *                            | 1%abkin                      | 1%abl                        | *                            | 1%abl                        | 1%abl                        | *                             | -                             | *                             | -                             | -                             | -                            | *                            | 1%ovz                        | *                            | *                            | 1%ovz                        |
|                                                    | -                            | 2                            | 3                            | 3                            | 1                            | 6                            | 1                            | 5                            | 5                            | 3                             | 1                             | 2                             | 5                             | -                             | -                            | -                            | 8                            | 1                            | 3                            | 7                            |
|                                                    | -                            | *                            | -                            | *                            | *                            | 1%an                         | *                            | 1%an                         | 1%an                         | *                             | *                             | *                             | 1%an                          | -                             | -                            | -                            | 1%noprw                      | *                            | *                            | 1%noprw                      |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                    | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                      | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Complaints Procedures                              | 1                            | 2                            | 3                            | 1                             | 1                             | -                             | 1                             | 1                             |
| Maintaining Standards / Regulations                | 4                            | 3                            | 8                            | 8                             | 11                            | 6                             | 7                             | 8                             |
| How food is grown / Farmed                         | 1                            | 5                            | 4                            | 1                             | 3                             | 1                             | -                             | 2                             |
| Advertising                                        | 1                            | 2                            | 1                            | -                             | -                             | -                             | -                             | -                             |
| Effect on the Environment                          | 1                            | 1                            | 2                            | -                             | -                             | -                             | -                             | -                             |
| What goes into our food (additives/chemicals etc.) | 10                           | 10                           | 5                            | 11                            | 8                             | 15                            | 13                            | 8                             |
| Sales of food in shops/restaurants                 | 1%                           | 1%                           | 1%                           | 1%                            | 1%                            | 2%                            | 2%                            | 1%                            |
| Health and Safety standards                        | 4                            | 4                            | 9                            | 2                             | 4                             | 5                             | 6                             | 5                             |
| Infections/diseases in/contaminated foods          | -                            | -                            | 1%                           | -                             | 1%                            | 1%                            | 1%                            | 1%                            |
| Control where food comes from/food origin          | -                            | -                            | 3                            | -                             | 2                             | 1                             | -                             | -                             |
| Food labelling                                     | 4                            | -                            | 1                            | 3                             | 3                             | 1                             | 2                             | 1                             |
|                                                    | 1%                           | -                            | -                            | 1%                            | -                             | -                             | 1%                            | -                             |
|                                                    | 4                            | 5                            | 1                            | 3                             | 2                             | 6                             | 6                             | 2                             |
|                                                    | -                            | 1%                           | -                            | -                             | -                             | 1%                            | 1%                            | -                             |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                            | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                                                              | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Freshness of food                                                          | -                            | 1                            | 2                            | 1                            | 3                            | 1                            | 2                            | -                            | -                            | 2                             | -                             | -                             | -                             | -                             | -                            | 2                            | 3                            | 4                            | 2                            | -                            |
| To ensure food products<br>are/contain what they<br>claim                  | -                            | -                            | -                            | -                            | 4                            | 11                           | 3                            | 3                            | 7                            | 4                             | 3                             | 7                             | 5                             | 6                             | -                            | -                            | 6                            | 2                            | 2                            | 15                           |
| Food preparation                                                           | -                            | -                            | 4                            | 6                            | 2                            | 4                            | 3                            | 9                            | 8                            | 7                             | 1                             | 8                             | 2                             | 1                             | -                            | -                            | 1                            | 8                            | 8                            | 1                            |
| Sugar content of food                                                      | -                            | -                            | -                            | 4                            | 1                            | 2                            | 3                            | 3                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 2                            | -                            | 1                            |
| Cleanliness (no further<br>detail)                                         | -                            | -                            | -                            | 1                            | 6                            | -                            | 5                            | 4                            | 1                            | 7                             | 2                             | 2                             | 3                             | 2                             | -                            | -                            | -                            | 3                            | 6                            | 3                            |
| Training/educating<br>people (in hygiene)                                  | -                            | -                            | -                            | 6                            | 2                            | 1                            | -                            | 1                            | -                            | 1                             | -                             | 1                             | -                             | -                             | -                            | -                            | -                            | 3                            | 5                            | 1                            |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -                            | -                            | -                            | 4                            | 3                            | -                            | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | 1                             | -                            | -                            | -                            | 1                            | 1                            | 2                            |
| Food handling                                                              | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no<br>further detail)                                       | -                            | -                            | -                            | -                            | 6                            | 4                            | 2                            | 3                            | 1                            | 1                             | 5                             | 3                             | 2                             | 2                             | -                            | -                            | -                            | -                            | 4                            | 1                            |
| GM foods                                                                   | -                            | -                            | -                            | -                            | 4                            | 1                            | -                            | 1                            | 2                            | 1                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | 1                            | 1                            |
| Horse meat<br>scanal/fraud/ensuring<br>meat is what it claims<br>to be     | -                            | -                            | -                            | -                            | 9                            | 3                            | 1                            | 1                            | 3                            | 1                             | 1                             | 1                             | 1                             | 1                             | -                            | -                            | -                            | -                            | -                            | 5                            |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                                                              | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Freshness of food                                                          | 5<br>1%not                   | 1<br>*                       | 1<br>*                       | 2<br>*                        | 2<br>*                        | 3<br>*                        | 1<br>*                        | 3<br>*                        |
| To ensure food products<br>are/contain what they<br>claim                  | 2<br>*                       | 6<br>1%op                    | 6<br>1%op                    | 10<br>1%oprsu                 | 9<br>1%oprsu                  | 8<br>1%oprsu                  | 5<br>1%op                     | 6<br>1%                       |
| Food preparation                                                           | 5<br>1%opA                   | 2<br>*                       | 4<br>1%opA                   | 9<br>1%nopqt<br>A             | 3<br>*                        | 5<br>1%opA                    | -<br>*                        | 2<br>*                        |
| Sugar content of food                                                      | -<br>*                       | 1<br>*                       | 1<br>*                       | 2<br>*                        | 3<br>*                        | 1<br>*                        | 2<br>*                        | 2<br>*                        |
| Cleanliness (no further<br>detail)                                         | 2<br>*                       | 2<br>*                       | 5<br>1%opq                   | 2<br>*                        | 3<br>*                        | 5<br>1%opq                    | 5<br>1%opq                    | 3<br>*                        |
| Training/educating<br>people (in hygiene)                                  | -<br>*                       | -<br>*                       | -<br>*                       | 1<br>*                        | 1<br>*                        | 2<br>*                        | -<br>*                        | 1<br>*                        |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -<br>*                       | 2<br>*                       | -<br>*                       | *<br>*                        | -<br>*                        | -<br>*                        | -<br>*                        | 1<br>*                        |
| Food handling                                                              | -<br>*                       | -<br>*                       | 1<br>*                       | 2<br>*                        | 1<br>*                        | -<br>*                        | -<br>*                        | 1<br>*                        |
| (Food) Safety (no<br>further detail)                                       | 7<br>1%opqrt<br>y            | 4<br>1%opqr                  | 3<br>*                       | 3<br>*                        | -<br>*                        | 2<br>*                        | 5<br>1%opqry                  | 1<br>*                        |
| GM foods                                                                   | 1<br>*                       | -<br>*                       | -<br>*                       | 2<br>*                        | 2<br>*                        | 2<br>*                        | 1<br>*                        | -<br>*                        |
| Horse meat<br>scandal/fraud/ensuring<br>meat is what it claims<br>to be    | 3<br>*                       | 3<br>*                       | 4<br>1%p                     | 2<br>*                        | 1<br>*                        | -<br>*                        | -<br>*                        | 1<br>*                        |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 700                          | 715                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 806                          | 841                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base              | 705                          | 734                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 743                          | 776                          | 762                          | 777                          | 731                          | 787                          |
| Processing of food         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 4                            | 1                            | -                             | 2                             | -                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1%                           | -                            | 2                             | -                             | 4                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                      | -                            | 17                           | 17                           | 16                           | 13                           | 20                           | 12                           | 17                           | 8                            | 11                            | 9                             | 11                            | 8                             | 7                             | -                            | 21                           | 15                           | 15                           | 14                           | 5                            |
| Don't know                 | 44                           | 34                           | 35                           | 40                           | 37                           | 26                           | 30                           | 32                           | 17                           | 27                            | 36                            | 25                            | 27                            | 27                            | 52                           | 35                           | 37                           | 32                           | 46                           | 33                           |
| 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                       | 4.34ab                        | 4.27                         | 4.23                         | 4.30t                        | 4.18                         | 4.13                         | 4.07                         |
| 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                          | 2.08                         | 2.01                         | 2.11                         | 2.14                         | 2.14                         | 2.04                         |
| 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                         | 0.07                         | 0.08                         | 0.08                         | 0.08                         | 0.07                         |

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





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base              | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| Processing of food         | -                            | -                            | -                            | 2                             | -                             | -                             | 3                             | -                             |
| Ratings                    | -                            | -                            | -                            | -                             | 1                             | -                             | 1                             | 2                             |
| Other                      | 10<br>1%o                    | 12<br>2%o                    | 6<br>1%o                     | 13<br>2%o                     | 10<br>1%o                     | 7<br>1%o                      | 6<br>1%o                      | 4<br>1%                       |
| Don't know                 | 39<br>5%w                    | 25<br>3%                     | 19<br>3%                     | 29<br>4%                      | 30<br>4%                      | 28<br>4%                      | 31<br>4%                      | 31<br>4%                      |
| Average number of mentions | 4.29t                        | 4.26                         | 4.58nop<br>qrstuvx<br>yzA    | 4.28t                         | 4.20                          | 4.30t                         | 4.22                          | 4.29                          |
| Standard deviation         | 2.12                         | 1.91                         | 2.03                         | 2.07                          | 2.07                          | 2.05                          | 2.06                          | 2.00                          |
| Standard error             | 0.08                         | 0.07                         | 0.07                         | 0.07                          | 0.08                          | 0.07                          | 0.08                          | 0.07                          |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 188                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                                                                                | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Ensuring the food you buy is safe to eat                                                                     | 152<br>78%                   | 176<br>83%e                  | 166<br>83%e                  | 170<br>81%                   | 143<br>73%                   | 171<br>81%                   | 155<br>82%                   | 166<br>82%e                  | 159<br>87%ae                 | 163<br>82%e                   | 148<br>81%                    | 137<br>83%e                   | 139<br>85%e                   | 157<br>81%                    | 197<br>83%                   | 216<br>88%r                  | 198<br>82%                   | 220<br>80%                   | 191<br>82%                   | 226<br>86%                   |
| Date labels, such as "best before" and "use by" labels                                                       | 113<br>58%                   | 122<br>58%                   | 106<br>53%                   | 114<br>55%                   | 107<br>55%                   | 128<br>60%                   | 125<br>66%cde                | 115<br>57%                   | 126<br>69%abcd               | 121<br>61%                    | 105<br>57%                    | 107<br>65%c                   | 97<br>59%                     | 124<br>64%e                   | 159<br>67%                   | 161<br>65%                   | 158<br>66%                   | 176<br>64%                   | 157<br>67%                   | 166<br>63%                   |
| Nutrition labelling information, such as traffic light labelling                                             | 100<br>52%e                  | 97<br>46%                    | 88<br>44%                    | 91<br>44%                    | 75<br>38%                    | 93<br>44%                    | 92<br>49%                    | 109<br>54%ce                 | 105<br>57%bcde               | 110<br>55%cdef                | 93<br>51%e                    | 90<br>54%ce                   | 84<br>51%e                    | 106<br>55%ce                  | 115<br>48%                   | 135<br>55%                   | 140<br>58%o                  | 159<br>58%o                  | 131<br>56%                   | 153<br>58%o                  |
| Country of origin labels, which identify where food comes from                                               | 81<br>42%e                   | 76<br>36%                    | 71<br>35%                    | 72<br>35%                    | 57<br>29%                    | 92<br>44%e                   | 78<br>41%e                   | 85<br>42%e                   | 93<br>51%bcde                | 71<br>36%                     | 75<br>41%e                    | 72<br>43%e                    | 65<br>39%e                    | 93<br>48%bcd                  | 90<br>38%                    | 119<br>48%o                  | 108<br>45%                   | 120<br>44%                   | 98<br>42%                    | 124<br>47%                   |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 81<br>42%dgh                 | 90<br>43%dgh                 | 70<br>35%d                   | 52<br>25%                    | 66<br>34%                    | 75<br>35%cd                  | 59<br>31%                    | 62<br>31%                    | 71<br>38%cd                  | 73<br>37%cd                   | 66<br>36%cd                   | 55<br>34%                     | 49<br>30%                     | 73<br>38%cd                   | 100<br>42%                   | 98<br>40%                    | 107<br>45%                   | 106<br>38%                   | 91<br>39%                    | 99<br>38%                    |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 80<br>41%def                 | 66<br>31%                    | 65<br>32%e                   | 57<br>27%                    | 43<br>22%                    | 65<br>31%                    | 67<br>35%e                   | 67<br>33%e                   | 75<br>41%def                 | 83<br>42%bdef                 | 69<br>38%de                   | 60<br>37%e                    | 57<br>35%e                    | 72<br>37%e                    | 79<br>33%                    | 96<br>39%stx                 | 74<br>31%                    | 94<br>34%                    | 67<br>29%                    | 73<br>28%                    |
| Promoting food safety in the home                                                                            | 66<br>34%                    | 55<br>28%                    | 53<br>26%                    | 55<br>27%                    | 55<br>28%                    | 66<br>31%                    | 52<br>26%                    | 55<br>27%                    | 61<br>33%                    | 62<br>31%                     | 61<br>33%                     | 57<br>35%un                   | 50<br>31%                     | 48<br>25%                     | 89<br>37%tx                  | 101<br>41%tb                 | 90<br>38%dx                  | 98<br>36%dx                  | 76<br>32%                    | 72<br>27%                    |
| Quality / standard of the food                                                                               | -                            | 8<br>4%a                     | 10<br>5%ahn                  | 8<br>4%a                     | 6<br>3%a                     | 5<br>3%a                     | 9<br>5%ahn                   | 2<br>1%                      | 11<br>6%ahkn                 | 6<br>3%a                      | 3<br>1%                       | 3<br>2%                       | 10<br>6%ahkn                  | 1<br>1%                       | -                            | 8<br>3%o                     | 7<br>3%o                     | 24<br>9%oppqsv<br>wyzAB      | 8<br>3%o                     | 14<br>5%oA                   |
| The way food is stored/transported (correct temperatures etc.)                                               | -                            | -                            | 3<br>2%                      | 1<br>1%                      | 2<br>1%                      | -                            | 2<br>1%                      | 1<br>1%                      | 2<br>1%                      | 2<br>1%                       | -                             | 1<br>1%                       | 1<br>1%                       | -                             | -                            | 1<br>1%                      | 1<br>2%                      | 4<br>2%                      | 2<br>1%                      | 3<br>1%                      |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                                                                                | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Ensuring the food you buy is safe to eat                                                                     | 217<br>86%                   | 212<br>86%                   | 224<br>91%oqrs<br>yA         | 219<br>86%                    | 198<br>84%                    | 204<br>88%r                   | 223<br>84%                    | 236<br>90%oqrs                |
| Date labels, such as "best before" and "use by" labels                                                       | 164<br>65%                   | 162<br>66%                   | 167<br>68%                   | 155<br>61%                    | 154<br>66%                    | 150<br>65%                    | 170<br>64%                    | 172<br>65%                    |
| Nutrition labelling information, such as traffic light labelling                                             | 145<br>57%                   | 156<br>64%op                 | 142<br>58%                   | 139<br>55%                    | 150<br>64%op                  | 144<br>62%o                   | 148<br>56%                    | 162<br>62%o                   |
| Country of origin labels, which identify where food comes from                                               | 134<br>53%ors                | 136<br>56%oqrs<br>xA         | 129<br>52%os                 | 114<br>45%                    | 130<br>55%oqrs<br>xA          | 132<br>57%oqrs<br>xA          | 121<br>46%                    | 146<br>56%oqrsxA              |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 99<br>39%                    | 96<br>39%                    | 115<br>47%tx                 | 90<br>35%                     | 90<br>38%                     | 90<br>39%                     | 100<br>38%                    | 103<br>39%                    |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 94<br>37%t                   | 94<br>38%st                  | 100<br>41%qstx               | 76<br>30%                     | 95<br>41%qstx                 | 96<br>41%qstx                 | 99<br>37%t                    | 121<br>46%oqrsxA              |
| Promoting food safety in the home                                                                            | 92<br>37%tx                  | 96<br>39%tx                  | 105<br>43%stxB               | 69<br>27%                     | 86<br>37%tx                   | 104<br>45%stxA<br>B           | 93<br>35%                     | 81<br>31%                     |
| Quality / standard of the food                                                                               | 17<br>7%owyA                 | 7<br>3%o                     | 5<br>2%o                     | 13<br>5%oA                    | 6<br>2%o                      | 9<br>4%o                      | 4<br>2%                       | 9<br>4%o                      |
| The way food is stored/ transported (correct temperatures etc.)                                              | 2<br>1%                      | -                            | 3<br>1%                      | 2<br>1%                       | 1<br>1%                       | 2<br>1%                       | 4<br>2%                       | 3<br>1%                       |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                                        | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Manufacturing/<br>production/packaging of<br>food                    | -                            | 3<br>1%                      | 3<br>2%                      | 3<br>1%                      | 3<br>2%                      | 2<br>1%                      | -                            | 4<br>2%                      | 1<br>1%                      | -                             | 2<br>1%                       | 1<br>1%                       | -                             | 2<br>1%                       | -                            | 1<br>*                       | 3<br>1%                      | 7<br>2%oz                    | 1<br>1%                      | 4<br>1%                      |
| Fat/salt content in food                                             | -                            | -                            | 1<br>*                       | -                            | -                            | -                            | 1<br>1%                      | -                            | 2<br>1%                      | -                             | -                             | -                             | -                             | -                             | -                            | 1<br>*                       | -                            | 1<br>*                       | 1<br>*                       | -                            |
| Hygiene                                                              | -                            | 7<br>3%a                     | 7<br>4%a                     | 4<br>2%                      | 3<br>2%                      | 9<br>4%a                     | 7<br>4%a                     | 6<br>3%a                     | 9<br>5%a                     | 4<br>2%                       | 4<br>2%                       | 4<br>2%a                      | 7<br>4%a                      | 4<br>2%                       | -                            | 12<br>5%oww                  | 15<br>6%oswvy<br>A           | 12<br>4%oww                  | 4<br>2%o                     | 8<br>3%o                     |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 7<br>3%a                     | 5<br>2%a                     | 6<br>3%a                     | 3<br>2%                      | 2<br>1%                      | 6<br>3%a                     | 5<br>3%a                     | 2<br>1%                      | 2<br>1%                       | 5<br>3%a                      | 3<br>2%                       | 3<br>2%                       | 4<br>2%                       | -                            | 8<br>3%ou<br>B               | 12<br>5%osuwy                | 6<br>2%o                     | 3<br>1%                      | 8<br>3%o                     |
| Animal welfare                                                       | -                            | 2<br>1%                      | 3<br>1%                      | 3<br>1%                      | 4<br>2%a                     | 4<br>2%                      | 1<br>1%                      | 3<br>1%                      | -                            | 1<br>1%                       | 2<br>1%                       | 1<br>*                        | 3<br>2%                       | 1<br>1%                       | -                            | 1<br>*                       | 3<br>1%                      | 7<br>2%opz                   | 1<br>*                       | 1<br>1%                      |
| Weight & Measures                                                    | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1<br>*                       | -                            | -                             | -                             | -                             | -                             | -                             | -                            | 2<br>1%                      | -                            | 1<br>1%                      | -                            | -                            |
| Health & Hygiene<br>Certificates                                     | -                            | -                            | -                            | 1<br>1%                      | -                            | -                            | -                            | 2<br>1%                      | -                            | 2<br>1%                       | -                             | -                             | -                             | 2<br>1%                       | -                            | 1<br>1%                      | -                            | 1<br>*                       | -                            | -                            |
| Everything / All food<br>issues                                      | -                            | 1<br>1%                      | -                            | 1<br>*                       | -                            | 2<br>1%                      | -                            | 1<br>1%                      | -                            | 2<br>1%                       | 1<br>1%                       | 2<br>1%                       | 1<br>1%                       | -                             | -                            | 4<br>2%A                     | 1<br>*                       | 6<br>2%oyA                   | 1<br>*                       | 4<br>2%A                     |
| Food Imports / Exports                                               | -                            | 1<br>1%                      | 2<br>1%                      | 1<br>*                       | -                            | -                            | 1<br>*                       | -                            | 1<br>1%                      | -                             | 1<br>1%                       | -                             | -                             | -                             | -                            | -                            | 1<br>*                       | 2<br>1%                      | -                            | -                            |
| Price                                                                | -                            | -                            | 1<br>*                       | 1<br>*                       | -                            | -                            | -                            | 1<br>*                       | -                            | -                             | -                             | -                             | -                             | 1<br>1%                       | -                            | -                            | 1<br>1%                      | 2<br>1%                      | 1<br>*                       | -                            |
| Health                                                               | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1<br>*                       | -                            | -                             | -                             | -                             | 1<br>1%                       | 1<br>1%                       | -                            | -                            | -                            | -                            | 1<br>*                       | 3<br>1%                      |
| Complaints Procedures                                                | -                            | 1<br>1%                      | 1<br>*                       | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | 1<br>*                       | 2<br>1%                      | -                            | -                            | 1<br>*                       |



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                                        | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Manufacturing/<br>production/packaging of<br>food                    | 4<br>2%                      | 1<br>1%                      | 5<br>2%                      | 6<br>2%oz                     | 2<br>1%                       | -                             | 2<br>1%                       | 2<br>1%                       |
| Fat/salt content in food                                             | 1<br>*                       | 3<br>1%                      | -                            | -                             | -                             | -                             | -                             | 1<br>*                        |
| Hygiene                                                              | 8<br>3%o                     | 3<br>1%                      | 3<br>1%                      | 11<br>4%ow                    | 5<br>2%o                      | 8<br>4%o                      | 7<br>2%o                      | 10<br>4%o                     |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | 1<br>1%                      | 8<br>3%o                     | 3<br>1%                      | 6<br>2%o                      | 3<br>1%                       | 6<br>3%o                      | 7<br>3%o                      | 3<br>1%                       |
| Animal welfare                                                       | 2<br>1%                      | 3<br>1%                      | 2<br>1%                      | 7<br>3%opz                    | 1<br>1%                       | -                             | 5<br>2%                       | 2<br>1%                       |
| Weight & Measures                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health & Hygiene<br>Certificates                                     | 1<br>*                       | 3<br>1%                      | -                            | -                             | -                             | -                             | -                             | -                             |
| Everything / All food<br>issues                                      | 3<br>1%                      | 1<br>1%                      | 3<br>1%                      | 1<br>*                        | -                             | 3<br>1%                       | -                             | 1<br>*                        |
| Food imports / Exports                                               | 3<br>1%                      | 1<br>1%                      | -                            | -                             | -                             | -                             | -                             | -                             |
| Price                                                                | -                            | -                            | 1<br>1%                      | -                             | 2<br>1%                       | 1                             | 1<br>*                        | -                             |
| Health                                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Complaints Procedures                                                | -                            | -                            | -                            | -                             | -                             | -                             | 1<br>*                        | -                             |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                     | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                       | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Maintaining Standards / Regulations                 | -                            | 2<br>1%                      | 4<br>2%                      | 1<br>1%                      | 6<br>3% <sup>ag</sup>        | 3<br>2%                      | -                            | -                            | 2<br>1%                      | 1<br>1%                       | -                             | 2<br>1%                       | 3<br>2%                       | 1<br>1%                       | -                            | 3<br>1%                      | 4<br>2%                      | 9<br>3% <sup>osv</sup>       | -                            | 9<br>3% <sup>osv</sup>       |
| How food is grown / Farmed                          | -                            | -                            | -                            | -                            | 1<br>*                       | -                            | -                            | -                            | -                            | -                             | 1<br>*                        | 1<br>*                        | -                             | -                             | -                            | -                            | 3<br>1%                      | 1<br>*                       | -                            | -                            |
| Advertising                                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 1<br>1%                      | 1<br>*                       | -                            |
| Effect on the Environment                           | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1<br>*                       | -                            | -                             | -                             | -                             | -                             | -                             | -                            | 1<br>*                       | -                            | -                            | -                            | -                            |
| What goes into our food (additives/chemicals etc.)  | -                            | 3<br>1%                      | 4<br>2%                      | 4<br>2%                      | -                            | 4<br>2%                      | 2<br>1%                      | *<br>*                       | -                            | 2<br>1%                       | 2<br>1%                       | 1<br>1%                       | -                             | 3<br>1%                       | -                            | 1<br>*                       | 5<br>2% <sup>ow</sup>        | 3<br>1%                      | 3<br>1%                      | 8<br>3% <sup>opuw</sup>      |
| Sales of food in shops/restaurants                  | -                            | -                            | 1<br>*                       | 1<br>*                       | 2<br>1%                      | -                            | -                            | -                            | 1<br>1%                      | *<br>*                        | 3<br>2%                       | 2<br>1%                       | -                             | 1<br>1%                       | -                            | 1<br>*                       | 2<br>1%                      | 3<br>1%                      | 1<br>*                       | -                            |
| Health and Safety standards                         | -                            | -                            | 1<br>*                       | -                            | -                            | -                            | 1<br>1%                      | -                            | 1<br>1%                      | -                             | -                             | -                             | -                             | -                             | -                            | 4<br>2% <sup>t</sup>         | 2<br>1%                      | -                            | -                            | -                            |
| Infections/diseases in/contaminated foods           | -                            | -                            | 2<br>1%                      | 1<br>*                       | 1<br>*                       | 1<br>*                       | -                            | -                            | -                            | -                             | 1<br>*                        | 2<br>1%                       | -                             | -                             | -                            | -                            | -                            | 1<br>*                       | -                            | 2<br>1%                      |
| Control where food comes from/food origin           | -                            | 1<br>1%                      | -                            | 1<br>1%                      | -                            | -                            | -                            | -                            | -                            | 2<br>1%                       | -                             | -                             | -                             | 1<br>1%                       | -                            | -                            | -                            | 2<br>1%                      | 2<br>1%                      | 2<br>1%                      |
| Food labelling                                      | -                            | -                            | 1<br>*                       | 1<br>*                       | -                            | 1<br>*                       | -                            | 1<br>1%                      | 1<br>1%                      | -                             | -                             | -                             | 2<br>1%                       | -                             | -                            | -                            | 3<br>1%                      | -                            | -                            | 2<br>1%                      |
| Freshness of food                                   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>1%                       | -                            | -                            | 2<br>1%                      | -                            | -                            | -                            |
| To ensure food products are/contain what they claim | -                            | -                            | -                            | 1<br>*                       | -                            | 2<br>1%                      | -                            | 1<br>1%                      | 1<br>1%                      | -                             | 1<br>*                        | 2<br>1%                       | -                             | 1<br>1%                       | -                            | -                            | 2<br>1%                      | -                            | -                            | 6<br>2% <sup>oprsz</sup>     |
| Food preparation                                    | -                            | -                            | 1<br>*                       | 3<br>1%                      | 1<br>1%                      | -                            | -                            | *<br>*                       | 3<br>2%                      | -                             | 1<br>*                        | 2<br>1%                       | -                             | -                             | -                            | -                            | 1<br>*                       | 3<br>1%                      | -                            | 1<br>*                       |



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                     | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                       | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Maintaining Standards / Regulations                 | 3<br>1%                      | 1<br>*                       | 7<br>3%osvA                  | 3<br>1%                       | 1<br>1%                       | 3<br>1%                       | 1<br>*                        | 1<br>*                        |
| How food is grown / Farmed                          | -                            | 1<br>1%                      | 1<br>*                       | -                             | -                             | -                             | -                             | -                             |
| Advertising                                         | -                            | -                            | -                            | -                             | 1<br>*                        | -                             | -                             | -                             |
| Effect on the Environment                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| What goes into our food (additives/chemicals etc.)  | 1<br>*                       | 1<br>1%                      | -                            | 2<br>1%                       | -                             | 6<br>3%owy                    | 4<br>1%                       | 4<br>1%                       |
| Sales of food in shops/restaurants                  | 1<br>*                       | 4<br>1%                      | -                            | 2<br>1%                       | 1<br>*                        | 3<br>1%                       | 4<br>2%t                      | 2<br>1%                       |
| Health and Safety standards                         | -                            | -                            | -                            | 2<br>1%                       | 2<br>1%                       | -                             | -                             | -                             |
| Infections/diseases in/contaminated foods           | 1<br>*                       | -                            | -                            | *<br>*                        | 1<br>*                        | 1<br>1%                       | -                             | -                             |
| Control where food comes from/food origin           | 3<br>1%                      | -                            | 2<br>1%                      | 2<br>1%                       | 2<br>1%                       | -                             | 4<br>1%                       | 1<br>1%                       |
| Food labelling                                      | 2<br>1%                      | -                            | 2<br>1%                      | 1<br>*                        | 1<br>*                        | -                             | 2<br>1%                       | 1<br>*                        |
| Freshness of food                                   | 1<br>*                       | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| To ensure food products are/contain what they claim | 1<br>1%                      | 1<br>1%                      | 3<br>1%                      | 5<br>2%pr                     | 4<br>2%r                      | -                             | 1<br>*                        | 1<br>*                        |
| Food preparation                                    | 1<br>*                       | 4<br>2%                      | 4<br>2%                      | 3<br>1%                       | -                             | 3<br>1%                       | 1<br>*                        | 2<br>1%                       |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base                                                        | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Sugar content of food                                                | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | 1                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 1                            | -                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | -                            | 1                            | 2                            | 1                            | -                            | -                            | 2                             | *                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | 1                            | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | *                            | 1                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 3                            | 5                            | -                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | 1%                           | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | 2%                           | 1%                           |
| Food handling                                                        | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | -                            | 1                            | -                            | 2                            | -                            | -                            | -                             | -                             | 1                             | 1                             | -                             | -                            | -                            | -                            | -                            | 5                            | 1                            |
| GM foods                                                             | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | 2%                           | -                            |
| Horse meat scandal/fraud/ensuring meat is what it claims to be       | -                            | -                            | -                            | -                            | -                            | 1%                           | 2                            | 1                            | -                            | 1                             | -                             | -                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | 2                            |
| Processing of food                                                   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                                | -                            | 7                            | 4                            | -                            | 2                            | 1                            | 6                            | 3                            | 1                            | 2                             | 1                             | 1                             | 1                             | 3                             | -                            | 5                            | 8                            | 2                            | 5                            | 3                            |
| Don't know                                                           | 14                           | 10                           | 10                           | 19                           | 18                           | 16                           | 9                            | 13                           | 7                            | 16                            | 17                            | 8                             | 11                            | 17                            | 19                           | 6                            | 13                           | 14                           | 10                           | 8                            |
|                                                                      | 7%                           | 5%                           | 5%                           | 9%                           | 9%                           | 8%                           | 5%                           | 6%                           | 4%                           | 8%                            | 9%                            | 5%                            | 7%                            | 9%                            | 8%                           | 2%                           | 6%                           | 5%                           | 4%                           | 3%                           |





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                                                        | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Sugar content of food                                                | -                            | 3                            | -                            | 1                             | -                             | -                             | -                             | 1                             |
|                                                                      | -                            | 1%                           | -                            | *                             | -                             | -                             | -                             | *                             |
| Cleanliness (no further detail)                                      | 1                            | 1                            | -                            | 2                             | -                             | 4                             | 3                             | 1                             |
|                                                                      | 1%                           | 1%                           | -                            | 1%                            | -                             | 2%                            | 1%                            | *                             |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             |
|                                                                      | -                            | -                            | -                            | 1%                            | -                             | -                             | -                             | -                             |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | *                             | 1                             | -                             | -                             | -                             |
|                                                                      | -                            | -                            | -                            | *                             | 1%                            | -                             | -                             | -                             |
| Food handling                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             |
|                                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | *                             |
| (Food) Safety (no further detail)                                    | 2                            | -                            | 2                            | -                             | -                             | -                             | 2                             | 2                             |
|                                                                      | 1%                           | -                            | 1%                           | -                             | -                             | -                             | 1%                            | 1%                            |
| GM foods                                                             | -                            | -                            | -                            | -                             | -                             | -                             | *                             | -                             |
|                                                                      | -                            | -                            | -                            | -                             | -                             | -                             | *                             | -                             |
| Horse meat scandal/fraud/ensuring meat is what it claims to be       | 1                            | 1                            | -                            | -                             | 1                             | -                             | -                             | -                             |
|                                                                      | 1%                           | *                            | -                            | -                             | 1%                            | -                             | -                             | -                             |
| Processing of food                                                   | -                            | -                            | 1                            | -                             | -                             | -                             | -                             | -                             |
|                                                                      | -                            | -                            | 1%                           | -                             | -                             | -                             | -                             | -                             |
| Ratings                                                              | -                            | -                            | -                            | -                             | 1                             | -                             | 2                             | -                             |
|                                                                      | -                            | -                            | -                            | -                             | *                             | -                             | 1%                            | -                             |
| Other                                                                | 4                            | 5                            | 2                            | 3                             | 5                             | 3                             | 6                             | 1                             |
|                                                                      | 1%                           | 2%                           | 1%                           | 1%                            | 2%                            | 1%                            | 2%                            | *                             |
| Don't know                                                           | 14                           | 10                           | 3                            | 9                             | 11                            | 9                             | 9                             | 6                             |
|                                                                      | 5%w                          | 4%                           | 1%                           | 4%                            | 5%w                           | 4%                            | 3%                            | 2%                            |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 191                          | 192                          | 203                          | 200                          | 190                          | 206                          | 168                          | 199                          | 186                          | 196                           | 200                           | 186                           | 165                           | 161                           | 222                          | 255                          | 232                          | 263                          | 215                          | 260                          |
| Weighted Base              | 194                          | 211                          | 201                          | 208                          | 196                          | 211                          | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 238                          | 247                          | 240                          | 274                          | 234                          | 264                          |
| Average number of mentions | 3.93de                       | 3.61                         | 3.52                         | 3.44                         | 3.30                         | 3.74e                        | 3.72                         | 3.66                         | 4.16bcd                      | 3.90de                        | 3.87e                         | 3.85e                         | 3.78e                         | 3.98cd                        | 4.02                         | 4.05                         | 4.20                         | 4.14                         | 3.83                         | 3.89                         |
| 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                         | 2.08                         | 2.02                         | 2.16                         | 1.93                         | 2.10                         |
| 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                          | 0.14                         | 0.13                         | 0.14                         | 0.14                         | 0.13                         | 0.13                         |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base              | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| Average number of mentions | 4.23                         | 4.28stx                      | 4.26sx                       | 3.83                          | 4.23sx                        | 4.37stx                       | 3.98                          | 4.17                          |
| Standard deviation         | 2.14                         | 2.09                         | 1.93                         | 1.99                          | 2.05                          | 2.08                          | 2.01                          | 2.03                          |
| Standard error             | 0.15                         | 0.14                         | 0.13                         | 0.13                          | 0.14                          | 0.14                          | 0.13                          | 0.13                          |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                                                                                | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Ensuring the food you buy is safe to eat                                                                     | 310<br>83%                   | 352<br>87%                   | 345<br>87%                   | 321<br>86%                   | 302<br>85%                   | 327<br>86%                   | 351<br>89%a                  | 304<br>88%                   | 310<br>89%a                  | 324<br>90%a                   | 260<br>87%                    | 341<br>89%a                   | 308<br>91%a                   | 275<br>89%a                   | 340<br>84%                   | 339<br>87%                   | 329<br>82%                   | 362<br>88%q                  | 329<br>83%                   | 351<br>90%oqs                |
| Date labels, such as "best before" and "use by" labels                                                       | 240<br>64%                   | 283<br>70%                   | 269<br>68%                   | 239<br>64%                   | 251<br>71%                   | 247<br>65%                   | 268<br>68%                   | 232<br>66%                   | 256<br>73%adf                | 268<br>74%adfk                | 196<br>66%                    | 268<br>70%                    | 248<br>73%adf                 | 218<br>71%                    | 259<br>64%                   | 258<br>66%                   | 261<br>65%                   | 271<br>66%                   | 274<br>69%                   | 267<br>66%                   |
| Nutrition labelling information, such as traffic light labelling                                             | 221<br>59%                   | 249<br>61%                   | 243<br>61%                   | 229<br>61%                   | 233<br>66%                   | 231<br>61%                   | 267<br>68%a                  | 220<br>64%                   | 232<br>66%                   | 262<br>73%abcd<br>fh          | 197<br>66%                    | 260<br>68%a                   | 237<br>70%abcd<br>f           | 221<br>72%abcd<br>dfh         | 237<br>59%                   | 230<br>59%                   | 236<br>59%                   | 256<br>62%                   | 250<br>63%                   | 242<br>62%                   |
| Country of origin labels, which identify where food comes from                                               | 187<br>50%                   | 219<br>54%                   | 208<br>52%                   | 192<br>52%                   | 184<br>52%                   | 217<br>57%                   | 214<br>54%                   | 193<br>56%                   | 213<br>61%acde               | 211<br>58%a                   | 159<br>53%                    | 229<br>60%acde                | 204<br>60%acde                | 181<br>59%a                   | 191<br>47%                   | 213<br>55%                   | 209<br>52%                   | 208<br>50%                   | 195<br>49%                   | 224<br>57%os                 |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 155<br>41%                   | 192<br>47%fh                 | 188<br>47%fh                 | 168<br>45%f                  | 150<br>43%                   | 139<br>37%                   | 161<br>41%                   | 134<br>39%                   | 166<br>47%fh                 | 157<br>44%                    | 121<br>41%                    | 162<br>43%                    | 149<br>44%                    | 130<br>42%                    | 175<br>43%                   | 170<br>43%                   | 192<br>48%lux                | 171<br>42%                   | 181<br>46%bx                 | 151<br>39%                   |
| Promoting food safety in the home                                                                            | 146<br>39%                   | 147<br>36%                   | 169<br>43%efhl               | 147<br>39%                   | 119<br>34%                   | 128<br>34%                   | 155<br>39%                   | 114<br>33%                   | 147<br>42%efhl               | 133<br>37%                    | 109<br>36%                    | 128<br>34%                    | 136<br>40%                    | 114<br>37%                    | 159<br>39%                   | 157<br>40%                   | 166<br>42%                   | 159<br>38%                   | 137<br>35%                   | 137<br>35%                   |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 131<br>35%f                  | 141<br>35%f                  | 131<br>33%                   | 137<br>37%f                  | 105<br>30%                   | 103<br>27%                   | 133<br>34%                   | 101<br>30%                   | 128<br>37%f                  | 144<br>40%efh                 | 104<br>35%f                   | 147<br>39%efh                 | 132<br>39%efh                 | 113<br>37%f                   | 133<br>33% <i>s</i>          | 137<br>35% <i>s</i>          | 131<br>33% <i>s</i>          | 123<br>30%                   | 104<br>26%                   | 122<br>31%                   |
| Quality / standard of the food                                                                               | -                            | 21<br>5%an                   | 14<br>4%a                    | 20<br>5%an                   | 15<br>4%a                    | 31<br>8%acejk<br>lmn         | 25<br>6%aklmn                | 27<br>8%acklm<br>n           | 19<br>5%an                   | 15<br>4%a                     | 7<br>2%a                      | 10<br>3%a                     | 11<br>3%a                     | 6<br>2%a                      | -                            | 23<br>6%oy                   | 20<br>5%o                    | 27<br>7%owyB                 | 18<br>5%o                    | 21<br>5%o                    |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                            | 2<br>1%                      | 4<br>1%                      | 2<br>1%                      | 9<br>3%abdfi<br>jkmn         | 1<br>*                       | 5<br>1%am                    | 4<br>1%                      | 2<br>*                       | 2<br>*                        | 1<br>*                        | 3<br>1%                       | -                             | -                             | -                            | 3<br>1%                      | 9<br>2%otyZB                 | 6<br>1%oB                    | 5<br>1%oB                    | 2<br>*                       |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                                                                                | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Ensuring the food you buy is safe to eat                                                                     | 354<br>89%qs                 | 363<br>90%oqs                | 358<br>91%oqs                | 357<br>89%oqs                 | 343<br>87%                    | 352<br>91%oqs                 | 347<br>87%                    | 359<br>90%oqs                 |
| Date labels, such as "best before" and "use by" labels                                                       | 256<br>64%                   | 290<br>72%oqu                | 295<br>75%opqr<br>u          | 285<br>71%ou                  | 270<br>69%                    | 280<br>72%oqu                 | 279<br>70%                    | 275<br>69%                    |
| Nutrition labelling information, such as traffic light labelling                                             | 244<br>61%                   | 261<br>65%                   | 282<br>71%opqr<br>stuxA      | 258<br>64%                    | 255<br>65%                    | 279<br>72%opqr<br>stuvxyA     | 248<br>62%                    | 276<br>69%opqr<br>tuxA        |
| Country of origin labels, which identify where food comes from                                               | 229<br>57%ors                | 251<br>62%opqr<br>sy         | 262<br>66%opqr<br>stuyB      | 256<br>64%opqr<br>sy          | 214<br>55%                    | 242<br>62%opqr<br>sy          | 247<br>62%opqr<br>s           | 235<br>59%ors                 |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 160<br>40%                   | 188<br>47%tx                 | 195<br>49%rtux<br>A          | 152<br>38%                    | 168<br>43%                    | 179<br>46%tx                  | 166<br>42%                    | 190<br>48%tux                 |
| Promoting food safety in the home                                                                            | 147<br>37%                   | 153<br>38%                   | 197<br>50%opqr<br>stuvxyA    | 162<br>41%                    | 148<br>38%                    | 167<br>43%st                  | 164<br>41%                    | 181<br>45%rstuv               |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 121<br>30%                   | 130<br>32%                   | 166<br>42%oqrs<br>tuvx       | 137<br>34%rs                  | 153<br>39%rstu                | 155<br>40%oqrs<br>tuv         | 152<br>38%rsu                 | 159<br>40%oqrs<br>stuv        |
| Quality / standard of the food                                                                               | 21<br>5%o                    | 22<br>5%o                    | 11<br>3%o                    | 23<br>6%oy                    | 10<br>3%o                     | 16<br>4%o                     | 17<br>4%o                     | 13<br>3%o                     |
| The way food is stored/ transported (correct temperatures etc.)                                              | 3<br>1%                      | 4<br>1%                      | 4<br>1%oB                    | 4<br>1%                       | 1<br>*                        | 1<br>*                        | 3<br>1%                       | -                             |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                                        | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Manufacturing/<br>production/packaging of<br>food                    | -                            | 12<br>3%ajl                  | 9<br>2%a                     | 5<br>1%a                     | 8<br>2%a                     | 9<br>2%a                     | 6<br>2%a                     | 5<br>1%a                     | 8<br>2%a                     | 3<br>1%                       | 4<br>1%a                      | 3<br>1%                       | 4<br>1%a                      | 8<br>2%a                      | -                            | 12<br>3%oz                   | 12<br>3%oz                   | 12<br>3%o                    | 15<br>4%ouwx<br>z            | 8<br>2%o                     |
| Fat/salt content in food                                             | -                            | 4<br>1%                      | 4<br>1%                      | 2<br>1%                      | 3<br>1%                      | 2<br>1%                      | 1<br>*                       | -                            | -                            | 2<br>1%                       | 2<br>1%                       | 4<br>1%                       | -                             | 1<br>*                        | -                            | -                            | -                            | 1<br>*                       | 2<br>1%                      | 1<br>*                       |
| Hygiene                                                              | -                            | 14<br>3%a                    | 12<br>3%a                    | 17<br>4%ah                   | 12<br>3%a                    | 10<br>3%a                    | 13<br>3%a                    | 5<br>1%a                     | 20<br>6%ah                   | 15<br>4%ah                    | 10<br>3%a                     | 11<br>3%a                     | 9<br>3%a                      | 15<br>5%ah                    | -                            | 21<br>5%ovy                  | 22<br>6%ovy                  | 18<br>4%ovy                  | 16<br>4%ov                   | 16<br>4%ov                   |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 6<br>2%a                     | 23<br>6%abfjg<br>kmm         | 12<br>3%a                    | 12<br>4%al                   | 7<br>2%a                     | 8<br>2%a                     | 11<br>3%a                    | 5<br>2%a                     | 11<br>3%a                     | 6<br>2%a                      | 4<br>1%                       | 8<br>2%a                      | 6<br>2%a                      | -                            | 9<br>2%o                     | 12<br>3%o                    | 10<br>2%o                    | 11<br>3%o                    | 8<br>2%o                     |
| Animal welfare                                                       | -                            | 10<br>3%a                    | 11<br>3%a                    | 8<br>2%a                     | 8<br>2%a                     | 5<br>1%a                     | 10<br>3%a                    | 5<br>1%a                     | 6<br>2%a                     | 6<br>2%a                      | 5<br>2%a                      | 9<br>2%a                      | 4<br>1%a                      | 4<br>1%a                      | -                            | 13<br>3%o                    | 14<br>4%oy                   | 14<br>3%o                    | 20<br>5%ouwyA<br>B           | 13<br>3%o                    |
| Weight & Measures                                                    | -                            | -                            | -                            | -                            | 3<br>1%                      | 1<br>*                       | 1<br>*                       | 2<br>*                       | -                            | -                             | -                             | -                             | 3<br>1%                       | 1<br>*                        | -                            | 4<br>1%oqz                   | -                            | 3<br>1%                      | 2<br>*                       | 2<br>*                       |
| Health & Hygiene<br>Certificates                                     | -                            | -                            | 1<br>*                       | -                            | 2<br>*                       | -                            | 2<br>1%                      | -                            | -                            | -                             | 1<br>*                        | -                             | -                             | 1<br>*                        | -                            | 1<br>*                       | 1<br>*                       | 1<br>*                       | -                            | -                            |
| Everything / All food<br>issues                                      | -                            | 3<br>1%                      | 7<br>2%adh                   | -                            | 2<br>1%                      | 2<br>*                       | 2<br>1%                      | 2<br>1%                      | 1<br>*                       | 3<br>1%                       | 1<br>*                        | 4<br>1%                       | 2<br>1%                       | -                             | -                            | 4<br>1%                      | 1<br>1%oB                    | 5<br>2%ooB                   | 9<br>1%oB                    | 4<br>1%oB                    |
| Food Imports / Exports                                               | -                            | -                            | -                            | -                            | 2<br>1%                      | 2<br>1%                      | -                            | 1<br>*                       | 1<br>*                       | -                             | -                             | -                             | -                             | -                             | -                            | 4<br>1%                      | 1<br>*                       | -                            | 2<br>1%                      | -                            |
| Price                                                                | -                            | 3<br>1%                      | 5<br>1%a                     | 2<br>1%                      | 4<br>1%                      | 1<br>*                       | 2<br>1%                      | 3<br>1%                      | 2<br>1%                      | 1<br>*                        | -                             | 1<br>*                        | 2<br>1%                       | -                             | -                            | 3<br>1%                      | 1<br>*                       | 1<br>*                       | 4<br>1%                      | 2<br>1%                      |
| Health                                                               | -                            | 1<br>*                       | 3<br>1%                      | 4<br>1%afg                   | -                            | -                            | -                            | -                            | 1<br>*                       | -                             | -                             | -                             | -                             | -                             | -                            | 1<br>*                       | 1<br>*                       | 1<br>*                       | 1<br>*                       | 1<br>*                       |

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



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                                        | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Manufacturing/<br>production/packaging of<br>food                    | 6<br>1%o                     | 6<br>1%o                     | 4<br>1%o                     | 5<br>1%o                      | 10<br>3%o                     | 4<br>1%                       | 8<br>2%o                      | 9<br>2%o                      |
| Fat/salt content in food                                             | 1<br>*                       | 1<br>*                       | 1<br>*                       | -<br>-                        | 1<br>*                        | -<br>-                        | -<br>-                        | 1<br>*                        |
| Hygiene                                                              | 17<br>4%ov                   | 5<br>1%o                     | 13<br>3%o                    | 14<br>4%ov                    | 7<br>2%o                      | 11<br>3%o                     | 16<br>4%ov                    | 15<br>4%ov                    |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | 8<br>2%o                     | 9<br>2%o                     | 13<br>3%o                    | 7<br>2%o                      | 11<br>3%o                     | 5<br>1%o                      | 15<br>4%oz                    | 10<br>3%o                     |
| Animal welfare                                                       | 6<br>2%o                     | 10<br>3%o                    | 6<br>1%o                     | 10<br>3%o                     | 5<br>1%o                      | 14<br>4%oy                    | 8<br>2%o                      | 7<br>2%o                      |
| Weight & Measures                                                    | 4<br>1%                      | 2<br>1%                      | 1<br>*                       | 1<br>*                        | 2<br>1%                       | -<br>-                        | 1<br>*                        | 1<br>*                        |
| Health & Hygiene<br>Certificates                                     | -<br>-                       | -<br>-                       | 1<br>*                       | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        | -<br>-                        |
| Everything / All food<br>issues                                      | 5<br>1%oB                    | 5<br>1%oB                    | 3<br>1%                      | 3<br>1%                       | 3<br>1%                       | 5<br>1%oB                     | 3<br>1%                       | -<br>-                        |
| Food imports / Exports                                               | 2<br>1%                      | 2<br>*                       | 2<br>1%                      | 2<br>*                        | -<br>-                        | 1<br>*                        | 1<br>*                        | 1<br>*                        |
| Price                                                                | 2<br>1%                      | 1<br>*                       | 1<br>*                       | 3<br>1%                       | 2<br>1%                       | 3<br>1%                       | 2<br>*                        | 4<br>1%                       |
| Health                                                               | 2<br>*                       | -<br>-                       | -<br>-                       | -<br>-                        | -<br>-                        | -<br>-                        | 2<br>1%                       | 1<br>*                        |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                    | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                      | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| 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                             | -                            | 10                           | 6                            | 13                           | 7                            | 8                            |
| How food is grown / Farmed                         | -                            | -                            | 3                            | 1                            | -                            | -                            | -                            | 1                            | 3                            | -                             | 1                             | 2                             | -                             | -                             | -                            | 5                            | 2                            | 3                            | 4                            | 2                            |
| Advertising                                        | -                            | 2                            | -                            | 1                            | -                            | 2                            | 2                            | 2                            | 1                            | -                             | -                             | -                             | 3                             | -                             | -                            | 1                            | -                            | 4                            | -                            | -                            |
| Effect on the Environment                          | -                            | 1%                           | -                            | -                            | -                            | 1%                           | 1%                           | 1%                           | -                            | -                             | -                             | -                             | 1%                            | -                             | -                            | -                            | -                            | 1%                           | -                            | -                            |
| What goes into our food (additives/chemicals etc.) | -                            | 11                           | 10                           | 7                            | 2                            | 6                            | 7                            | 6                            | 7                            | 5                             | 2                             | 4                             | 3                             | 2                             | -                            | 5                            | 12                           | 11                           | 8                            | 10                           |
| Sales of food in shops/restaurants                 | -                            | 3                            | 4                            | 4                            | 1                            | 4                            | 1                            | 1                            | 7                            | 3                             | 1                             | 6                             | 2                             | 3                             | -                            | 4                            | 7                            | 8                            | 3                            | 4                            |
| Health and Safety standards                        | -                            | 2                            | 2                            | -                            | 2                            | -                            | 1                            | 2                            | -                            | 1                             | -                             | -                             | -                             | 1                             | -                            | -                            | 1                            | 1                            | 3                            | 1                            |
| Infections/diseases in/contaminated foods          | -                            | -                            | 6                            | -                            | 1                            | 2                            | 2                            | 1                            | 2                            | 2                             | 1                             | 3                             | -                             | -                             | -                            | 2                            | 1                            | 2                            | 3                            | 3                            |
| Control where food comes from/food origin          | -                            | 1                            | 3                            | 1                            | 2                            | 5                            | 4                            | 1                            | 1                            | 2                             | 1                             | -                             | 1                             | -                             | -                            | -                            | 2                            | 5                            | 1                            | 5                            |
| Food labelling                                     | -                            | -                            | 3                            | -                            | 2                            | 4                            | 2                            | 3                            | -                            | 1                             | 4                             | 3                             | -                             | -                             | -                            | 2                            | 4                            | 3                            | 2                            | 4                            |
| Freshness of food                                  | -                            | 1                            | 2                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 3                            | 4                            | 1                            |





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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                          | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                            | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Complaints Procedures                                    | -                            | 2                            | 2                            | 1                             | 1                             | -                             | -                             | 1                             |
|                                                          | *                            | *                            | 1%                           | *                             | *                             | -                             | -                             | *                             |
| Maintaining Standards /<br>Regulations                   | 3                            | 1                            | 11                           | 5                             | 5                             | 2                             | 6                             | 8                             |
|                                                          | 1%                           | *                            | 3%ouvz                       | 1%o                           | 1%o                           | 1%                            | 1%o                           | 2%ov                          |
| How food is grown /<br>Farmed                            | 1                            | 4                            | 5                            | -                             | 2                             | 2                             | -                             | 2                             |
|                                                          | *                            | 1%                           | 1%oxA                        | -                             | *                             | *                             | -                             | 1%                            |
| Advertising                                              | 1                            | -                            | -                            | 1                             | 1                             | -                             | -                             | -                             |
|                                                          | *                            | -                            | -                            | *                             | *                             | -                             | -                             | -                             |
| Effect on the Environment                                | 1                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             |
|                                                          | *                            | -                            | -                            | -                             | -                             | -                             | -                             | *                             |
| What goes into our food<br>(additives/chemicals<br>etc.) | 8                            | 9                            | 2                            | 7                             | 4                             | 7                             | 8                             | 4                             |
|                                                          | 2%o                          | 2%ow                         | 1%                           | 2%o                           | 1%o                           | 2%o                           | 2%o                           | 1%                            |
| Sales of food in<br>shops/restaurants                    | 4                            | -                            | 3                            | 3                             | 1                             | 2                             | 1                             | 2                             |
|                                                          | 1%ov                         | -                            | 1%                           | 1%                            | *                             | 1%                            | *                             | 1%                            |
| Health and Safety<br>standards                           | 1                            | -                            | -                            | -                             | 1                             | *                             | -                             | -                             |
|                                                          | *                            | -                            | -                            | -                             | *                             | *                             | -                             | -                             |
| Infections/diseases<br>in/contaminated foods             | 2                            | 1                            | 2                            | -                             | -                             | -                             | 1                             | 1                             |
|                                                          | *                            | *                            | 1%                           | -                             | -                             | -                             | *                             | *                             |
| Control where food comes<br>from/food origin             | 6                            | 3                            | 1                            | 5                             | -                             | -                             | 2                             | -                             |
|                                                          | 1%opyzB                      | 1%                           | *                            | 1%opyzB                       | -                             | -                             | 1%                            | -                             |
| Food labelling                                           | -                            | 4                            | 3                            | 4                             | 1                             | 2                             | 4                             | -                             |
|                                                          | -                            | 1%uB                         | 1%                           | 1%                            | *                             | *                             | 1%uB                          | -                             |
| Freshness of food                                        | 4                            | 1                            | -                            | 2                             | 1                             | -                             | -                             | 1                             |
|                                                          | 1%                           | *                            | -                            | 1%                            | *                             | -                             | -                             | *                             |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 331                          | 346                           | 288                           | 353                           | 326                           | 291                           | 400                          | 385                          | 386                          | 428                          | 393                          | 412                          |
| Weighted Base                                                        | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| To ensure food products are/contain what they claim                  | -                            | -                            | 1                            | -                            | 3                            | 8                            | 1                            | 5                            | 2                            | 3                             | 4                             | 6                             | 4                             | 2                             | -                            | -                            | -                            | 1                            | 2                            | 3                            |
|                                                                      | -                            | -                            | *                            | -                            | 1%                           | 2%abcdg                      | *                            | 1%abd                        | 1%                           | 1%                            | 1%abd                         | 2%abd                         | 1%b                           | 1%                            | -                            | -                            | -                            | *                            | 1%                           | 1%                           |
| Food preparation                                                     | -                            | -                            | 1                            | 4                            | 3                            | 2                            | 2                            | 4                            | 2                            | 5                             | 1                             | 5                             | -                             | -                             | -                            | -                            | 2                            | 3                            | 4                            | 1                            |
|                                                                      | -                            | -                            | *                            | 1%                           | 1%                           | 1%                           | 1%                           | 1%b                          | 1%                           | 1%ab                          | *                             | 1%abm                         | -                             | -                             | -                            | -                            | 1%                           | 1%                           | 1%                           | *                            |
| Sugar content of food                                                | -                            | -                            | -                            | 2                            | 1                            | 1                            | 1                            | -                            | -                            | 2                             | -                             | -                             | -                             | 1                             | -                            | -                            | 2                            | 1                            | -                            | 1                            |
|                                                                      | -                            | -                            | -                            | 1%                           | *                            | *                            | -                            | -                            | -                            | 1%                            | -                             | -                             | -                             | *                             | -                            | -                            | -                            | *                            | -                            | *                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | 2                            | 3                            | 1                            | 3                            | -                            | 1                            | -                             | 2                             | -                             | -                             | -                             | -                            | -                            | -                            | 1                            | 2                            | -                            |
|                                                                      | -                            | -                            | -                            | *                            | 1%                           | *                            | 1%                           | -                            | *                            | -                             | 1%                            | -                             | -                             | -                             | -                            | -                            | -                            | *                            | 1%                           | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1                            | -                            | 1                            | -                            | 1                            | -                            | -                             | -                             | 2                             | -                             | -                             | -                            | -                            | -                            | 4                            | 1                            | 1                            |
|                                                                      | -                            | -                            | -                            | *                            | -                            | *                            | -                            | -                            | -                            | -                             | 1%                            | -                             | -                             | -                             | -                            | -                            | -                            | 1%ux                         | *                            | *                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | 4                            | -                            | 1                            | -                            | 2                            | -                            | -                             | -                             | -                             | 3                             | -                             | -                            | -                            | -                            | 1                            | 3                            | 1                            |
|                                                                      | -                            | -                            | -                            | 1%                           | -                            | *                            | -                            | 1%                           | -                            | -                             | -                             | -                             | 1%                            | -                             | -                            | -                            | -                            | *                            | 1%                           | *                            |
| Food handling                                                        | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | -                            | 3                            | -                            | 2                            | -                            | 2                            | 1                             | -                             | 3                             | 2                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | 1%                           | -                            | 1%                           | -                            | 1%                           | *                             | -                             | 1%                            | 1%                            | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| GM foods                                                             | -                            | -                            | -                            | -                            | 1                            | -                            | 1                            | -                            | 1                            | 1                             | 1                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | 2                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | *                            | -                            | *                            | -                            | *                            | *                             | *                             | *                             | -                             | -                             | -                            | -                            | -                            | -                            | *                            | *                            |
| Horse meat scanal/fraud/ensuring meat is what it claims to be        | -                            | -                            | -                            | -                            | -                            | 5                            | 1                            | -                            | 1                            | 2                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 2                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | 1%abcde                      | 1%                           | -                            | *                            | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Processing of food                                                   | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | 2                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                             | *                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | 1                            | -                             | 2                             | -                             | 1                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | *                            | 1%                            | -                             | *                             | *                             | 1%                            | -                            | -                            | -                            | -                            | -                            | -                            |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base                                                              | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| To ensure food products<br>are/contain what they<br>claim                  | 1<br>*                       | 1<br>*                       | 5<br>1%opq                   | 7<br>2%opqru<br>v             | 3<br>1%                       | 4<br>1%                       | 3<br>1%                       | 6<br>2%opqruv                 |
| Food preparation                                                           | 4<br>1%B                     | 2<br>*                       | 1<br>*                       | 7<br>2%optwy<br>zAB           | 1<br>*                        | -<br>-                        | -<br>-                        | -<br>-                        |
| Sugar content of food                                                      | -                            | 1<br>*                       | 1<br>*                       | -                             | 1<br>*                        | -                             | 1<br>*                        | -                             |
| Cleanliness (no further<br>detail)                                         | -                            | 1<br>*                       | 4<br>1%opqt                  | 3<br>1%                       | 1<br>*                        | 2<br>1%                       | 3<br>1%                       | 1<br>*                        |
| Training/educating<br>people (in hygiene)                                  | -                            | -                            | -                            | -                             | 1<br>*                        | 1<br>*                        | -                             | 1<br>*                        |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food handling                                                              | -                            | -                            | -                            | -                             | 1<br>*                        | -                             | -                             | -                             |
| (Food) Safety (no<br>further detail)                                       | 3<br>1%                      | 3<br>1%                      | 2<br>1%                      | -                             | 1<br>*                        | 2<br>1%                       | 2<br>1%                       | -                             |
| GM foods                                                                   | -                            | -                            | -                            | -                             | 1<br>*                        | 1<br>*                        | -                             | -                             |
| Horse meat<br>scandal/fraud/ensuring<br>meat is what it claims<br>to be    | 1<br>*                       | 2<br>*                       | 2<br>1%                      | 2<br>1%                       | 1<br>*                        | -                             | -                             | -                             |
| Processing of food                                                         | -                            | -                            | 1<br>*                       | 1<br>*                        | -                             | -                             | 3<br>1%                       | 1<br>*                        |
| Ratings                                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1<br>*                        |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 354                          | 410                          | 373                          | 353                          | 328                          | 368                          | 385                          | 333                          | 346                          | 288                           | 353                           | 326                           | 291                           | 400                           | 385                          | 386                          | 428                          | 393                          | 412                          |                              |
| Weighted Base              | 374                          | 406                          | 396                          | 372                          | 353                          | 378                          | 396                          | 344                          | 350                          | 360                           | 299                           | 381                           | 340                           | 308                           | 403                          | 391                          | 400                          | 413                          | 395                          | 391                          |
| Other                      | -                            | 13                           | 11                           | 9                            | 9                            | 10                           | 5                            | 6                            | 7                            | 7                             | 4                             | 4                             | 2                             | 1                             | -                            | 4                            | 7                            | 11                           | 7                            | 7                            |
| Don't know                 | 20                           | 17                           | 13                           | 8                            | 12                           | 12                           | 14                           | 9                            | 6                            | 7                             | 11                            | 9                             | 9                             | 21                            | 11                           | 16                           | 10                           | 21                           | 7                            |                              |
|                            | 5% <i>dijm</i>               | 4%                           | 3%                           | 2%                           | 3%                           | 3%                           | 3%                           | 3%                           | 2%                           | 2%                            | 4%                            | 2%                            | 3%                            | 5% <i>twwx</i>                | 3%                           | 4% <i>w</i>                  | 2%                           | 5% <i>twwx</i>               | 2%                           |                              |
| Average number of mentions | 4.17                         | 4.37                         | 4.44                         | 4.25                         | 4.28                         | 4.15                         | 4.38                         | 4.19                         | 4.54 <i>afh</i>              | 4.52 <i>afh</i>               | 4.23                          | 4.40                          | 4.46                          | 4.41                          | 4.20                         | 4.30                         | 4.33                         | 4.29                         | 4.36                         | 4.24                         |
| 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                          | 2.00                          | 2.03                          | 2.17                         | 2.15                         | 2.11                         | 2.14                         | 2.07                         |                              |
| 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                          | 0.10                         | 0.11                         | 0.11                         | 0.10                         | 0.11                         | 0.10                         |



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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 446                          | 402                          | 385                          | 440                           | 372                           | 416                           | 354                           | 416                           |
| Weighted Base              | 399                          | 403                          | 395                          | 400                           | 392                           | 388                           | 398                           | 399                           |
| Other                      | 6<br>1%ow                    | 8<br>2%ow                    | -                            | 8<br>2%ow                     | 6<br>1%ow                     | 7<br>2%ow                     | 4<br>1%                       | 5<br>1%ow                     |
| Don't know                 | 16<br>4%tv                   | 6<br>1%                      | 8<br>2%                      | 10<br>2%                      | 17<br>4%tv                    | 14<br>4%                      | 17<br>4%tv                    | 12<br>3%                      |
| Average number of mentions | 4.27                         | 4.39                         | 4.81opq<br>rstuvxy           | 4.44                          | 4.36                          | 4.67opq<br>rstuvy             | 4.51o                         | 4.58otu                       |
| Standard deviation         | 2.13                         | 1.89                         | 1.94                         | 2.02                          | 2.00                          | 1.93                          | 2.04                          | 2.08                          |
| Standard error             | 0.10                         | 0.10                         | 0.10                         | 0.10                          | 0.11                          | 0.10                          | 0.11                          | 0.10                          |

## 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i)     | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                                                              | 339                          | 314                          | 306                          | 315                       | 320                       | 388                       | 378                       | 350                       | 390                           | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                                                                | 239                          | 254                          | 243                          | 221                       | 236                       | 262                       | 258                       | 253                       | 249                           | 263                        | 245                        | 255                        | 239                        | 244                        |
| Ensuring the food you buy is safe to eat                                                                     | 185<br>77%                   | 212<br>83%                   | 203<br>84%                   | 179<br>81%                | 183<br>78%                | 217<br>83%                | 220<br>85%ae              | 210<br>83%                | 216<br>87%ade                 | 226<br>86%ae               | 215<br>88%ade              | 223<br>87%ade              | 203<br>85%ae               | 207<br>85%ae               |
| Date labels, such as "best before" and "use by" labels                                                       | 144<br>60%                   | 141<br>56%                   | 141<br>58%                   | 129<br>58%                | 149<br>63%                | 148<br>56%                | 159<br>62%                | 158<br>62%                | 168<br>67%bcdfk               | 161<br>61%                 | 141<br>57%                 | 163<br>64%bf               | 149<br>63%                 | 149<br>61%                 |
| Country of origin labels, which identify where food comes from                                               | 112<br>47%                   | 114<br>45%                   | 121<br>50%                   | 101<br>45%                | 114<br>48%                | 147<br>56%abde            | 137<br>53%b               | 144<br>57%abde            | 137<br>55%abd                 | 148<br>56%abde             | 122<br>50%                 | 136<br>53%bd               | 119<br>50%                 | 136<br>56%abd              |
| Nutrition labelling information, such as traffic light labelling                                             | 111<br>46%                   | 121<br>47%                   | 121<br>50%                   | 106<br>48%                | 123<br>52%                | 130<br>50%                | 137<br>53%                | 128<br>51%                | 153<br>62%abcdefg<br>hm       | 144<br>55%a                | 133<br>54%a                | 139<br>54%a                | 126<br>53%                 | 134<br>55%ab               |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 109<br>46% <sup>d</sup>      | 107<br>42%                   | 116<br>48% <sup>dghjn</sup>  | 81<br>37%                 | 95<br>40%                 | 114<br>44%                | 98<br>38%                 | 98<br>39%                 | 119<br>48% <sup>dghjn</sup>   | 102<br>39%                 | 100<br>41%                 | 108<br>42%                 | 97<br>41%                  | 94<br>39%                  |
| Promoting food safety in the home                                                                            | 95<br>40%                    | 92<br>36%                    | 94<br>39%                    | 76<br>35%                 | 86<br>36%                 | 99<br>38%                 | 102<br>39%                | 85<br>34%                 | 100<br>40%                    | 102<br>39%                 | 86<br>35%                  | 94<br>37%                  | 98<br>41% <sup>h</sup>     | 98<br>40%                  |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 84<br>35%                    | 84<br>33%                    | 87<br>36% <sup>h</sup>       | 64<br>29%                 | 76<br>32%                 | 90<br>35%                 | 85<br>33%                 | 71<br>28%                 | 107<br>43% <sup>abdefgh</sup> | 96<br>37% <sup>dh</sup>    | 93<br>38% <sup>dh</sup>    | 101<br>40% <sup>deh</sup>  | 87<br>37% <sup>dh</sup>    | 92<br>38% <sup>dh</sup>    |
| Quality / standard of the food                                                                               | -                            | 14<br>6% <sup>akln</sup>     | 6<br>3% <sup>a</sup>         | 11<br>5% <sup>akn</sup>   | 7<br>3% <sup>a</sup>      | 12<br>5% <sup>akd</sup>   | 10<br>4% <sup>al</sup>    | 10<br>4% <sup>al</sup>    | 13<br>5% <sup>akln</sup>      | 9<br>3% <sup>a</sup>       | 4<br>2% <sup>a</sup>       | 4<br>1% <sup>a</sup>       | 10<br>4% <sup>al</sup>     | 5<br>2% <sup>a</sup>       |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                            | 2<br>1%                      | 1<br>*                       | 4<br>2% <sup>akm</sup>    | 3<br>1% <sup>ak</sup>     | 2<br>1%                   | 3<br>1%                   | 5<br>2% <sup>akm</sup>    | 1<br>*                        | 2<br>1%                    | -                          | 2<br>1%                    | -                          | 3<br>1% <sup>ak</sup>      |
| Manufacturing/ production/packaging of food                                                                  | -                            | 8<br>3% <sup>acfm</sup>      | 2<br>1%                      | 4<br>2% <sup>a</sup>      | 4<br>2% <sup>a</sup>      | 2<br>1%                   | 3<br>1% <sup>a</sup>      | 3<br>1%                   | 5<br>2% <sup>a</sup>          | 4<br>2% <sup>a</sup>       | 4<br>2% <sup>a</sup>       | 4<br>2% <sup>a</sup>       | 1<br>1%                    | 4<br>2% <sup>a</sup>       |
| Fat/salt content in food                                                                                     | -                            | -                            | -                            | 1<br>1%                   | 2<br>1%                   | 1<br>*                    | -                         | -                         | -                             | -                          | 1<br>*                     | 1<br>1%                    | 2<br>1%                    | 1<br>*                     |

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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                      | 339                       | 314                       | 306                       | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                        | 239                       | 254                       | 243                       | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| Hygiene                                                              | -                         | 8                         | 5                         | 8                         | 10                        | 8                         | 5                         | 10                        | 8                         | 13                         | 6                          | 6                          | 6                          | 7                          |
|                                                                      | -                         | 3%a                       | 2%a                       | 4%a                       | 4%a                       | 3%a                       | 2%a                       | 4%a                       | 3%a                       | 5%agf                      | 2%a                        | 2%a                        | 3%a                        | 3%a                        |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                         | 6                         | 3                         | 10                        | 3                         | 2                         | 8                         | 4                         | 7                         | 5                          | 5                          | 5                          | 5                          | 3                          |
|                                                                      | -                         | 2%a                       | 1%a                       | 5%acethjn                 | 1%a                       | 1%                        | 3%af                      | 2%a                       | 3%a                       | 2%a                        | 2%a                        | 2%a                        | 2%a                        | 1%a                        |
| Animal welfare                                                       | -                         | 4                         | 2                         | 3                         | 1                         | 3                         | 5                         | 5                         | 6                         | 8                          | 4                          | 5                          | 2                          | 5                          |
|                                                                      | -                         | 2%a                       | 1%                        | 2%a                       | 1%                        | 1%                        | 2%a                       | 2%a                       | 2%ae                      | 3%acelfm                   | 2%a                        | 2%a                        | 1%                         | 2%a                        |
| Weight & Measures                                                    | -                         | 1                         | -                         | 1                         | -                         | 1                         | 1                         | -                         | -                         | -                          | 1                          | 1                          | -                          | -                          |
|                                                                      | -                         | *                         | -                         | *                         | -                         | *                         | *                         | -                         | *                         | -                          | *                          | *                          | -                          | -                          |
| Health & Hygiene<br>Certificates                                     | -                         | -                         | -                         | -                         | 1                         | -                         | 1                         | -                         | 1                         | -                          | 1                          | -                          | 1                          | -                          |
|                                                                      | -                         | -                         | -                         | -                         | *                         | -                         | *                         | -                         | *                         | -                          | *                          | -                          | *                          | -                          |
| Everything / All food<br>issues                                      | -                         | 3                         | 1                         | 2                         | 2                         | 3                         | 4                         | 4                         | 2                         | 4                          | -                          | 2                          | 4                          | 1                          |
|                                                                      | -                         | 1%ak                      | 1%                        | 1%                        | 1%                        | 1%ak                      | 1%ak                      | 2%ak                      | 1%                        | 1%ak                       | -                          | 1%                         | 2%ak                       | *                          |
| Food imports / Exports                                               | -                         | 2                         | 1                         | 1                         | -                         | 3                         | -                         | 1                         | -                         | 2                          | -                          | -                          | -                          | -                          |
|                                                                      | -                         | 1%                        | *                         | *                         | -                         | 1%glin                    | -                         | *                         | -                         | 1%                         | -                          | -                          | -                          | -                          |
| Price                                                                | -                         | 3                         | 3                         | 1                         | 2                         | *                         | 2                         | 2                         | 2                         | 1                          | -                          | 1                          | -                          | -                          |
|                                                                      | -                         | 1%an                      | 1%kmm                     | 1%                        | 1%                        | *                         | 1%                        | 1%                        | 1%                        | 1%                         | -                          | *                          | -                          | -                          |
| Health                                                               | -                         | 2                         | -                         | *                         | 1                         | 1                         | 1                         | 1                         | 1                         | 1                          | *                          | 1                          | -                          | 2                          |
|                                                                      | -                         | 1%                        | -                         | *                         | 1%                        | *                         | *                         | *                         | *                         | *                          | *                          | *                          | -                          | 1%                         |
| Complaints Procedures                                                | -                         | 2                         | -                         | 1                         | 2                         | -                         | 1                         | -                         | -                         | 1                          | *                          | -                          | -                          | -                          |
|                                                                      | -                         | 1%                        | -                         | 1%                        | 1%                        | -                         | *                         | -                         | -                         | *                          | -                          | -                          | -                          | -                          |
| Maintaining Standards /<br>Regulations                               | -                         | 3                         | 4                         | 1                         | 3                         | 3                         | -                         | 1                         | 1                         | 3                          | 2                          | 2                          | *                          | 1                          |
|                                                                      | -                         | 1%ag                      | 2%ag                      | 1%                        | 1%g                       | 1%g                       | -                         | *                         | *                         | 1%ag                       | 1%                         | 1%                         | *                          | *                          |
| How food is grown /<br>Farmed                                        | -                         | 1                         | -                         | -                         | 1                         | 2                         | 1                         | 2                         | -                         | 1                          | 1                          | -                          | -                          | -                          |
|                                                                      | -                         | *                         | -                         | -                         | *                         | 1%                        | *                         | 1%                        | -                         | 1%                         | 1%                         | -                          | -                          | -                          |
| Advertising                                                          | -                         | -                         | -                         | -                         | -                         | 1                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
|                                                                      | -                         | -                         | -                         | -                         | -                         | *                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Effect on the Environment                                            | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | 1                         | -                          | -                          | -                          | -                          | -                          |
|                                                                      | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | *                         | -                          | -                          | -                          | -                          | -                          |



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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                      | 339                       | 314                       | 306                       | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                        | 239                       | 254                       | 243                       | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| What goes into our food (additives/chemicals etc.)                   | -                         | 2<br>1%                   | 2<br>1%                   | 3<br>1%a                  | 2<br>1%                   | 2<br>1%                   | 5<br>2%a                  | 3<br>1%                   | 2<br>1%                   | 5<br>2%a                   | 3<br>1%                    | 4<br>2%a                   | 3<br>1%                    | 3<br>1%a                   |
| Sales of food in shops/restaurants                                   | -                         | 3<br>1%aki                | 2<br>1%                   | 2<br>1%                   | 1<br>*                    | 2<br>1%                   | 1<br>*                    | 2<br>1%                   | 2<br>1%                   | 1<br>*                     | -                          | -                          | 1<br>*                     | 2<br>1%                    |
| Health and Safety standards                                          | -                         | 1<br>*                    | 1<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>1%                   | 1<br>*                    | 1<br>*                    | 1<br>*                    | -                          | -                          | 1<br>1%                    | -                          | -                          |
| Infections/diseases in/contaminated foods                            | -                         | -                         | 1<br>*                    | -                         | 2<br>1%                   | -                         | -                         | 1<br>*                    | -                         | 1<br>*                     | 2<br>1%                    | -                          | -                          | -                          |
| Control where food comes from/food origin                            | -                         | 1<br>*                    | -                         | 1<br>1%                   | 2<br>1%                   | 5<br>2%achim              | 1<br>*                    | 1<br>*                    | 1<br>1%                   | 2<br>1%                    | 1<br>*                     | 1<br>*                     | -                          | 1<br>1%                    |
| Food labelling                                                       | -                         | -                         | 1<br>1%                   | -                         | -                         | 2<br>1%                   | 1<br>*                    | 1<br>1%                   | -                         | 1<br>*                     | -                          | 3<br>1%                    | -                          | -                          |
| Freshness of food                                                    | -                         | 2<br>1%                   | 1<br>*                    | 2<br>1%                   | 1<br>*                    | -                         | 1<br>*                    | -                         | 1<br>*                    | 1<br>*                     | 1<br>1%                    | 3<br>1%                    | 1<br>*                     | -                          |
| To ensure food products are/contain what they claim                  | -                         | -                         | 3<br>1%j                  | -                         | -                         | 7<br>3%abdegghjkmn        | 1<br>1%                   | 1<br>*                    | 2<br>1%                   | -                          | 1<br>*                     | 5<br>2%abdejkmm            | 1<br>*                     | 1<br>*                     |
| Food preparation                                                     | -                         | -                         | -                         | 1<br>1%                   | 2<br>1%                   | 1<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>1%                   | 1<br>*                     | 1<br>*                     | 3<br>1%                    | -                          | 1<br>*                     |
| Sugar content of food                                                | -                         | -                         | -                         | 1<br>1%                   | -                         | 1<br>*                    | -                         | -                         | -                         | -                          | 2<br>1%                    | 1<br>*                     | 1<br>*                     | -                          |
| Cleanliness (no further detail)                                      | -                         | -                         | -                         | 2<br>1%                   | 5<br>2%abcfilm            | 1<br>*                    | 2<br>1%                   | 4<br>1%abci               | -                         | 2<br>1%                    | 1<br>1%                    | 1<br>*                     | 1<br>*                     | 3<br>1%abci                |
| Training/educating people (in hygiene)                               | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |
| Public health/consumer advice/information (when food scares/recalls) | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                          | -                          | -                          | -                          | -                          |





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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                                        | 339                          | 314                          | 306                          | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |
| Weighted Base                                                          | 239                          | 254                          | 243                          | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |
| Food handling                                                          | -                            | -                            | -                            | -                         | 1                         | -                         | -                         | -                         | 1                         | 1                          | -                          | -                          | -                          | -                          |
| (Food) Safety (no<br>further detail)                                   | -                            | -                            | -                            | -                         | 1                         | -                         | 1                         | 3                         | -                         | 2                          | -                          | 1                          | 1                          | -                          |
| GM foods                                                               | -                            | -                            | -                            | -                         | 1%                        | -                         | *                         | 1% <sup>bbfkk</sup>       | -                         | 1%                         | -                          | *                          | *                          | -                          |
| Horse meat<br>scanal/fraud/ensuring<br>meat is what it claims<br>to be | -                            | -                            | -                            | -                         | -                         | 2                         | -                         | 1                         | 1                         | 2                          | -                          | -                          | -                          | -                          |
| Processing of food                                                     | -                            | -                            | -                            | -                         | -                         | 1%                        | -                         | 1%                        | *                         | 1%                         | -                          | *                          | *                          | -                          |
| Ratings                                                                | -                            | -                            | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 1                          | -                          | -                          | -                          | 1                          |
| Other                                                                  | -                            | 8                            | 3                            | 9                         | 4                         | 3                         | 2                         | 7                         | 3                         | 4                          | 4                          | 2                          | 1                          | 1                          |
| Don't know                                                             | 23                           | 25                           | 19                           | 22                        | 21                        | 17                        | 16                        | 20                        | 11                        | 14                         | 9                          | 13                         | 13                         | 14                         |
| Average number of<br>mentions                                          | 4.03                         | 4.14                         | 4.13                         | 4.04                      | 4.14                      | 4.16                      | 4.15                      | 4.16                      | 4.47 <sup>acdggkm</sup>   | 4.26 <sup>k</sup>          | 3.95                       | 4.22                       | 4.09                       | 4.18                       |
| Standard deviation                                                     | 2.14                         | 2.15                         | 2.12                         | 2.10                      | 2.34                      | 2.23                      | 2.13                      | 2.12                      | 2.12                      | 2.12                       | 2.02                       | 2.13                       | 2.11                       | 2.09                       |
| 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                       |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                              | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                                                                | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Ensuring the food you buy is safe to eat                                                                     | 1062<br>81%                  | 1173<br>85%ae                | 1124<br>83%                  | 1135<br>84%                  | 1033<br>81%                  | 1182<br>86%ae                | 1187<br>87%acde              | 1145<br>87%acde              | 1131<br>88%abcd<br>efk       | 1178<br>87%acde               | 1048<br>85%ae                 | 1152<br>88%abcd<br>efk        | 1067<br>86%ace                | 1083<br>87%acde               | -                            | -                            | -                            | -                            | -                            | -                            |
| Date labels, such as "best before" and "use by" labels                                                       | 817<br>62%                   | 891<br>65%                   | 867<br>64%                   | 853<br>63%                   | 848<br>66%a                  | 872<br>63%                   | 893<br>65%                   | 871<br>66%                   | 898<br>70%abcd<br>efghk      | 906<br>67%adf                 | 787<br>64%                    | 900<br>69%abcd<br>fgk         | 842<br>68%acdf                | 834<br>67%adf                 | -                            | -                            | -                            | -                            | -                            | -                            |
| Nutrition labelling information, such as traffic light labelling                                             | 696<br>53%                   | 774<br>56%                   | 765<br>57%                   | 774<br>57%a                  | 738<br>58%a                  | 778<br>56%                   | 817<br>60%a                  | 801<br>61%abcf               | 820<br>64%abcd<br>efg        | 836<br>62%abcd<br>ef          | 750<br>61%abcd<br>f           | 849<br>65%abcd<br>efghkm      | 754<br>61%abcd<br>f           | 800<br>64%abcd<br>efg         | -                            | -                            | -                            | -                            | -                            | -                            |
| Country of origin labels, which identify where food comes from                                               | 589<br>45%                   | 683<br>50%a                  | 662<br>49%a                  | 627<br>46%                   | 594<br>46%                   | 724<br>52%ade                | 725<br>53%acde               | 738<br>56%abcd<br>ek         | 737<br>58%abcd<br>efgk       | 733<br>54%abcd<br>e           | 630<br>51%ade                 | 745<br>57%abcd<br>efgk        | 667<br>54%abcd<br>e           | 701<br>56%abcd<br>efk         | -                            | -                            | -                            | -                            | -                            | -                            |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 545<br>42%                   | 597<br>43%cdg<br>j           | 618<br>46%adef<br>ghklmn     | 522<br>38%                   | 518<br>40%                   | 521<br>38%                   | 522<br>38%                   | 528<br>40%                   | 582<br>45%defg<br>hklmn      | 513<br>38%                    | 491<br>40%                    | 541<br>41%                    | 491<br>40%                    | 503<br>40%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Promoting food safety in the home                                                                            | 492<br>37%ef                 | 505<br>37%ef                 | 520<br>38%efh                | 476<br>35%                   | 422<br>33%                   | 448<br>32%                   | 498<br>36%f                  | 447<br>34%                   | 533<br>42%abde<br>fghjkn     | 471<br>35%                    | 442<br>36%                    | 504<br>39%efhj                | 468<br>38%efh                 | 444<br>36%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 459<br>35%ef                 | 482<br>35%def                | 456<br>34%ef                 | 426<br>31%                   | 361<br>28%                   | 414<br>30%                   | 460<br>34%ef                 | 428<br>32%e                  | 503<br>39%abcd<br>efgh       | 485<br>36%def                 | 469<br>38%cdef<br>gh          | 516<br>40%abcd<br>efgh        | 459<br>37%defh                | 487<br>39%abcd<br>efgh        | -                            | -                            | -                            | -                            | -                            | -                            |
| Quality / standard of the food                                                                               | -                            | 67<br>5%akln                 | 54<br>4%akn                  | 82<br>6%aceik<br>lmn         | 47<br>4%an                   | 80<br>6%aceik<br>lmn         | 77<br>6%aekim<br>n           | 66<br>5%akln                 | 52<br>4%akn                  | 61<br>5%akln                  | 29<br>2%a                     | 40<br>3%a                     | 48<br>4%akn                   | 24<br>2%a                     | -                            | -                            | -                            | -                            | -                            | -                            |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                            | 7<br>1%a                     | 18<br>1%abfkl<br>n           | 16<br>1%abfkl<br>n           | 18<br>1%abfkl<br>n           | 7<br>*a                      | 14<br>1%ak                   | 13<br>1%ak                   | 10<br>1%a                    | 9<br>1%a                      | 4<br>*                        | 7<br>1%a                      | 8<br>1%a                      | 6<br>*a                       | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| 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                                                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
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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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|                                                                      | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                        | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Manufacturing/<br>production/packaging of<br>food                    | -                            | 33                           | 29                           | 27                           | 31                           | 23                           | 16                           | 19                           | 22                           | 18                            | 22                            | 11                            | 15                            | 23                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 2%aglm                       | 2%al                         | 2%al                         | 2%aglm                       | 2%al                         | 1%a                          | 1%a                          | 2%a                          | 1%a                           | 2%al                          | 1%a                           | 1%a                           | 2%al                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Fat/salt content in food                                             | -                            | 5                            | 5                            | 5                            | 7                            | 5                            | 4                            | 4                            | 2                            | 3                             | 3                             | 5                             | 2                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | *a                           | *a                           | *a                           | 1%a                          | *a                           | *a                           | *                            | *                            | *                             | *                             | *a                            | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Hygiene                                                              | -                            | 55                           | 56                           | 56                           | 39                           | 48                           | 46                           | 27                           | 45                           | 51                            | 27                            | 36                            | 41                            | 46                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 4%ahk                        | 4%ahk                        | 4%ahk                        | 3%a                          | 3%ah                         | 3%ah                         | 2%a                          | 3%ah                         | 4%ahk                         | 2%a                           | 3%a                           | 3%a                           | 4%ahk                         | -                            | -                            | -                            | -                            | -                            | -                            |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 31                           | 49                           | 39                           | 26                           | 26                           | 26                           | 33                           | 28                           | 22                            | 26                            | 22                            | 26                            | 22                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 2%a                          | 4%abefg<br>ijklmn            | 3%aj                         | 2%a                          | 2%a                          | 2%a                          | 3%a                          | 2%a                          | 2%a                           | 2%a                           | 2%a                           | 2%a                           | 2%a                           | -                            | -                            | -                            | -                            | -                            | -                            |
| Animal welfare                                                       | -                            | 31                           | 29                           | 32                           | 31                           | 25                           | 21                           | 25                           | 17                           | 33                            | 18                            | 28                            | 21                            | 18                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 2%a                          | 2%a                          | 2%a                          | 2%al                         | 2%a                          | 2%a                          | 1%a                          | 2%al                         | 1%a                           | 2%a                           | 2%a                           | 2%a                           | 1%a                           | -                            | -                            | -                            | -                            | -                            | -                            |
| Weight & Measures                                                    | -                            | 7                            | -                            | 1                            | 5                            | 3                            | 5                            | 5                            | 1                            | 1                             | 3                             | 1                             | 4                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 1%acdl<br>j                  | -                            | *                            | *ac                          | *                            | *ac                          | *ac                          | *                            | *                             | *                             | *                             | *ac                           | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Health & Hygiene<br>Certificates                                     | -                            | 2                            | 2                            | 4                            | 2                            | -                            | 4                            | 4                            | 2                            | 2                             | 2                             | -                             | 1                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | *                            | *                            | *                            | *                            | -                            | *                            | *all                         | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Everything / All food<br>issues                                      | -                            | 16                           | 10                           | 13                           | 11                           | 13                           | 13                           | 14                           | 8                            | 12                            | 5                             | 14                            | 9                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 1%akn                        | 1%an                         | 1%an                         | 1%an                         | 1%an                         | 1%an                         | 1%an                         | 1%a                          | 1%an                          | *a                            | 1%an                          | 1%an                          | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food Imports / Exports                                               | -                            | 7                            | 4                            | 4                            | 3                            | 6                            | 6                            | 5                            | 5                            | 3                             | 1                             | 2                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 1%an                         | *a                           | *an                          | *                            | *an                          | *an                          | *an                          | *an                          | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Price                                                                | -                            | 8                            | 11                           | 5                            | 9                            | 3                            | 6                            | 5                            | 7                            | 5                             | 4                             | 7                             | 5                             | 5                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 1%a                          | 1%af                         | *a                           | 1%a                          | *                            | *a                           | *a                           | 1%a                          | *a                            | *a                            | 1%a                           | *a                            | *a                            | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                        | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Manufacturing/<br>production/packaging of<br>food                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Fat/salt content in food                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hygiene                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Animal welfare                                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weight & Measures                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health & Hygiene<br>Certificates                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Everything / All food<br>issues                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food imports / Exports                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Price                                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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

|                                                    | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|----------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                    | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                    | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                      | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Health                                             | -                            | 4                            | 4                            | 4                            | 3                            | 3                            | 2                            | 1                            | 2                            | 1                             | *                             | 3                             | 3                             | 4                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Complaints Procedures                              | -                            | *                            | *                            | *a                           | *                            | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *a                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Maintaining Standards / Regulations                | -                            | 2                            | 2                            | 4                            | 3                            | 2                            | 2                            | 2                            | 2                            | 2                             | 1                             | -                             | 2                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
| How food is grown / Farmed                         | -                            | *                            | *                            | *                            | *                            | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Advertising                                        | -                            | 24                           | 25                           | 28                           | 16                           | 24                           | 11                           | 8                            | 23                           | 14                            | 19                            | 15                            | 13                            | 16                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Effect on the Environment                          | -                            | 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                           | -                            | -                            | -                            | -                            | -                            | -                            |
| What goes into our food (additives/chemicals etc.) | -                            | 6                            | 6                            | 4                            | 6                            | 4                            | 2                            | 9                            | 7                            | 2                             | 3                             | 5                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Sales of food in shops/restaurants                 | -                            | *am                          | *am                          | *a                           | *am                          | *                            | *                            | 1%agjm                       | 1%am                         | *                             | *                             | *am                           | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Health and Safety standards                        | -                            | 3                            | -                            | 7                            | 1                            | 3                            | 2                            | 2                            | 1                            | 1                             | 1                             | -                             | 3                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Infections/diseases in/contaminated foods          | -                            | *                            | -                            | *acejln                      | *                            | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Control where food comes from/food origin          | -                            | 3                            | -                            | 1                            | -                            | -                            | 1                            | 1                            | 2                            | -                             | -                             | -                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | *                            | -                            | *                            | -                            | -                            | *                            | *                            | *                            | -                             | -                             | -                             | -                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 19                           | 31                           | 25                           | 16                           | 28                           | 23                           | 20                           | 7                            | 20                            | 12                            | 21                            | 16                            | 14                            | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 1%ai                         | 2%aeikn                      | 2%ai                         | 1%a                          | 2%aik                        | 2%ai                         | 2%ai                         | 1%a                          | 1%ai                          | 1%a                           | 2%ai                          | 1%a                           | 1%a                           | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 10                           | 17                           | 12                           | 7                            | 10                           | 6                            | 5                            | 12                           | 6                             | 6                             | 13                            | 8                             | 8                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 1%a                          | 1%aghjk                      | 1%a                          | 1%a                          | 1%a                          | *a                           | *a                           | 1%a                          | *a                            | *a                            | 1%a                           | 1%a                           | 1%a                           | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 5                            | 7                            | 1                            | 5                            | 3                            | 3                            | 2                            | 1                            | 2                             | 3                             | 1                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | *am                          | 1%am                         | *                            | *am                          | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 2                            | 9                            | 3                            | 6                            | 7                            | 3                            | 2                            | 3                            | 3                             | 3                             | 3                             | 2                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | *                            | 1%abh                        | *                            | *a                           | 1%a                          | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | 4                            | 4                            | 9                            | 4                            | 15                           | 12                           | 4                            | 5                            | 12                            | 3                             | 1                             | 7                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                    | -                            | *                            | *a                           | 1%al                         | *a                           | 1%abcehkn                    | 1%abkln                      | *a                           | *a                           | 1%abln                        | *                             | *                             | 1%al                          | *                             | -                            | -                            | -                            | -                            | -                            | -                            |

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  
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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**

|                                                    | SCOTLAND                     |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                    | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                      | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| 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          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Control where food comes from/food origin          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
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|                                                                      | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                        | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| Food labelling                                                       | -                            | 2                            | 11                           | 4                            | 5                            | 12                           | 4                            | 10                           | 6                            | 6                             | 2                             | 8                             | 9                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Freshness of food                                                    | -                            | *                            | 1%abkn                       | *                            | *a                           | 1%abdkn                      | *a                           | 1%abkn                       | *a                           | *                             | *                             | 1%abn                         | 1%abkn                        | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| To ensure food products are/contain what they claim                  | -                            | -                            | 6                            | 2                            | 5                            | 26                           | 5                            | 10                           | 13                           | 13                            | 11                            | 15                            | 9                             | 12                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Food preparation                                                     | -                            | -                            | 4                            | 12                           | 8                            | 3                            | 7                            | 11                           | 11                           | 14                            | 4                             | 11                            | 2                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Sugar content of food                                                | -                            | -                            | -                            | 5                            | 1                            | 3                            | 2                            | 4                            | 1                            | 4                             | 3                             | -                             | 2                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | *abcl                        | *                            | *                            | *                            | *b                           | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1%abcf                       | 10                           | 3                            | 6                            | *abc                         | *abc                         | 5                             | 7                             | 5                             | 8                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | 9                            | 6                            | 2                            | -                            | 1                            | -                            | -                             | 1                             | 3                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food handling                                                        | -                            | -                            | -                            | 1%abogh                      | 1%abgi                       | *                            | -                            | *                            | -                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | 4                            | 4                            | 2                            | -                            | 2                            | -                            | -                             | 1                             | -                             | -                             | 3                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 1%abgh                       | 1%abgi                       | *                            | -                            | *                            | -                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | 2                            | 1                             | -                             | -                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | *                            | *                            | *                            | *                            | *                            | *                            | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 8                            | 1                            | 9                            | 5                            | 6                            | 3                            | 1                             | 7                             | 8                             | 3                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 1%abdf                       | 1%abdf                       | *                            | 1%abdf                       | *abcd                        | *abcd                        | *                             | 1%abdf                        | 1%abdf                        | 1%abdf                        | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | k                            | k                            | k                            | k                            | k                            | k                            | k                             | k                             | k                             | k                             | k                             | -                            | -                            | -                            | -                            | -                            | -                            |

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|                                                                            | SCOTLAND                     |                              |                              |                               |                               |                               |                               |                               |
|----------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                                                            | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                              | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| Food labelling                                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Freshness of food                                                          | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| To ensure food products<br>are/contain what they<br>claim                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food preparation                                                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Sugar content of food                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Cleanliness (no further<br>detail)                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Training/educating<br>people (in hygiene)                                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Public health/consumer<br>advice/information (when<br>food scares/recalls) | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Food handling                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| (Food) Safety (no<br>further detail)                                       | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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|                                                                        | ENGLAND                      |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | SCOTLAND                     |                              |                              |                              |                              |                              |
|------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                        | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                        | 1364                         | 1414                         | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                                                          | 1313                         | 1374                         | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| GM foods                                                               | -                            | -                            | -                            | -                            | 5                            | 2                            | 1                            | 1                            | 2                            | 3                             | 2                             | 2                             | 1                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat<br>scanal/fraud/ensuring<br>meat is what it claims<br>to be | -                            | -                            | -                            | -                            | *abcdn                       | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Processing of food                                                     | -                            | -                            | -                            | -                            | 12                           | 5                            | 4                            | 4                            | 5                            | 2                             | 1                             | -                             | 3                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                                | -                            | -                            | -                            | -                            | 1%abcde<br>kimm              | *abcde<br>m                  | *bd                          | *abode<br>m                  | *abode<br>m                  | *                             | *                             | *                             | *                             | *                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                                  | -                            | 33                           | 31                           | 29                           | 23                           | 24                           | 21                           | 23                           | 11                           | 23                            | 18                            | 16                            | 12                            | 9                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Don't know                                                             | 93                           | 65                           | 65                           | 67                           | 78                           | 57                           | 65                           | 53                           | 35                           | 52                            | 60                            | 48                            | 55                            | 54                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Average number of<br>mentions                                          | 4.04                         | 4.20                         | 4.23af                       | 4.08                         | 4.06                         | 4.05                         | 4.20                         | 4.19                         | 4.44abc<br>defghjk<br>m      | 4.23af                        | 4.18                          | 4.39abd<br>efghjk<br>l        | 4.26ade                       | 4.29adef                      | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |
| 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                          | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                         | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Weighted Base                                                           | ..                           | ..                           | ..                           | ..                            | ..                            | ..                            | ..                            | ..                            |
| GM foods                                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Horse meat<br>scandal/fraud/ensuring<br>meat is what it claims<br>to be | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Processing of food                                                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Ratings                                                                 | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Other                                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                                              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Average number of<br/>mentions</b>                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard deviation</b>                                               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| <b>Standard error</b>                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \*\* 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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i)               | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n)   | Wave 1<br>(Nov<br>10)<br>(o)     | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                                                             | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                                         | 96                            | 84                            | 84                            | 92                            | 85                              | 52                               | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base                                                                                               | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                                        | 75*                           | 81*                           | 69*                           | 80*                           | 77*                             | 49*                              | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Ensuring the food you buy is safe to eat                                                                    | 74<br>86%                    | 68<br>87%                    | 78<br>93%                    | 73<br>85%                    | 75<br>92%                    | 68<br>88%                    | 66<br>90%                    | 66<br>87%                    | 86<br>96%abdj<br>l                         | 65<br>87%                     | 71<br>89%                     | 59<br>86%                     | 73<br>91%                     | 71<br>92%                       | 48<br>97%sub                     | 53<br>94%sub                 | 39<br>87%                    | 43<br>98%sub                 | 40<br>80%                    | 43<br>90%                    |
| Date labels, such as "best before" and "use by" labels                                                      | 58<br>68% <sub>c</sub>       | 43<br>54%                    | 40<br>48%                    | 55<br>64% <sub>c</sub>       | 62<br>76% <sub>bcdg</sub>    | 53<br>69% <sub>c</sub>       | 42<br>57%                    | 50<br>67% <sub>c</sub>       | 77<br>87% <sub>abcd</sub><br>fghijklm<br>n | 49<br>66% <sub>c</sub>        | 52<br>65% <sub>c</sub>        | 40<br>58%                     | 50<br>62%                     | 56<br>73% <sub>bcdg</sub>       | 39<br>79% <sub>prs</sub><br>yzAB | 31<br>54%                    | 28<br>63%                    | 21<br>48%                    | 28<br>57%                    | 30<br>64%                    |
| Nutrition labelling information, such as traffic light labelling                                            | 53<br>62% <sub>b</sub>       | 32<br>40%                    | 41<br>49%                    | 48<br>55%                    | 52<br>64% <sub>b</sub>       | 45<br>58% <sub>b</sub>       | 39<br>53%                    | 46<br>61% <sub>b</sub>       | 66<br>74% <sub>bcd</sub><br>glm            | 47<br>63% <sub>b</sub>        | 51<br>64% <sub>b</sub>        | 36<br>52%                     | 41<br>51%                     | 56<br>72% <sub>bcd</sub><br>glm | 34<br>69% <sub>prs</sub>         | 25<br>44%                    | 22<br>49%                    | 19<br>44%                    | 22<br>43%                    | 26<br>55%                    |
| Country of origin labels, which identify where food comes from                                              | 46<br>53% <sub>c</sub>       | 37<br>47%                    | 29<br>34%                    | 46<br>53% <sub>c</sub>       | 34<br>42%                    | 51<br>65% <sub>bce</sub>     | 36<br>50%                    | 45<br>60% <sub>ce</sub>      | 63<br>71% <sub>abcd</sub><br>egjm          | 39<br>52% <sub>c</sub>        | 47<br>58% <sub>ce</sub>       | 40<br>58% <sub>ce</sub>       | 44<br>55% <sub>c</sub>        | 48<br>62% <sub>ce</sub>         | 28<br>56% <sub>p</sub>           | 21<br>37%                    | 27<br>60% <sub>ps</sub>      | 19<br>45%                    | 18<br>36%                    | 29<br>61% <sub>ps</sub>      |
| Promoting and enabling healthy eating and healthy lifestyles                                                | 46<br>53% <sub>m</sub>       | 31<br>40%                    | 32<br>38%                    | 37<br>43%                    | 38<br>46%                    | 32<br>41%                    | 29<br>40%                    | 32<br>42%                    | 48<br>54% <sub>cm</sub>                    | 31<br>42%                     | 33<br>41%                     | 31<br>45%                     | 30<br>37%                     | 38<br>49%                       | 29<br>59% <sub>w</sub>           | 28<br>49%                    | 22<br>49%                    | 19<br>45%                    | 26<br>52%                    | 25<br>53%                    |
| Promoting food safety in the home                                                                           | 39<br>46% <sub>b</sub>       | 23<br>30%                    | 29<br>35%                    | 41<br>47% <sub>b</sub>       | 35<br>42%                    | 30<br>39%                    | 25<br>35%                    | 31<br>41%                    | 42<br>47% <sub>b</sub>                     | 29<br>39%                     | 30<br>37%                     | 22<br>33%                     | 29<br>36%                     | 26<br>33%                       | 24<br>48%                        | 23<br>40%                    | 23<br>52%                    | 19<br>44%                    | 16<br>32%                    | 23<br>47%                    |
| Ensuring food is sustainable- such as reducing green house emissions and reducing waste when producing food | 32<br>37%                    | 24<br>30%                    | 24<br>28%                    | 35<br>40% <sub>g</sub>       | 29<br>35%                    | 22<br>29%                    | 18<br>25%                    | 25<br>34%                    | 48<br>54% <sub>abce</sub><br>fghjkl        | 28<br>37%                     | 31<br>38%                     | 24<br>35%                     | 34<br>42% <sub>eg</sub>       | 30<br>38%                       | 16<br>32% <sub>s</sub>           | 19<br>33% <sub>s</sub>       | 9<br>20%                     | 14<br>32% <sub>s</sub>       | 6<br>11%                     | 17<br>35% <sub>s</sub>       |
| Quality / standard of the food                                                                              | -                            | 4<br>6% <sub>akl</sub>       | 3<br>3%                      | 8<br>9% <sub>akl</sub>       | 7<br>9% <sub>akl</sub>       | 2<br>3%                      | 4<br>5% <sub>a</sub>         | 2<br>2%                      | 6<br>7% <sub>akl</sub>                     | 3<br>4%                       | -                             | -                             | 2<br>3%                       | 7<br>8% <sub>akl</sub>          | -                                | 2<br>3%                      | -                            | -                            | -                            | 1<br>1%                      |
| The way food is stored/ transported (correct temperatures etc.)                                             | -                            | -                            | -                            | 1<br>1%                      | 2<br>2%                      | 1<br>2%                      | 1<br>2%                      | 1<br>1%                      | 2<br>2%                                    | 2<br>2%                       | -                             | 1<br>1%                       | -                             | -                               | -                                | 1<br>1%                      | -                            | -                            | 1<br>2%                      | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w)      | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                                                              | 113                          | 90                           | 97                                | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                                                                | 52                           | 50*                          | 53*                               | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Ensuring the food you buy is safe to eat                                                                     | 45<br>87%                    | 43<br>87%                    | 51<br>95% <sub>ss</sub>           | 47<br>92% <sub>ss</sub>       | 45<br>94% <sub>ss</sub>       | 45<br>92%                     | 79<br>92% <sub>ss</sub>       | 80<br>93% <sub>ss</sub>       |
| Date labels, such as "best before" and "use by" labels                                                       | 37<br>71% <sub>pryz</sub>    | 35<br>71% <sub>pryB</sub>    | 36<br>68% <sub>lr</sub>           | 35<br>68% <sub>lr</sub>       | 27<br>56%                     | 28<br>57%                     | 52<br>61%                     | 47<br>55%                     |
| Nutrition labelling information, such as traffic light labelling                                             | 30<br>58%                    | 28<br>55%                    | 29<br>54%                         | 31<br>60% <sub>ps</sub>       | 27<br>56%                     | 27<br>55%                     | 47<br>56%                     | 44<br>51%                     |
| Country of origin labels, which identify where food comes from                                               | 30<br>59% <sub>ps</sub>      | 26<br>52%                    | 32<br>61% <sub>ps</sub>           | 29<br>57% <sub>ps</sub>       | 24<br>50%                     | 26<br>53% <sub>p</sub>        | 45<br>52%                     | 42<br>49%                     |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 26<br>50%                    | 19<br>39%                    | 35<br>66% <sub>pruv</sub><br>yzA  | 29<br>58% <sub>w</sub>        | 21<br>44%                     | 24<br>49%                     | 41<br>47%                     | 49<br>57% <sub>w</sub>        |
| Promoting food safety in the home                                                                            | 25<br>48%                    | 25<br>49%                    | 35<br>65% <sub>prst</sub><br>uvyz | 28<br>55% <sub>sy</sub>       | 18<br>37%                     | 24<br>49% <sub>s</sub>        | 44<br>52% <sub>sy</sub>       | 52<br>61% <sub>psv</sub>      |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 21<br>41% <sub>qsv</sub>     | 11<br>22%                    | 25<br>48% <sub>qsvy</sub>         | 24<br>46% <sub>qsvy</sub>     | 14<br>29% <sub>s</sub>        | 20<br>40% <sub>qsv</sub>      | 34<br>40% <sub>qsv</sub>      | 40<br>46% <sub>qsvy</sub>     |
| Quality / standard of the food                                                                               | 2<br>3%                      | 1<br>3%                      | 1<br>2%                           | 2<br>3%                       | 1<br>1%                       | 2<br>5%                       | *<br>1%                       | 5<br>6%                       |
| The way food is stored/ transported (correct temperatures etc.)                                              | -                            | -                            | 1<br>2%                           | -                             | -                             | 1<br>3%                       | -                             | 1<br>1%                       |

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

|                                                                      | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|----------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                                      | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base                                                        | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Manufacturing/<br>production/packaging of<br>food                    | -                            | 3                            | -                            | 1                            | 1                            | 2                            | 2                            | -                            | 1                            | -                             | -                             | -                             | 2                             | -                             | -                            | 1                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 4%                           | -                            | 2%                           | 1%                           | 3%                           | 3%                           | -                            | 1%                           | -                             | -                             | -                             | 3%                            | -                             | -                            | 1%                           | -                            | -                            | -                            | -                            |
| Fat/salt content in food                                             | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | 1                            | -                             | -                             | 1                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 1%                           | -                            | -                            | -                            | -                            | 1%                           | -                             | -                             | 1%                            | -                             | 3%                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Hygiene                                                              | -                            | 6                            | 2                            | 2                            | 5                            | 4                            | -                            | 1                            | 5                            | *                             | 1                             | 2                             | 1                             | 2                             | -                            | 1                            | 4                            | 1                            | 2                            | -                            |
|                                                                      | -                            | 8%ag                         | 3%                           | 2%                           | 6%ag                         | 6%ag                         | -                            | 1%                           | 6%ag                         | 1%                            | 2%                            | 3%                            | 1%                            | 3%                            | -                            | 2%                           | 8%t                          | 3%                           | 5%                           | -                            |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 5                            | 5                            | 3                            | 2                            | 1                            | 2                            | 4                            | 1                            | *                             | 3                             | 1                             | 1                             | 1                             | -                            | -                            | 1                            | 2                            | 5                            | -                            |
|                                                                      | -                            | 6%a                          | 7%aj                         | 3%                           | 3%                           | 2%                           | 3%                           | 5%a                          | 1%                           | 1%                            | 4%                            | 1%                            | 2%                            | 1%                            | -                            | -                            | 3%                           | 5%                           | 10%opt                       | -                            |
| Animal welfare                                                       | -                            | -                            | 1                            | 3                            | 4                            | -                            | 4                            | -                            | 3                            | -                             | *                             | -                             | -                             | 1                             | -                            | -                            | 2                            | -                            | -                            | *                            |
|                                                                      | -                            | -                            | 2%                           | 3%                           | 4%                           | -                            | 5%am                         | -                            | 3%                           | -                             | 1%                            | -                             | -                             | 2%                            | -                            | -                            | 5%B                          | -                            | -                            | 1%                           |
| Weight & Measures                                                    | -                            | -                            | -                            | 4                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | *                            |
|                                                                      | -                            | -                            | -                            | 5%ai                         | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Health & Hygiene<br>Certificates                                     | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Everything / All food<br>issues                                      | -                            | -                            | -                            | -                            | 3                            | 2                            | 1                            | -                            | 1                            | -                             | -                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | *                            |
|                                                                      | -                            | -                            | -                            | -                            | 4%                           | 3%                           | 1%                           | -                            | 1%                           | -                             | -                             | 2%                            | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Food Imports / Exports                                               | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | -                            | -                            | 1%                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | 2%                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Price                                                                | -                            | -                            | -                            | 2                            | 2                            | -                            | -                            | *                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | *                            |
|                                                                      | -                            | -                            | -                            | 2%                           | 2%                           | -                            | -                            | *                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | 1%                           |
| Health                                                               | -                            | -                            | -                            | 1                            | -                            | 2                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | -                            | -                            | 2%                           | -                            | 3%                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Complaints Procedures                                                | -                            | 2                            | 1                            | 1                            | -                            | -                            | -                            | -                            | 1                            | *                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                                      | -                            | 3%                           | 1%                           | 1%                           | -                            | -                            | -                            | -                            | 1%                           | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                        | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Manufacturing/<br>production/packaging of<br>food                    | 1<br>2%                      | -                            | *<br>1%                      | -                             | *<br>1%                       | 1<br>2%                       | 2<br>2%                       | 1<br>1%                       |
| Fat/salt content in food                                             | *<br>1%                      | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Hygiene                                                              | 4<br>8%ot                    | 1<br>2%                      | 2<br>4%                      | 5<br>10%optvz<br>B            | 3<br>5%t                      | 2<br>3%                       | 3<br>4%                       | 3<br>3%                       |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | 3<br>5%pt                    | 1<br>2%                      | 1<br>3%                      | 7<br>14%optu<br>wxyzB         | 1<br>2%                       | 1<br>3%                       | 11<br>13%optw<br>yzB          | 3<br>4%                       |
| Animal welfare                                                       | *<br>1%                      | 1<br>2%                      | -                            | 1<br>2%                       | -                             | *<br>*                        | 1<br>2%                       | -                             |
| Weight & Measures                                                    | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Health & Hygiene<br>Certificates                                     | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Everything / All food<br>issues                                      | -                            | -                            | *<br>1%                      | -                             | -                             | 1<br>2%                       | 1<br>1%                       | -                             |
| Food Imports / Exports                                               | *<br>1%                      | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Price                                                                | *<br>1%                      | *<br>1%                      | -                            | 1<br>1%                       | -                             | -                             | -                             | -                             |
| Health                                                               | 1<br>1%                      | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Complaints Procedures                                                | *<br>1%                      | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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

|                                                     | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                              |                              |                              |
|-----------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                     | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
|                                                     | Unweighted Base              | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                            | 96                            | 84                            | 84                            | 92                            | 85                           | 52                           | 60                           | 44                           | 41                           | 52                           |
| Weighted Base                                       | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Maintaining Standards / Regulations                 | -                            | 2                            | -                            | 5                            | 1                            | 3                            | -                            | -                            | 1                            | *                             | -                             | -                             | 2                             | -                             | -                            | -                            | -                            | -                            | 1                            | -                            |
|                                                     | -                            | 3%                           | -                            | 6%acghk<br>lm                | 2%                           | 4%                           | -                            | -                            | 1%                           | 1%                            | -                             | -                             | 3%                            | -                             | -                            | -                            | -                            | -                            | 3%                           | -                            |
| How food is grown / Farmed                          | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | -                            | 2                            | -                             | *                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                     | -                            | -                            | 2%                           | -                            | -                            | -                            | -                            | -                            | 2%                           | -                             | 1%                            | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Advertising                                         | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Effect on the Environment                           | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                     | -                            | -                            | -                            | -                            | -                            | 2%                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| What goes into our food (additives/chemicals etc.)  | -                            | -                            | -                            | -                            | -                            | 3                            | -                            | -                            | 3                            | -                             | -                             | 1                             | -                             | -                             | -                            | 2                            | 1                            | 3                            | -                            | *                            |
|                                                     | -                            | -                            | -                            | -                            | -                            | 4%                           | -                            | -                            | 4%                           | -                             | -                             | 1%                            | -                             | -                             | -                            | 4%                           | 3%                           | 6%A                          | -                            | 1%                           |
| Sales of food in shops/restaurants                  | -                            | 1                            | -                            | 3                            | 1                            | -                            | 2                            | 1                            | 1                            | 1                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 1                            | -                            | -                            |
|                                                     | -                            | 1%                           | -                            | 4%                           | 1%                           | -                            | 3%                           | 1%                           | 1%                           | 1%                            | -                             | -                             | -                             | -                             | -                            | -                            | -                            | 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%                           | -                             | *                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| To ensure food products are/contain what they claim | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | *                             | 1                             | 1                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
|                                                     | -                            | -                            | -                            | -                            | -                            | 1%                           | -                            | -                            | -                            | 1%                            | 1%                            | 1%                            | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Food preparation                                    | -                            | -                            | 1                            | -                            | 2                            | 2                            | -                            | -                            | 1                            | 2                             | -                             | 1                             | -                             | -                             | -                            | -                            | -                            | 1                            | -                            | -                            |
|                                                     | -                            | -                            | 1%                           | -                            | 2%                           | 2%                           | -                            | -                            | 1%                           | 2%                            | -                             | 2%                            | -                             | -                             | -                            | -                            | -                            | 3%                           | -                            | -                            |

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  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                           | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                             | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Maintaining Standards /<br>Regulations                    | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             |
| How food is grown /<br>Farmed                             | -                            | -                            | -                            | 3%                            | -                             | -                             | 1                             | -                             |
| Advertising                                               | 1                            | -                            | -                            | -                             | 1                             | -                             | -                             | -                             |
| Effect on the Environment                                 | 1%                           | -                            | -                            | -                             | 1%                            | -                             | -                             | -                             |
| What goes into our food<br>(additives/chemicals<br>etc.)  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Sales of food in<br>shops/restaurants                     | 1                            | -                            | *                            | 1                             | -                             | 1                             | -                             | 1                             |
| Health and Safety<br>standards                            | 1%                           | -                            | 1%                           | 2%                            | -                             | 2%                            | -                             | 1%                            |
| Infections/diseases<br>in/contaminated foods              | -                            | -                            | -                            | 1                             | -                             | 1                             | 1                             | 2                             |
| Control where food comes<br>from/food origin              | -                            | -                            | -                            | 2%                            | -                             | 1%                            | 1%                            | 3%                            |
| Food labelling                                            | -                            | -                            | -                            | -                             | 1                             | -                             | -                             | -                             |
| Freshness of food                                         | -                            | -                            | -                            | -                             | 1%                            | 1%                            | -                             | -                             |
| To ensure food products<br>are/contain what they<br>claim | 1%                           | -                            | 1%                           | -                             | -                             | 1%                            | 1%                            | -                             |
| Food preparation                                          | -                            | -                            | -                            | -                             | -                             | 1%                            | -                             | -                             |
|                                                           | 1                            | -                            | -                            | 1                             | -                             | 1                             | -                             | -                             |
|                                                           | 1%                           | -                            | -                            | 1%                            | -                             | 2%                            | -                             | -                             |

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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                                                      | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base                                                        | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Sugar content of food                                                | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                            | 1                            | -                             | -                             | 1                             | -                             | 1                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Cleanliness (no further detail)                                      | -                            | -                            | -                            | 1%                           | -                            | -                            | -                            | -                            | 1%                           | -                             | -                             | 1%                            | -                             | 2%                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | -                            | 3                            | -                            | 1                            | -                            | -                            | 1                             | -                             | 1                             | -                             | 2                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Public health/consumer advice/information (when food scares/recalls) | -                            | -                            | -                            | -                            | 3%                           | -                            | 2%                           | -                            | -                            | 1%                            | -                             | 1%                            | -                             | 2%                            | -                            | -                            | -                            | -                            | -                            | -                            |
| Food handling                                                        | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | 1                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| (Food) Safety (no further detail)                                    | -                            | -                            | -                            | -                            | 1%                           | -                            | -                            | 1%                           | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | 3%                           | -                            |
| GM foods                                                             | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Horse meat scanal/fraud/ensuring meat is what it claims to be        | -                            | -                            | -                            | -                            | -                            | 1                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Processing of food                                                   | -                            | -                            | -                            | -                            | -                            | 2%                           | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Ratings                                                              | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             | -                            | -                            | -                            | -                            | -                            | -                            |
| Other                                                                | -                            | 4                            | 1                            | 2                            | 3                            | 1                            | 1                            | 2                            | 1                            | 1                             | 2                             | 2                             | 1                             | -                             | 1                            | -                            | -                            | -                            | 1                            | -                            |
| Don't know                                                           | 2                            | 5                            | 4                            | 5                            | 2                            | 1                            | 3                            | 3                            | -                            | 3                             | 6                             | 4                             | 3                             | 2                             | 1                            | 2                            | 2                            | -                            | 2                            | 1                            |
|                                                                      | 3%                           | 6% <sub>d</sub>              | 5% <sub>d</sub>              | 6% <sub>d</sub>              | 3%                           | 1%                           | 4%                           | 4%                           | -                            | 4%                            | 7% <sub>d</sub>               | 6% <sub>d</sub>               | 4%                            | 3%                            | 1%                           | -                            | 5%                           | -                            | 3%                           | 2%                           |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                                                      | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                                                        | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Sugar content of food                                                | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| 1%                                                                   | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Cleanliness (no further detail)                                      | -                            | -                            | *                            | 1                             | *                             | 1                             | -                             | 1                             |
| 1%                                                                   | 1%                           | -                            | 1%                           | 2%                            | 1%                            | 2%                            | -                             | 1%                            |
| Training/educating people (in hygiene)                               | -                            | -                            | -                            | 1                             | -                             | -                             | -                             | -                             |
| Public health/consumer advice/information (when food scares/recalls) | -                            | *                            | -                            | *                             | -                             | -                             | -                             | -                             |
| 1%                                                                   | -                            | 1%                           | -                            | 1%                            | -                             | -                             | -                             | -                             |
| Food handling                                                        | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| (Food) Safety (no further detail)                                    | 1                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| 2%                                                                   | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| GM foods                                                             | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Horse meat scandal/fraud/ensuring meat is what it claims to be       | 1%                           | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
| Processing of food                                                   | -                            | -                            | -                            | -                             | -                             | 1                             | -                             | -                             |
| -                                                                    | -                            | -                            | -                            | -                             | -                             | 2%                            | -                             | -                             |
| Ratings                                                              | -                            | -                            | 1                            | -                             | -                             | -                             | 1                             | -                             |
| -                                                                    | -                            | -                            | 1%                           | -                             | -                             | -                             | 1%                            | -                             |
| Other                                                                | *                            | 5                            | -                            | 1                             | -                             | -                             | -                             | 1                             |
| 9%oartu                                                              | -                            | 9%oartu                      | -                            | 2%                            | -                             | -                             | 1%                            | 1%                            |
| wxyzAB                                                               | -                            | wxyzAB                       | -                            | -                             | -                             | -                             | -                             | -                             |
| Don't know                                                           | 1                            | 1                            | *                            | 1                             | -                             | *                             | -                             | 2                             |
| 2%                                                                   | 2%                           | *                            | 1%                           | -                             | 1%                            | -                             | -                             | 2%                            |

**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base            | 90                           | 82                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 52                           | 60                           | 44                           | 41                           | 52                           | 103                          |
| Weighted Base              | 86*                          | 79*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 49*                          | 57*                          | 45*                          | 43*                          | 50*                          | 47*                          |
| Average number of mentions | 4.55c                        | 3.88                         | 3.66                         | 4.62c                        | 4.60bc                       | 4.35                         | 3.94                         | 4.21                         | 5.24abc<br>efghjkl<br>m      | 4.21                          | 4.37c                         | 4.05                          | 3.96                          | 4.64bc<br>gm                  | 4.82pr<br>svy                | 3.64                         | 4.19                         | 3.82                         | 3.48                         | 4.21s                        |
| Standard deviation         | 2.10                         | 2.18                         | 2.03                         | 2.57                         | 2.17                         | 2.33                         | 2.09                         | 1.82                         | 1.85                         | 2.01                          | 2.02                          | 2.16                          | 2.19                          | 2.01                          | 2.04                         | 1.77                         | 1.95                         | 1.98                         | 1.89                         | 1.94                         |
| 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                          | 0.29                         | 0.23                         | 0.30                         | 0.31                         | 0.27                         | 0.19                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base            | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base              | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| Average number of mentions | 4.54psy                      | 4.04                         | 4.76prs<br>vy                | 4.90prs<br>tvzA               | 3.79                          | 4.28s                         | 4.28s                         | 4.42ps                        |
| Standard deviation         | 2.35                         | 2.04                         | 2.15                         | 2.03                          | 2.09                          | 2.38                          | 2.11                          | 2.39                          |
| Standard error             | 0.22                         | 0.22                         | 0.22                         | 0.19                          | 0.21                          | 0.23                          | 0.22                          | 0.25                          |

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<br>ENGLAND/WALES/NI |                           |                                |                              |                             |                              |                              |                              |                                |                              |                              |                               |                              |                                |
|--------------------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------|--------------------------------|------------------------------|-----------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|------------------------------|------------------------------|-------------------------------|------------------------------|--------------------------------|
|                                                                                                              | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c)      | Wave 4<br>(May 12)<br>(d)    | Wave 5<br>(Nov 12)<br>(e)   | Wave 6<br>(May 13)<br>(f)    | Wave 7<br>(Nov 13)<br>(g)    | Wave 8<br>(May 14)<br>(h)    | Wave 9<br>(Nov 14)<br>(i)      | Wave 10<br>(May 15)<br>(j)   | Wave 11<br>(Nov 15)<br>(k)   | Wave 12<br>(May 16)<br>(l)    | Wave 13<br>(Nov 16)<br>(m)   | Wave 14<br>(May 17)<br>(n)     |
| Unweighted Base                                                                                              | 1506                                   | 1556                      | 1500                           | 1559                         | 1446                        | 1634                         | 1602                         | 1522                         | 1523                           | 1670                         | 1445                         | 1564                          | 1478                         | 1528                           |
| Weighted Base                                                                                                | 1448                                   | 1509                      | 1480                           | 1489                         | 1414                        | 1507                         | 1494                         | 1446                         | 1423                           | 1476                         | 1354                         | 1421                          | 1405                         | 1408                           |
| Ensuring the food you buy is safe to eat                                                                     | 1184<br>82%                            | 1295<br>86% <sup>ae</sup> | 1241<br>84%                    | 1251<br>84%                  | 1148<br>81%                 | 1293<br>86% <sup>ae</sup>    | 1298<br>87% <sup>acde</sup>  | 1254<br>87% <sup>acde</sup>  | 1268<br>89% <sup>abcdefk</sup> | 1290<br>87% <sup>acde</sup>  | 1164<br>86% <sup>ae</sup>    | 1256<br>88% <sup>abcdef</sup> | 1219<br>87% <sup>acde</sup>  | 1234<br>88% <sup>acde</sup>    |
| Promoting food safety in the home                                                                            | 555<br>38% <sup>ef</sup>               | 551<br>37%                | 573<br>39% <sup>efh</sup>      | 536<br>36%                   | 472<br>33%                  | 501<br>33%                   | 548<br>37%                   | 503<br>35%                   | 610<br>43% <sup>abcdefg</sup>  | 528<br>36%                   | 490<br>36%                   | 550<br>39% <sup>efh</sup>     | 541<br>39% <sup>efh</sup>    | 522<br>37% <sup>ef</sup>       |
| Promoting and enabling healthy eating and healthy lifestyles                                                 | 620<br>43% <sup>dfg</sup>              | 656<br>43% <sup>dfg</sup> | 672<br>45% <sup>defghijk</sup> | 578<br>39%                   | 582<br>41%                  | 578<br>38%                   | 577<br>39%                   | 579<br>40%                   | 666<br>47% <sup>defghj</sup>   | 574<br>39%                   | 545<br>40%                   | 596<br>42%                    | 561<br>40%                   | 590<br>42%                     |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 507<br>35% <sup>ef</sup>               | 525<br>35% <sup>ef</sup>  | 488<br>33% <sup>e</sup>        | 474<br>32% <sup>e</sup>      | 395<br>28%                  | 453<br>30%                   | 499<br>33% <sup>e</sup>      | 464<br>32% <sup>e</sup>      | 577<br>41% <sup>abcdefg</sup>  | 536<br>36% <sup>defh</sup>   | 514<br>38% <sup>cdefgh</sup> | 560<br>39% <sup>abcdefg</sup> | 527<br>37% <sup>cdefgh</sup> | 557<br>40% <sup>abcdefgh</sup> |
| Nutrition labelling information, such as traffic light labelling                                             | 783<br>54%                             | 831<br>55%                | 828<br>56%                     | 841<br>56%                   | 811<br>57%                  | 850<br>56%                   | 886<br>59% <sup>ab</sup>     | 874<br>60% <sup>abcdf</sup>  | 914<br>64% <sup>abcdefg</sup>  | 914<br>62% <sup>abcdef</sup> | 829<br>61% <sup>abcdef</sup> | 911<br>64% <sup>abcdefg</sup> | 843<br>60% <sup>abc</sup>    | 899<br>64% <sup>abcdefgm</sup> |
| Date labels, such as "best before" and "use by" labels                                                       | 914<br>63%                             | 965<br>64%                | 935<br>63%                     | 929<br>62%                   | 938<br>66% <sup>d</sup>     | 956<br>63%                   | 972<br>65%                   | 957<br>66% <sup>d</sup>      | 1012<br>71% <sup>abcdefg</sup> | 990<br>67% <sup>acdf</sup>   | 866<br>64%                   | 968<br>68% <sup>abcdfk</sup>  | 944<br>67% <sup>acdf</sup>   | 938<br>67% <sup>d</sup>        |
| Country of origin labels, which identify where food comes from                                               | 662<br>46%                             | 741<br>49%                | 717<br>48%                     | 693<br>47%                   | 647<br>46%                  | 804<br>53% <sup>abcde</sup>  | 792<br>53% <sup>abcde</sup>  | 809<br>56% <sup>abcdek</sup> | 833<br>59% <sup>abcdefg</sup>  | 800<br>54% <sup>abcde</sup>  | 701<br>52% <sup>ade</sup>    | 811<br>57% <sup>abcdefg</sup> | 756<br>54% <sup>abcde</sup>  | 791<br>56% <sup>abcdek</sup>   |
| Quality / standard of the food                                                                               | -                                      | 73<br>5% <sup>akln</sup>  | 57<br>4% <sup>akn</sup>        | 90<br>6% <sup>aceiklmn</sup> | 54<br>4% <sup>ak</sup>      | 83<br>6% <sup>aceiklmn</sup> | 82<br>6% <sup>aceiklmn</sup> | 69<br>5% <sup>akln</sup>     | 60<br>4% <sup>akn</sup>        | 66<br>4% <sup>akln</sup>     | 30<br>2% <sup>a</sup>        | 42<br>3% <sup>a</sup>         | 51<br>4% <sup>ak</sup>       | 35<br>3% <sup>a</sup>          |
| The way food is stored/transported (correct temperatures etc.)                                               | -                                      | 8<br>1% <sup>a</sup>      | 18<br>1% <sup>abfkn</sup>      | 17<br>1% <sup>akn</sup>      | 20<br>1% <sup>abfklmn</sup> | 8<br>1% <sup>a</sup>         | 15<br>1% <sup>ak</sup>       | 13<br>1% <sup>ak</sup>       | 12<br>1% <sup>a</sup>          | 11<br>1% <sup>a</sup>        | 4<br>*                       | 9<br>1% <sup>a</sup>          | 8<br>1% <sup>a</sup>         | 6<br>* <sup>a</sup>            |
| Manufacturing/production/packaging of food                                                                   | -                                      | 36<br>2% <sup>aghj</sup>  | 29<br>2% <sup>al</sup>         | 29<br>2% <sup>al</sup>       | 32<br>2% <sup>agjlm</sup>   | 26<br>2% <sup>al</sup>       | 19<br>1% <sup>a</sup>        | 19<br>1% <sup>a</sup>        | 23<br>2% <sup>a</sup>          | 18<br>1% <sup>a</sup>        | 23<br>2% <sup>al</sup>       | 12<br>1% <sup>a</sup>         | 16<br>1% <sup>a</sup>        | 26<br>2% <sup>al</sup>         |



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<br>(Nov<br>10)<br>(a)                                         | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |             |
| Unweighted Base                                                      | 1506                         | 1556                         | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                       | 1670                       | 1445                       | 1564                       | 1478                       | 1528        |
| Weighted Base                                                        | 1448                         | 1509                         | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                       | 1476                       | 1354                       | 1421                       | 1405                       | 1408        |
| Fat/salt content in food                                             | -                            | 5<br>*a                      | 5<br>*a                   | 6<br>*a                   | 7<br>1%a                  | 5<br>*a                   | 5<br>*a                   | 4<br>-                    | 3<br>-                     | 3<br>-                     | 3<br>-                     | 6<br>*a                    | 2<br>-                     | 5<br>*a     |
| Hygiene                                                              | -                            | 62<br>4%ahk                  | 62<br>4%ahkl              | 59<br>4%ahk               | 46<br>3%ah                | 52<br>3%ah                | 50<br>3%ah                | 29<br>2%a                 | 52<br>4%ahk                | 57<br>4%ahk                | 31<br>2%a                  | 40<br>3%a                  | 45<br>3%a                  | 51<br>4%ahk |
| Ensuring/inspecting<br>hygiene/cleanliness in<br>food establishments | -                            | 36<br>2%a                    | 55<br>4%abefgijk<br>ln    | 44<br>3%al                | 33<br>2%a                 | 28<br>2%a                 | 31<br>2%a                 | 38<br>3%a                 | 30<br>2%a                  | 30<br>2%a                  | 24<br>2%a                  | 24<br>2%a                  | 38<br>3%a                  | 26<br>2%a   |
| Animal welfare                                                       | -                            | 31<br>2%a                    | 33<br>2%a                 | 34<br>2%a                 | 35<br>2%akn               | 25<br>2%a                 | 25<br>2%a                 | 26<br>2%a                 | 20<br>1%a                  | 34<br>2%a                  | 18<br>1%a                  | 28<br>2%a                  | 23<br>2%a                  | 19<br>1%a   |
| Weight & Measures                                                    | -                            | 7<br>*acij                   | -                         | 5<br>*ac                  | 5<br>*ac                  | 4<br>-                    | 5<br>*ac                  | 5<br>*ac                  | 1<br>-                     | 1<br>-                     | 3<br>-                     | 1<br>-                     | 4<br>*ac                   | 2<br>-      |
| Health & Hygiene<br>Certificates                                     | -                            | 2<br>-                       | 2<br>-                    | 4<br>-                    | 2<br>-                    | -                         | 4<br>-                    | 4<br>-                    | 2<br>-                     | 2<br>-                     | 2<br>-                     | -                          | 1<br>-                     | 3<br>-      |
| Everything / All food<br>issues                                      | -                            | 16<br>1%akn                  | 10<br>1%an                | 13<br>1%an                | 14<br>1%akn               | 15<br>1%akn               | 14<br>1%an                | 14<br>1%akn               | 10<br>1%an                 | 12<br>1%an                 | 5<br>*a                    | 16<br>1%akn                | 10<br>1%an                 | 2<br>-      |
| Food imports / Exports                                               | -                            | 7<br>*a                      | 4<br>*a                   | 4<br>*a                   | 3<br>*                    | 7<br>*ak                  | 6<br>*a                   | 5<br>*a                   | 5<br>*a                    | 3<br>*                     | 1<br>-                     | 2<br>-                     | 1<br>-                     | 1<br>-      |
| Price                                                                | -                            | 8<br>1%a                     | 11<br>1%af                | 7<br>*a                   | 11<br>1%af                | 3<br>*                    | 7<br>*a                   | 5<br>*a                   | 7<br>1%a                   | 6<br>*a                    | 4<br>*a                    | 7<br>*a                    | 5<br>*a                    | 5<br>*a     |
| Health                                                               | -                            | 4<br>-                       | 4<br>-                    | 6<br>*a                   | 3<br>*                    | 5<br>*a                   | 3<br>-                    | 1<br>-                    | 2<br>-                     | 1<br>-                     | -                          | 3<br>-                     | 3<br>-                     | 4<br>*a     |
| Complaints Procedures                                                | -                            | 4<br>-                       | 3<br>-                    | 5<br>*al                  | 3<br>*                    | 2<br>-                    | 2<br>-                    | 2<br>-                    | 3<br>-                     | 2<br>-                     | 1<br>-                     | -                          | 2<br>-                     | 1<br>-      |
| Maintaining Standards /<br>Regulations                               | -                            | 26<br>2%agh                  | 25<br>2%agh               | 33<br>2%aghjm             | 19<br>1%ah                | 27<br>2%aghm              | 11<br>1%a                 | 8<br>1%a                  | 24<br>2%agh                | 16<br>1%a                  | 19<br>1%ah                 | 15<br>1%a                  | 13<br>1%a                  | 19<br>1%ah  |
| How food is grown /<br>Farmed                                        | -                            | 6<br>*a                      | 8<br>1%a                  | 4<br>*a                   | 6<br>*a                   | 4<br>*                    | 2<br>-                    | 9<br>1%agjm               | 9<br>1%agjmn               | 2<br>-                     | 4<br>-                     | 5<br>*a                    | 1<br>-                     | 2<br>-      |

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<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                           |                           |                           |                           |                            |                            |                            |                            |                            |
|-----------------------------------------------------------|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                                           | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                                           | 1506                                   | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                                             | 1448                                   | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Advertising                                               | -                                      | 3                         | -                         | 7                         | 1                         | 3                         | 3                         | 2                         | 1                         | 1                          | 2                          | -                          | 3                          | -                          |
| Effect on the Environment                                 | -                                      | 3                         | -                         | 1                         | -                         | 1                         | 1                         | 1                         | 2                         | -                          | -                          | -                          | -                          | 1                          |
| What goes into our food<br>(additives/chemicals<br>etc.)  | -                                      | 22                        | 32                        | 28                        | 16                        | 31                        | 24                        | 20                        | 11                        | 21                         | 12                         | 22                         | 17                         | 15                         |
| Sales of food in<br>shops/restaurants                     | -                                      | 11                        | 17                        | 17                        | 8                         | 10                        | 8                         | 6                         | 13                        | 8                          | 6                          | 13                         | 9                          | 10                         |
| Health and Safety<br>standards                            | -                                      | 6                         | 7                         | 1                         | 6                         | 3                         | 4                         | 2                         | 4                         | 2                          | 3                          | 2                          | -                          | 2                          |
| Infections/diseases<br>in/contaminated foods              | -                                      | 2                         | 10                        | 4                         | 6                         | 7                         | 4                         | 2                         | 3                         | 3                          | 5                          | 3                          | 2                          | 2                          |
| Control where food comes<br>from/food origin              | -                                      | 4                         | 6                         | 11                        | 6                         | 17                        | 13                        | 4                         | 5                         | 13                         | 3                          | 1                          | 7                          | 4                          |
| Food labelling                                            | -                                      | 2                         | 11                        | 4                         | 5                         | 13                        | 5                         | 10                        | 6                         | 6                          | 3                          | 9                          | 10                         | 2                          |
| Freshness of food                                         | -                                      | 3                         | 5                         | 5                         | 5                         | 1                         | 7                         | 1                         | 1                         | 3                          | 2                          | 3                          | 1                          | 3                          |
| To ensure food products<br>are/contain what they<br>claim | -                                      | -                         | 6                         | 2                         | 5                         | 27                        | 5                         | 10                        | 13                        | 14                         | 12                         | 15                         | 9                          | 12                         |
| Food preparation                                          | -                                      | -                         | 5                         | 14                        | 9                         | 5                         | 7                         | 11                        | 12                        | 16                         | 4                          | 13                         | 2                          | 3                          |
| Sugar content of food                                     | -                                      | -                         | -                         | 6                         | 1                         | 3                         | 3                         | 4                         | 2                         | 4                          | 3                          | 1                          | 2                          | 3                          |





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<br>(Nov 10)<br>(a)                                            | Wave 2<br>(May 11)<br>(b)    | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |           |
| Unweighted Base                                                      | 1506                         | 1556                      | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                       | 1670                       | 1445                       | 1564                       | 1478                       | 1528      |
| Weighted Base                                                        | 1448                         | 1509                      | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                       | 1476                       | 1354                       | 1421                       | 1405                       | 1408      |
| Cleanliness (no further detail)                                      | -                            | -                         | -                         | 4<br>*abc                 | 12<br>1%abcdf             | 3<br>*                    | 7<br>*abc                 | 6<br>*abc                 | 6<br>*abc                  | 9<br>1%abc                 | 5<br>*abc                  | 7<br>*abc                  | 8<br>1%abc                 | 6<br>*abc |
| Training/educating people (in hygiene)                               | -                            | -                         | -                         | 9<br>1%abcgghijk          | 7<br>*abgghikm            | 2<br>*                    | -                         | 1<br>*                    | 1<br>*                     | 1<br>*                     | 3<br>*                     | -                          | 1<br>*                     |           |
| Public health/consumer advice/information (when food scores/recalls) | -                            | -                         | -                         | 6<br>*abogijlm            | 4<br>*abogilm             | 2<br>*                    | -                         | 2<br>*                    | -                          | 1<br>*                     | -                          | -                          | 3<br>*                     |           |
| Food handling                                                        | -                            | -                         | -                         | -                         | 1<br>*                    | -                         | -                         | -                         | 1<br>*                     | 2<br>*                     | 1<br>*                     | -                          | -                          | 1<br>*    |
| (Food) Safety (no further detail)                                    | -                            | -                         | -                         | -                         | 11<br>1%abcdfjkn          | 1<br>*                    | 10<br>1%abcdfk            | 6<br>*abcd                | 6<br>*abcd                 | 3<br>*                     | 1<br>*                     | 7<br>*abcdf                | 8<br>1%abcdfk              | 3<br>*    |
| GM foods                                                             | -                            | -                         | -                         | -                         | 5<br>*abcdn               | 2<br>*                    | 1<br>*                    | 1<br>*                    | 2<br>*                     | 3<br>*                     | 2<br>*                     | 2<br>*                     | 1<br>*                     | -         |
| Horse meat scandal/fraud/ensuring meat is what it claims to be       | -                            | -                         | -                         | -                         | -                         | 14<br>1%abcdehiklmn       | 6<br>*abcdem              | 4<br>*bcd                 | 4<br>*abcdem               | 5<br>*abcdem               | 2<br>*                     | 1<br>*                     | -                          | 3<br>*    |
| Processing of food                                                   | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 4<br>*bfg                 | 3<br>*                     | -                          | 2<br>*                     | 3<br>*                     | 2<br>*                     |           |
| Ratings                                                              | -                            | -                         | -                         | -                         | -                         | -                         | -                         | 1<br>*                    | -                          | 3<br>*                     | -                          | 5<br>*abcdeefgh            | 4<br>*bdfgj                |           |
| Other                                                                | -                            | 38<br>2%aikl<br>mn        | 32<br>2%aimn              | 31<br>2%aimn              | 27<br>2%aimn              | 25<br>2%an                | 22<br>2%a                 | 30<br>2%aimn              | 13<br>1%a                  | 24<br>2%an                 | 19<br>1%a                  | 18<br>1%a                  | 14<br>1%a                  | 11<br>1%a |
| Don't know                                                           | 96<br>7%bcdf<br>ghijkl<br>mn | 69<br>5%l                 | 72<br>5%l                 | 72<br>5%l                 | 83<br>6%hijklmn           | 59<br>4%l                 | 69<br>5%l                 | 57<br>4%l                 | 35<br>2%                   | 56<br>4%                   | 66<br>5%l                  | 53<br>4%                   | 58<br>4%l                  | 58<br>4%l |



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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base            | 1506                         | 1556                         | 1500                         | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base              | 1448                         | 1509                         | 1480                         | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| Average number of mentions | 4.10                         | 4.16                         | 4.20                         | 4.10                      | 4.07                      | 4.07                      | 4.20                      | 4.19                      | 4.51abcdef<br>ghjkmn      | 4.25ef                     | 4.17                       | 4.37abcdef<br>ghk          | 4.24ef                     | 4.32abdef                  |
| 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                       |
| 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                       |

**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                 | 778                       | 758                       | 1500                      | 1559                      | 1446                      | 1634                      | 1602                      | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                   | 753                       | 737                       | 1480                      | 1489                      | 1414                      | 1507                      | 1494                      | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| I trust it a lot                | (5) 83<br>11%             | 76<br>10%                 | 148<br>10%                | 133<br>9%                 | 148<br>10%                | 131<br>9%                 | 136<br>9%                 | 157<br>11%                | 187<br>13%cdelfg          | 174<br>12%dfg              | 164<br>12%dfg              | 173<br>12%dfg              | 197<br>14%bcdelfgh         | 182<br>13%cdelfg           |
| I trust it                      | (4) 384<br>51%            | 397<br>54%fg              | 823<br>56%afghikm         | 815<br>55%fgh             | 750<br>53%fg              | 703<br>47%                | 724<br>48%                | 718<br>50%                | 731<br>51%f               | 782<br>53%fg               | 696<br>51%f                | 764<br>54%fgh              | 728<br>52%f                | 754<br>54%fgh              |
| I neither trust nor distrust it | (3) 228<br>30%bjk<br>lm   | 186<br>25%                | 397<br>27%                | 431<br>29%lm              | 392<br>28%                | 497<br>33%bcdeijk<br>lmn  | 480<br>32%bcdeijk<br>mn   | 430<br>30%bjklmn          | 377<br>27%                | 381<br>26%                 | 352<br>26%                 | 362<br>25%                 | 354<br>25%                 | 372<br>26%                 |
| I distrust it                   | (2) 32<br>4%              | 35<br>5%                  | 71<br>5%                  | 55<br>4%                  | 67<br>5%                  | 108<br>7%abcdemn          | 87<br>6%dn                | 96<br>7%acdemn            | 77<br>5%cd                | 81<br>5%cd                 | 77<br>6%dn                 | 78<br>6%cd                 | 62<br>4%                   | 57<br>4%                   |
| I distrust it a lot             | (1) 9<br>1%               | 19<br>3%cdjn              | 18<br>1%                  | 19<br>1%                  | 20<br>1%                  | 49<br>3%acdehij<br>n      | 32<br>2%dn                | 24<br>2%                  | 24<br>2%                  | 20<br>1%                   | 29<br>2%dn                 | 25<br>2%                   | 32<br>2%cdn                | 15<br>1%                   |
| Net: Trust                      | 467<br>62%fg              | 473<br>64%fg              | 971<br>66%fgh             | 948<br>64%fg              | 897<br>63%fg              | 834<br>55%                | 860<br>58%                | 875<br>61%f               | 918<br>65%fgh             | 956<br>65%fgh              | 860<br>64%fg               | 937<br>66%fgh              | 925<br>66%fgh              | 936<br>67%afgh             |
| Net: Distrust                   | 41<br>5%                  | 53<br>7%dn                | 90<br>6%                  | 74<br>5%                  | 88<br>6%                  | 157<br>10%abcdegi<br>klmn | 88<br>6%acdn              | 119<br>8%acden            | 121<br>7%dn               | 101<br>7%cd                | 107<br>8%adn               | 103<br>7%dn                | 94<br>7%                   | 72<br>5%                   |
| Don't know                      | 16<br>2%                  | 25<br>3%cfhl<br>i         | 22<br>1%                  | 36<br>2%fhl               | 36<br>3%cfhl              | 19<br>1%                  | 35<br>2%f                 | 20<br>1%                  | 27<br>2%                  | 39<br>3%cfhl               | 35<br>3%cfhl               | 20<br>1%                   | 32<br>2%f                  | 28<br>2%                   |
| 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                    | 3.75bdefghk                |
| 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                       | 0.77                       |
| 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                       |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
| Unweighted Base                 | 366                          | 351                          | 726                          | 751                          | 668                          | 791                          | 792                          | 690                          | 753                          | 821                           | 682                           | 757                           | 708                           | 772                           | 412                          | 407                          | 774                          | 808                          | 778                          | 843                          |
| Weighted Base                   | 371                          | 363                          | 718                          | 712                          | 682                          | 720                          | 718                          | 694                          | 695                          | 707                           | 651                           | 689                           | 691                           | 700                           | 382                          | 374                          | 762                          | 777                          | 731                          | 787                          |
| I trust it a lot                | (5) 38<br>10%                | 40<br>11%                    | 80<br>11%                    | 71<br>10%                    | 72<br>10%                    | 72<br>10%                    | 62<br>9%                     | 79<br>11%                    | 101<br>15%defg               | 81<br>12%                     | 88<br>14%dfg                  | 79<br>12%                     | 92<br>13%g                    | 92<br>13%gqr<br>tu            | 44<br>12%rt                  | 36<br>10%                    | 68<br>9%                     | 62<br>8%                     | 76<br>10%                    | 59<br>8%                     |
| I trust it                      | (4) 190<br>51%               | 190<br>52%                   | 406<br>57%hi                 | 387<br>54%j                  | 366<br>54%k                  | 342<br>48%                   | 378<br>53%                   | 350<br>50%                   | 345<br>50%                   | 372<br>53%                    | 337<br>52%                    | 378<br>55%l                   | 365<br>53%                    | 386<br>55%lit<br>uv           | 194<br>51%u                  | 207<br>55%tuv                | 417<br>55%tuv                | 428<br>55%tuv                | 383<br>52%tu                 | 361<br>46%                   |
| I neither trust nor distrust it | (3) 113<br>31%k              | 88<br>24%                    | 182<br>25%                   | 196<br>28%                   | 178<br>26%                   | 224<br>31%kboej<br>kimm      | 210<br>29%                   | 201<br>29%                   | 187<br>27%                   | 185<br>26%                    | 160<br>25%                    | 173<br>25%                    | 173<br>25%                    | 175<br>25%                    | 115<br>30%                   | 98<br>26%                    | 215<br>28%                   | 235<br>30%knA                | 214<br>29%                   | 273<br>35%npqswy<br>zA       |
| I distrust it                   | (2) 17<br>5%                 | 20<br>6%                     | 33<br>5%                     | 30<br>4%                     | 38<br>5%                     | 52<br>7%cdmn                 | 40<br>6%                     | 43<br>6%                     | 41<br>6%                     | 42<br>6%                      | 33<br>5%                      | 38<br>5%                      | 26<br>4%                      | 28<br>4%                      | 15<br>4%                     | 15<br>4%                     | 39<br>5%                     | 25<br>3%                     | 30<br>4%                     | 56<br>7%inopr<br>s           |
| I distrust it a lot             | (1) 8<br>2%                  | 12<br>3%cn                   | 8<br>1%                      | 12<br>2%                     | 12<br>2%                     | 25<br>3%cdjln                | 16<br>2%                     | 12<br>2%                     | 13<br>2%                     | 10<br>1%                      | 21<br>3%cn                    | 11<br>2%                      | 21<br>3%cn                    | 9<br>1%                       | 2<br>*                       | 7<br>2%                      | 11<br>1%                     | 7<br>1%                      | 9<br>1%                      | 24<br>3%inoprxy<br>s         |
| Net: Trust                      | 228<br>62%                   | 230<br>63%                   | 487<br>68%fgh                | 458<br>64%j                  | 438<br>64%j                  | 414<br>57%                   | 440<br>61%                   | 429<br>62%                   | 446<br>64%j                  | 453<br>64%j                   | 425<br>65%j                   | 457<br>66%jg                  | 457<br>66%j                   | 478<br>68%jfg<br>hrstuv<br>y  | 239<br>62%tu                 | 243<br>65%tu                 | 485<br>64%tu                 | 490<br>63%tu                 | 459<br>63%tu                 | 421<br>53%                   |
| Net: Distrust                   | 25<br>7%                     | 32<br>9%kn                   | 40<br>6%                     | 42<br>6%                     | 49<br>7%                     | 76<br>11%acde<br>lmm         | 56<br>8%kn                   | 55<br>8%                     | 53<br>8%                     | 52<br>7%                      | 54<br>8%kn                    | 49<br>7%                      | 47<br>7%                      | 36<br>5%                      | 16<br>4%                     | 22<br>6%                     | 50<br>7%r                    | 32<br>4%                     | 38<br>5%                     | 80<br>10%nopqrs<br>wxA       |
| Don't know                      | 4<br>1%                      | 13<br>4%acdfg<br>hln         | 9<br>1%                      | 16<br>2%j                    | 17<br>2%j                    | 6<br>1%                      | 12<br>2%                     | 9<br>1%                      | 9<br>1%                      | 17<br>2%j                     | 12<br>2%                      | 9<br>1%                       | 14<br>2%                      | 10<br>1%                      | 12<br>3%wz                   | 11<br>3%                     | 13<br>2%                     | 20<br>3%                     | 19<br>3%                     | 13<br>2%                     |
| 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                        | 3.76ab<br>efghr<br>tuvy<br>v  | 3.72tu                       | 3.69tu                       | 3.66tu                       | 3.68tu                       | 3.69tuv                      | 3.48                         |
| 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                          | 0.74                         | 0.78                         | 0.77                         | 0.71                         | 0.77                         | 0.86                         |
| 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                          | 0.04                         | 0.04                         | 0.03                         | 0.03                         | 0.03                         | 0.03                         |

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



**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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                 |     | 810                          | 832                          | 770                          | 849                           | 763                           | 807                           | 770                           | 756                           |
| Weighted Base                   |     | 776                          | 752                          | 728                          | 769                           | 703                           | 732                           | 714                           | 708                           |
| I trust it a lot                | (5) | 75<br>10%                    | 78<br>10%                    | 86<br>12%rt                  | 93<br>12%qrt                  | 75<br>11%t                    | 94<br>13%qrt                  | 105<br>15%pqrs<br>tuyv        | 91<br>13%                     |
| I trust it                      | (4) | 346<br>45%                   | 368<br>49%                   | 386<br>53%tu                 | 410<br>53%tu                  | 359<br>51%tu                  | 386<br>53%tu                  | 363<br>51%u                   | 368<br>52%                    |
| I neither trust nor distrust it | (3) | 270<br>35%npqs<br>wxyzA      | 230<br>31%nxzA               | 191<br>26%                   | 196<br>25%                    | 193<br>27%                    | 189<br>26%                    | 180<br>25%                    | 197<br>28%                    |
| I distrust it                   | (2) | 47<br>6%r                    | 54<br>7%noprs                | 36<br>5%                     | 39<br>5%                      | 45<br>6%nr                    | 41<br>6%r                     | 36<br>5%                      | 29<br>4%                      |
| I distrust it a lot             | (1) | 16<br>2%o                    | 12<br>2%                     | 11<br>2%                     | 9<br>1%                       | 8<br>1%                       | 13<br>2%o                     | 11<br>2%                      | 6<br>1%                       |
| Net: Trust                      |     | 421<br>54%                   | 446<br>59%tu                 | 472<br>65%tuv                | 503<br>65%tuv                 | 435<br>62%tu                  | 480<br>65%tuv                 | 467<br>65%tuv                 | 458<br>65%                    |
| Net: Distrust                   |     | 63<br>8%nors                 | 66<br>9%nors                 | 47<br>7%r                    | 49<br>6%                      | 53<br>7%or                    | 54<br>7%or                    | 47<br>7%r                     | 35<br>5%                      |
| Don't know                      |     | 22<br>3%z                    | 11<br>1%                     | 17<br>2%                     | 21<br>3%                      | 23<br>3%nqvz                  | 10<br>1%                      | 19<br>3%                      | 18<br>2%                      |
| <b>Mean score</b>               |     | <b>3.55</b>                  | <b>3.60t</b>                 | <b>3.70tuv</b>               | <b>3.72tuv</b>                | <b>3.66tu</b>                 | <b>3.70tuv</b>                | <b>3.74tuv</b>                | <b>3.74</b>                   |
| <b>Standard deviation</b>       |     | <b>0.84</b>                  | <b>0.83</b>                  | <b>0.81</b>                  | <b>0.79</b>                   | <b>0.81</b>                   | <b>0.83</b>                   | <b>0.84</b>                   | <b>0.77</b>                   |
| <b>Standard error</b>           |     | <b>0.03</b>                  | <b>0.03</b>                  | <b>0.03</b>                  | <b>0.03</b>                   | <b>0.03</b>                   | <b>0.03</b>                   | <b>0.03</b>                   | <b>0.03</b>                   |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f)    | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
|                                 | Unweighted Base              | 99                           | 88                           | 203                          | 200                          | 190                             | 206                          | 168                          | 199                          | 186                           | 196                           | 200                           | 186                           | 165                           | 161                          | 117                          | 111                          | 232                          | 263                          | 215                          |
| Weighted Base                   | 100*                         | 98*                          | 201                          | 208                          | 196                          | 211                             | 190                          | 201                          | 183                          | 199                           | 183                           | 165                           | 164                           | 194                           | 128                          | 108                          | 240                          | 274                          | 234                          | 264                          |
| I trust it a lot                | (5) 18<br>18%                | 13<br>14%                    | 27<br>13%                    | 29<br>14%                    | 30<br>15%                    | 22<br>10%                       | 28<br>15%                    | 25<br>12%                    | 31<br>17%                    | 27<br>14%                     | 25<br>14%                     | 22<br>13%                     | 34<br>21% <sup>h</sup>        | 29<br>15%                     | 15<br>12%                    | 13<br>12%                    | 31<br>13%                    | 21<br>8%                     | 34<br>15% <sup>r</sup>       | 36<br>13% <sup>r</sup>       |
| I trust it                      | (4) 48<br>48%                | 63<br>64% <sup>af</sup>      | 125<br>62% <sup>afm</sup>    | 121<br>58%                   | 111<br>57%                   | 102<br>48%                      | 107<br>55%                   | 111<br>55%                   | 108<br>59%                   | 107<br>54%                    | 107<br>59%                    | 94<br>57%                     | 82<br>50%                     | 105<br>54%                    | 65<br>51%                    | 58<br>54%                    | 136<br>57%                   | 157<br>57%                   | 132<br>57%                   | 135<br>51%                   |
| I neither trust nor distrust it | (3) 29<br>29%                | 17<br>17%                    | 42<br>21%                    | 44<br>21%                    | 44<br>22%                    | 66<br>31% <sup>bdg</sup><br>ikn | 40<br>21%                    | 56<br>28%                    | 35<br>19%                    | 45<br>23%                     | 36<br>20%                     | 38<br>23%                     | 38<br>22%                     | 38<br>20%                     | 41<br>32% <sup>z</sup>       | 29<br>27%                    | 56<br>23%                    | 80<br>29%                    | 51<br>22%                    | 74<br>28%                    |
| I distrust it                   | (2) 2<br>2%                  | 2<br>2%                      | 2<br>1%                      | 2<br>1%                      | 4<br>2%                      | 15<br>7% <sup>cdem</sup>        | 6<br>3%                      | 7<br>3%                      | 9<br>5% <sup>cd</sup>        | 8<br>4%                       | 8<br>4% <sup>c</sup>          | 4<br>3%                       | 2<br>1%                       | 12<br>6% <sup>cdm</sup>       | 4<br>3%                      | 3<br>3%                      | 7<br>3%                      | 6<br>2%                      | 8<br>4%                      | 14<br>5%                     |
| I distrust it a lot             | (1) 1<br>1%                  | 1<br>1%                      | 3<br>2%                      | 1<br>1%                      | 1<br>*                       | 2<br>1%                         | 4<br>2%                      | 1<br>*                       | 1<br>2%                      | 3<br>2%                       | -<br>*                        | 3<br>2%                       | 5<br>3% <sup>k</sup>          | 1<br>1%                       | 1<br>1%                      | 1<br>1%                      | 3<br>1%                      | 3<br>1%                      | 2<br>1%                      | 5<br>2% <sup>u</sup>         |
| Net: Trust                      | 66<br>66%                    | 76<br>77% <sup>f</sup>       | 152<br>76% <sup>f</sup>      | 150<br>72% <sup>f</sup>      | 141<br>72% <sup>f</sup>      | 124<br>59%                      | 135<br>71% <sup>f</sup>      | 136<br>68%                   | 138<br>75% <sup>f</sup>      | 134<br>68%                    | 133<br>72% <sup>f</sup>       | 116<br>70% <sup>f</sup>       | 116<br>71% <sup>f</sup>       | 133<br>69%                    | 80<br>63%                    | 71<br>66%                    | 168<br>70% <sup>u</sup>      | 178<br>65%                   | 167<br>71% <sup>uv</sup>     | 171<br>65%                   |
| Net: Distrust                   | 3<br>3%                      | 4<br>4%                      | 5<br>3%                      | 4<br>2%                      | 5<br>3%                      | 17<br>8% <sup>ode</sup>         | 11<br>6%                     | 7<br>4%                      | 10<br>5%                     | 11<br>6%                      | 8<br>4%                       | 7<br>4%                       | 7<br>4%                       | 13<br>7% <sup>d</sup>         | 5<br>4%                      | 4<br>4%                      | 11<br>4%                     | 9<br>3%                      | 10<br>4%                     | 19<br>7%                     |
| Don't know                      | 3<br>3%                      | 2<br>2%                      | 1<br>*                       | 11<br>5% <sup>chi</sup>      | 6<br>3%                      | 5<br>2%                         | 5<br>2%                      | 2<br>1%                      | 1<br>*                       | 8<br>4% <sup>ci</sup>         | 7<br>4% <sup>ci</sup>         | 3<br>2%                       | 5<br>3%                       | 9<br>5% <sup>chi</sup>        | 2<br>2%                      | 3<br>3% <sup>t</sup>         | 6<br>3% <sup>t</sup>         | 7<br>3% <sup>t</sup>         | 6<br>2% <sup>t</sup>         | 1<br>*                       |
| Mean score                      | <b>3.82f</b>                 | <b>3.88f</b>                 | <b>3.85f</b>                 | <b>3.88f</b>                 | <b>3.87f</b>                 | <b>3.61</b>                     | <b>3.80f</b>                 | <b>3.77</b>                  | <b>3.87f</b>                 | <b>3.77</b>                   | <b>3.85f</b>                  | <b>3.79f</b>                  | <b>3.87f</b>                  | <b>3.80f</b>                  | <b>3.71</b>                  | <b>3.76</b>                  | <b>3.79</b>                  | <b>3.70</b>                  | <b>3.83uv</b>                | <b>3.69</b>                  |
| 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                         | 0.76                         | 0.76                         | 0.69                         | 0.76                         | 0.84                         |
| 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                          | 0.07                         | 0.07                         | 0.05                         | 0.04                         | 0.05                         | 0.05                         |

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  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t/u/v/w/x/y/z/A/B  
 \* 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 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                 |     | 225                          | 238                          | 231                          | 236                           | 221                           | 216                           | 260                           | 240                           |
| Weighted Base                   |     | 252                          | 245                          | 246                          | 254                           | 234                           | 232                           | 264                           | 263                           |
| I trust it a lot                | (5) | 26<br>10%                    | 29<br>12%                    | 33<br>14%r                   | 30<br>12%                     | 26<br>11%                     | 26<br>11%                     | 42<br>16%r                    | 38<br>14%r                    |
| I trust it                      | (4) | 123<br>49%                   | 122<br>50%                   | 133<br>54%                   | 135<br>53%                    | 128<br>54%                    | 140<br>61%tuv                 | 142<br>54%                    | 139<br>53%                    |
| I neither trust nor distrust it | (3) | 82<br>33%qswz                | 72<br>29%                    | 57<br>23%                    | 69<br>27%                     | 62<br>26%                     | 49<br>21%                     | 67<br>25%                     | 71<br>27%                     |
| I distrust it                   | (2) | 14<br>6%                     | 18<br>7%qB                   | 15<br>6%                     | 13<br>5%                      | 13<br>5%                      | 13<br>6%                      | 9<br>3%                       | 8<br>3%                       |
| I distrust it a lot             | (1) | -                            | 3<br>1%                      | 2<br>1%                      | 1<br>*                        | 4<br>2%u                      | 2<br>1%                       | 2<br>1%                       | 2<br>1%                       |
| Net: Trust                      |     | 150<br>59%                   | 151<br>62%                   | 167<br>68%                   | 165<br>65%                    | 154<br>65%                    | 166<br>72%uv                  | 184<br>70%u                   | 178<br>67%                    |
| Net: Distrust                   |     | 14<br>6%                     | 21<br>9%rB                   | 17<br>7%                     | 14<br>5%                      | 17<br>7%                      | 15<br>7%                      | 11<br>4%                      | 10<br>4%                      |
| Don't know                      |     | 6<br>3%t                     | 1<br>*                       | 5<br>2%                      | 7<br>3%t                      | 2<br>1%                       | 1<br>*                        | 2<br>1%                       | 5<br>2%                       |
| <b>Mean score</b>               |     | <b>3.66</b>                  | <b>3.64</b>                  | <b>3.75</b>                  | <b>3.73</b>                   | <b>3.68</b>                   | <b>3.76</b>                   | <b>3.81uv</b>                 | <b>3.79</b>                   |
| Standard deviation              |     | 0.74                         | 0.83                         | 0.80                         | 0.75                          | 0.82                          | 0.76                          | 0.77                          | 0.75                          |
| Standard error                  |     | 0.05                         | 0.05                         | 0.05                         | 0.05                          | 0.06                          | 0.05                          | 0.05                          | 0.05                          |

**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<br>(Nov 10)<br>(a)   | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)       | Wave 7<br>(Nov 13)<br>(g)       | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n)      | Wave 1<br>(Nov 10)<br>(o) | Wave 2<br>(May 11)<br>(p) | Wave 3<br>(Nov 11)<br>(q) | Wave 4<br>(May 12)<br>(r)       | Wave 5<br>(Nov 12)<br>(s)       | Wave 6<br>(May 13)<br>(t)           |
| Unweighted Base                 | 174                         | 210                       | 373                       | 353                       | 328                       | 368                             | 385                             | 333                       | 331                       | 346                        | 288                        | 353                        | 326                        | 291                             | 211                       | 199                       | 386                       | 428                             | 393                             | 412                                 |
| Weighted Base                   | 187                         | 210                       | 396                       | 372                       | 353                       | 378                             | 396                             | 344                       | 350                       | 360                        | 299                        | 381                        | 340                        | 308                             | 215                       | 201                       | 400                       | 413                             | 395                             | 391                                 |
| I trust it a lot                | (5) 18<br>9%                | 20<br>10%                 | 37<br>9%                  | 31<br>8%                  | 36<br>10%                 | 36<br>9%                        | 37<br>9%                        | 42<br>12%                 | 48<br>14% <sup>d</sup>    | 40<br>11%                  | 31<br>10%                  | 40<br>11%                  | 48<br>14% <sup>dg</sup>    | 39<br>13%                       | 25<br>12% <sup>st</sup>   | 21<br>10% <sup>t</sup>    | 37<br>9% <sup>t</sup>     | 33<br>8%                        | 27<br>7%                        | 20<br>5%                            |
| I trust it                      | (4) 107<br>57% <sup>f</sup> | 118<br>56% <sup>f</sup>   | 223<br>56% <sup>fg</sup>  | 209<br>56% <sup>fg</sup>  | 199<br>56% <sup>fg</sup>  | 169<br>45%                      | 189<br>48%                      | 167<br>49%                | 172<br>49%                | 194<br>54% <sup>f</sup>    | 153<br>51%                 | 210<br>55% <sup>f</sup>    | 180<br>53% <sup>f</sup>    | 180<br>58% <sup>fgh</sup><br>i  | 97<br>45%                 | 102<br>51%                | 218<br>54% <sup>ot</sup>  | 218<br>53% <sup>t</sup>         | 193<br>49%                      | 178<br>45%                          |
| I neither trust nor distrust it | (3) 53<br>28%               | 47<br>22%                 | 117<br>30%                | 107<br>29%                | 100<br>28%                | 129<br>34% <sup>bjlm</sup><br>n | 137<br>35% <sup>bjlm</sup><br>n | 98<br>28%                 | 106<br>30%                | 91<br>25%                  | 87<br>29%                  | 97<br>26%                  | 88<br>26%                  | 74<br>24%                       | 69<br>32%                 | 57<br>28%                 | 102<br>26%                | 134<br>32% <sup>qwx</sup><br>yA | 134<br>34% <sup>qwx</sup><br>zA | 136<br>35% <sup>qwx</sup><br>yZA    |
| I distrust it                   | (2) 4<br>2%                 | 10<br>5%                  | 14<br>4%                  | 15<br>4%                  | 12<br>3%                  | 22<br>6%                        | 21<br>5%                        | 25<br>7% <sup>acein</sup> | 12<br>4%                  | 25<br>7% <sup>acen</sup>   | 13<br>4%                   | 25<br>7% <sup>an</sup>     | 13<br>4%                   | 9<br>3%                         | 14<br>6%                  | 10<br>5%                  | 32<br>8% <sup>x</sup>     | 21<br>5%                        | 22<br>6%                        | 34<br>9% <sup>xz</sup><br>AB        |
| I distrust it a lot             | (1) 3<br>2%                 | 8<br>4% <sup>cej</sup>    | 1<br>*                    | 6<br>1%                   | 3<br>1%                   | 15<br>4% <sup>dejl</sup><br>n   | 7<br>2%                         | 6<br>2%                   | 8<br>2% <sup>c</sup>      | 3<br>1%                    | 9<br>3% <sup>cej</sup>     | 4<br>1%                    | 6<br>2%                    | 4<br>1%                         | 3<br>2%                   | 8<br>4% <sup>r</sup>      | 6<br>1%                   | 4<br>1%                         | 10<br>2%                        | 21<br>5% <sup>oqr</sup><br>swx<br>B |
| Net: Trust                      | 124<br>66% <sup>fg</sup>    | 138<br>66% <sup>fg</sup>  | 260<br>66% <sup>fg</sup>  | 240<br>65% <sup>fg</sup>  | 235<br>67% <sup>fg</sup>  | 204<br>54%                      | 226<br>57%                      | 209<br>61%                | 220<br>63% <sup>f</sup>   | 234<br>65% <sup>fg</sup>   | 184<br>62%                 | 251<br>66% <sup>fg</sup>   | 228<br>67% <sup>fg</sup>   | 219<br>71% <sup>fgh</sup><br>ik | 123<br>57%                | 123<br>61% <sup>t</sup>   | 255<br>64% <sup>stu</sup> | 250<br>61% <sup>t</sup>         | 220<br>56%                      | 198<br>51%                          |
| Net: Distrust                   | 7<br>4%                     | 18<br>8% <sup>ce</sup>    | 15<br>4%                  | 20<br>5%                  | 15<br>4%                  | 37<br>10% <sup>acdem</sup><br>n | 28<br>7%                        | 31<br>9% <sup>acen</sup>  | 20<br>6%                  | 29<br>8% <sup>c</sup>      | 23<br>8% <sup>c</sup>      | 30<br>8% <sup>c</sup>      | 19<br>5%                   | 13<br>4%                        | 17<br>8%                  | 18<br>9%                  | 38<br>9%                  | 25<br>6%                        | 32<br>8%                        | 55<br>14% <sup>orsuwx</sup><br>yzAB |
| Don't know                      | 3<br>2%                     | 7<br>3% <sup>celn</sup>   | 4<br>1%                   | 5<br>1%                   | 3<br>1%                   | 7<br>2%                         | 5<br>1%                         | 6<br>2%                   | 4<br>1%                   | 7<br>2%                    | 5<br>2%                    | 4<br>1%                    | 6<br>2%                    | 2<br>1%                         | 6<br>3% <sup>t</sup>      | 3<br>1%                   | 5<br>1%                   | 4<br>1%                         | 9<br>2% <sup>t</sup>            | 2<br>1%                             |
| <b>Mean score</b>               | <b>3.71<sup>f</sup></b>     | <b>3.65</b>               | <b>3.71<sup>fg</sup></b>  | <b>3.67<sup>f</sup></b>   | <b>3.73<sup>fg</sup></b>  | <b>3.50</b>                     | <b>3.58</b>                     | <b>3.64</b>               | <b>3.69<sup>f</sup></b>   | <b>3.62</b>                | <b>3.68<sup>f</sup></b>    | <b>3.75<sup>g</sup></b>    | <b>3.78<sup>fg</sup></b>   | <b>3.61<sup>t</sup></b>         | <b>3.60<sup>t</sup></b>   | <b>3.63<sup>tu</sup></b>  | <b>3.62<sup>tu</sup></b>  | <b>3.53<sup>t</sup></b>         | <b>3.37</b>                     |                                     |
| Standard deviation              | 0.74                        | 0.67                      | 0.70                      | 0.75                      | 0.72                      | 0.90                            | 0.80                            | 0.86                      | 0.84                      | 0.80                       | 0.86                       | 0.80                       | 0.81                       | 0.75                            | 0.84                      | 0.89                      | 0.82                      | 0.75                            | 0.81                            | 0.91                                |
| 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                            | 0.06                      | 0.06                      | 0.04                      | 0.04                            | 0.04                            | 0.05                                |





**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 7<br>(Nov<br>13)<br>(u)    | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x)    | Wave 11<br>(Nov<br>15)<br>(y)  | Wave 12<br>(May<br>16)<br>(z)   | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                 |     | 446                             | 402                          | 385                          | 440                              | 372                            | 416                             | 354                           | 416                           |
| Weighted Base                   |     | 399                             | 403                          | 395                          | 400                              | 392                            | 388                             | 398                           | 399                           |
| I trust it a lot                | (5) | 29<br>7%                        | 39<br>10% <sup>t</sup>       | 55<br>14% <sup>rstu</sup>    | 55<br>14% <sup>rstu</sup>        | 56<br>14% <sup>qrst</sup><br>u | 61<br>16% <sup>qrst</sup><br>uv | 55<br>14% <sup>rstu</sup>     | 53<br>13% <sup>rstu</sup>     |
| I trust it                      | (4) | 191<br>48%                      | 194<br>48%                   | 194<br>49%                   | 214<br>54% <sup>t</sup>          | 193<br>49%                     | 189<br>49%                      | 198<br>50%                    | 198<br>50%                    |
| I neither trust nor distrust it | (3) | 132<br>33% <sup>qwx</sup><br>zA | 129<br>32% <sup>xy</sup>     | 102<br>26%                   | 101<br>25%                       | 97<br>25%                      | 103<br>27%                      | 102<br>26%                    | 116<br>29%                    |
| I distrust it                   | (2) | 23<br>6%                        | 27<br>7%                     | 25<br>6%                     | 17<br>4%                         | 23<br>6%                       | 19<br>5%                        | 19<br>5%                      | 18<br>5%                      |
| I distrust it a lot             | (1) | 15<br>4% <sup>r</sup>           | 9<br>2%                      | 9<br>2%                      | 6<br>2%                          | 10<br>3%                       | 10<br>3%                        | 15<br>4% <sup>r</sup>         | 7<br>2%                       |
| Net: Trust                      |     | 220<br>55%                      | 233<br>58% <sup>t</sup>      | 249<br>63% <sup>stu</sup>    | 270<br>67% <sup>orst</sup><br>uv | 249<br>63% <sup>stu</sup>      | 251<br>65% <sup>stu</sup>       | 253<br>63% <sup>stu</sup>     | 252<br>63% <sup>stu</sup>     |
| Net: Distrust                   |     | 38<br>10%                       | 36<br>9%                     | 34<br>9%                     | 24<br>6%                         | 33<br>8%                       | 29<br>8%                        | 34<br>8%                      | 25<br>6%                      |
| Don't know                      |     | 9<br>2% <sup>t</sup>            | 5<br>1%                      | 10<br>3% <sup>t</sup>        | 7<br>2%                          | 14<br>3% <sup>qrv</sup>        | 5<br>1%                         | 10<br>3% <sup>t</sup>         | 6<br>1%                       |
| Mean score                      |     | 3.50 <sup>t</sup>               | 3.57 <sup>t</sup>            | 3.68 <sup>stu</sup>          | 3.75 <sup>pqr</sup><br>stuv      | 3.69 <sup>stu</sup>            | 3.71 <sup>stu</sup><br>v        | 3.67 <sup>stu</sup>           | 3.70 <sup>stuv</sup>          |
| Standard deviation              |     | 0.86                            | 0.84                         | 0.88                         | 0.81                             | 0.89                           | 0.89                            | 0.91                          | 0.82                          |
| Standard error                  |     | 0.04                            | 0.04                         | 0.05                         | 0.04                             | 0.05                           | 0.04                            | 0.05                          | 0.04                          |



**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<br>(Nov 10)<br>(a) | Wave 2<br>(May 11)<br>(b)                | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f) | Wave 7<br>(Nov 13)<br>(g) | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |              |
| Unweighted Base                 | 177                       | 150                                      | 306                       | 315                       | 320                       | 388                       | 378                       | 350                       | 390                       | 452                        | 364                        | 393                        | 373                        | 420                        |              |
| Weighted Base                   | 123                       | 120                                      | 243                       | 221                       | 236                       | 262                       | 258                       | 253                       | 249                       | 263                        | 245                        | 255                        | 239                        | 244                        |              |
| I trust it a lot                | (5)                       | 7<br>6%                                  | 8<br>7%                   | 15<br>6%                  | 19<br>8%                  | 20<br>8%                  | 17<br>7%                  | 17<br>6%                  | 22<br>9%                  | 21<br>8%                   | 22<br>8%                   | 25<br>10%                  | 23<br>9%                   | 18<br>8%                   | 23<br>10%    |
| I trust it                      | (4)                       | 67<br>54%g                               | 55<br>46%                 | 121<br>50%                | 111<br>50%                | 114<br>48%                | 120<br>46%                | 114<br>44%                | 124<br>49%                | 124<br>50%                 | 131<br>50%                 | 116<br>47%                 | 130<br>51%                 | 126<br>53%g                | 132<br>54%fg |
| I neither trust nor distrust it | (3)                       | 38<br>31%                                | 37<br>31%                 | 80<br>33%em               | 66<br>30%                 | 63<br>27%                 | 92<br>35%em               | 89<br>34%em               | 76<br>30%                 | 77<br>31%                  | 76<br>29%                  | 71<br>29%                  | 74<br>29%                  | 61<br>25%                  | 72<br>30%    |
| I distrust it                   | (2)                       | 7<br>6%                                  | 9<br>7%                   | 16<br>7%                  | 11<br>5%                  | 20<br>9% <sup>n</sup>     | 22<br>8% <sup>n</sup>     | 23<br>9% <sup>n</sup>     | 19<br>8% <sup>n</sup>     | 16<br>7%                   | 18<br>7%                   | 21<br>8% <sup>n</sup>      | 17<br>7%                   | 19<br>8% <sup>n</sup>      | 10<br>4%     |
| I distrust it a lot             | (1)                       | 1<br>1%                                  | 1<br>1%                   | 4<br>2%                   | 5<br>2% <sup>n</sup>      | 5<br>2% <sup>n</sup>      | 6<br>2% <sup>n</sup>      | 6<br>2% <sup>n</sup>      | 7<br>3% <sup>n</sup>      | 4<br>2%                    | 6<br>2% <sup>n</sup>       | 5<br>2% <sup>n</sup>       | 5<br>2% <sup>n</sup>       | 1<br>-                     |              |
| Net: Trust                      | 74<br>60%g                | 63<br>53%                                | 136<br>56%                | 130<br>59%g               | 134<br>57%                | 137<br>52%                | 130<br>51%                | 146<br>58%                | 145<br>58%g               | 153<br>58%g                | 141<br>57%                 | 153<br>60%fg               | 144<br>60%fg               | 155<br>64%bcfg             |              |
| Net: Distrust                   | 9<br>7%                   | 10<br>8%                                 | 21<br>8% <sup>n</sup>     | 17<br>7%                  | 25<br>11% <sup>n</sup>    | 28<br>11% <sup>n</sup>    | 29<br>11% <sup>n</sup>    | 26<br>10% <sup>n</sup>    | 20<br>8% <sup>n</sup>     | 24<br>9% <sup>n</sup>      | 26<br>11% <sup>n</sup>     | 22<br>9% <sup>n</sup>      | 24<br>10% <sup>n</sup>     | 11<br>4%                   |              |
| Don't know                      | 2<br>2%                   | 10<br>9% <sup>acdf</sup><br>ghijkl<br>mn | 6<br>3%                   | 9<br>4%                   | 13<br>5% <sup>hjn</sup>   | 4<br>2%                   | 9<br>4%                   | 6<br>2%                   | 8<br>3%                   | 10<br>4%                   | 7<br>3%                    | 7<br>3%                    | 10<br>4%                   | 6<br>2%                    |              |
| 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 <sup>hijk</sup>   |              |
| 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                       |              |
| 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                       |              |



**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<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r) | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
|                                 | (a)                          | (b)                          | (c)                          | (d)                          | (e)                          | (f)                          | (g)                          | (h)                          | (i)                          | (j)                           | (k)                           | (l)                           | (m)                           | (n)                           | (o)                          | (p)                          | (q)                          | (r)                          | (s)                          | (t)                          |
| Unweighted Base                 | 697                          | 689                          | 1368                         | 1426                         | 1306                         | 1447                         | 1411                         | 1352                         | 1329                         | 1461                          | 1260                          | 1375                          | 1294                          | 1349                          | -                            | -                            | -                            | -                            | -                            | -                            |
| Weighted Base                   | 676                          | 671                          | 1352                         | 1360                         | 1282                         | 1382                         | 1370                         | 1321                         | 1281                         | 1350                          | 1226                          | 1304                          | 1239                          | 1244                          | **                           | **                           | **                           | **                           | **                           | **                           |
| I trust it a lot                | (5)                          | 72<br>11%                    | 64<br>9%                     | 136<br>10%                   | 117<br>9%                    | 126<br>10%                   | 116<br>8%                    | 114<br>8%                    | 137<br>10%                   | 151<br>12%dfg                 | 150<br>11%dfg                 | 142<br>12%dfg                 | 143<br>11%dfg                 | 137<br>11%dfg                 | -                            | -                            | -                            | -                            | -                            | -                            |
| I trust it                      | (4)                          | 345<br>51%f                  | 362<br>54%fg                 | 741<br>55%fgh                | 749<br>55%fghk               | 686<br>54%fgh                | 638<br>46%                   | 666<br>49%                   | 650<br>49%                   | 663<br>52%f                   | 714<br>53%fg                  | 626<br>51%f                   | 706<br>54%fgh                 | 663<br>53%fgh                 | 684<br>55%fgh                | -                            | -                            | -                            | -                            | -                            |
| I neither trust nor distrust it | (3)                          | 206<br>30%lm                 | 177<br>26%                   | 377<br>28%                   | 390<br>29%                   | 364<br>28%                   | 449<br>33%bcde<br>ijklmn     | 404<br>31%ijklm<br>n         | 347<br>27%                   | 355<br>26%                    | 329<br>27%                    | 339<br>26%                    | 319<br>26%                    | 332<br>27%                    | -                            | -                            | -                            | -                            | -                            | -                            |
| I distrust it                   | (2)                          | 29<br>4%                     | 30<br>4%                     | 61<br>5%                     | 53<br>4%                     | 60<br>5%                     | 102<br>7%abode<br>mn         | 80<br>6%cd                   | 89<br>7%abode<br>mn          | 73<br>6%cd                    | 77<br>6%cd                    | 73<br>6%cd                    | 59<br>5%                      | 52<br>4%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| I distrust it a lot             | (1)                          | 9<br>1%                      | 15<br>2%                     | 17<br>1%                     | 17<br>1%                     | 18<br>1%                     | 46<br>3%acdeg<br>hijklm      | 27<br>2%                     | 21<br>2%                     | 21<br>2%                      | 20<br>1%                      | 22<br>2%                      | 25<br>2%                      | 30<br>2%cdn                   | 15<br>1%                     | -                            | -                            | -                            | -                            | -                            |
| Net: Trust                      |                              | 417<br>62%f                  | 426<br>63%fg                 | 877<br>65%fgh                | 866<br>64%fgh                | 812<br>63%fg                 | 755<br>55%                   | 781<br>57%                   | 788<br>60%f                  | 814<br>64%fgh                 | 864<br>64%fgh                 | 767<br>63%fg                  | 849<br>65%fgh                 | 805<br>65%fgh                 | 820<br>66%fgh                | -                            | -                            | -                            | -                            | -                            |
| Net: Distrust                   |                              | 37<br>6%                     | 45<br>7%                     | 78<br>6%                     | 70<br>5%                     | 77<br>6%                     | 148<br>11%abode<br>ghijklmn  | 107<br>8%cdn                 | 110<br>8%acden               | 94<br>7%dn                    | 97<br>7%cd                    | 97<br>8%dn                    | 88<br>7%dn                    | 88<br>7%cd                    | 67<br>5%                     | -                            | -                            | -                            | -                            | -                            |
| Don't know                      |                              | 16<br>2%                     | 23<br>3%cfhi<br>l            | 19<br>1%                     | 34<br>3%cfh                  | 28<br>2%                     | 18<br>1%                     | 34<br>2%fh                   | 18<br>1%                     | 25<br>2%                      | 34<br>3%cfh                   | 19<br>1%                      | 27<br>2%                      | 26<br>2%                      | -                            | -                            | -                            | -                            | -                            | -                            |
| Mean score                      |                              | 3.67fg                       | 3.66fg                       | 3.69fgh                      | 3.68fgh                      | 3.67fg                       | 3.50                         | 3.57f                        | 3.61f                        | 3.68fgh                       | 3.68fgh                       | 3.66fg                        | 3.68fgh                       | 3.68fgh                       | 3.72fgh                      | -                            | -                            | -                            | -                            | -                            |
| 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                         | -                            | -                            | -                            | -                            | -                            |
| 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                         | -                            | -                            | -                            | -                            | -                            |

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

|  |                                 | SCOTLAND                     |                              |                              |                               |                               |                               |                               |                               |
|--|---------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|  |                                 | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
|  | 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                      | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|  | <b>Mean score</b>               | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|  | Standard deviation              | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |
|  | Standard error                  | -                            | -                            | -                            | -                             | -                             | -                             | -                             | -                             |

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

|                                 | WALES                        |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               | NI                           |                              |                              |                                      |                              |                              |
|---------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------------|------------------------------|------------------------------|
|                                 | Wave 1<br>(Nov<br>10)<br>(a) | Wave 2<br>(May<br>11)<br>(b) | Wave 3<br>(Nov<br>11)<br>(c) | Wave 4<br>(May<br>12)<br>(d) | Wave 5<br>(Nov<br>12)<br>(e) | Wave 6<br>(May<br>13)<br>(f) | Wave 7<br>(Nov<br>13)<br>(g) | Wave 8<br>(May<br>14)<br>(h) | Wave 9<br>(Nov<br>14)<br>(i) | Wave 10<br>(May<br>15)<br>(j) | Wave 11<br>(Nov<br>15)<br>(k) | Wave 12<br>(May<br>16)<br>(l) | Wave 13<br>(Nov<br>16)<br>(m) | Wave 14<br>(May<br>17)<br>(n) | Wave 1<br>(Nov<br>10)<br>(o) | Wave 2<br>(May<br>11)<br>(p) | Wave 3<br>(Nov<br>11)<br>(q) | Wave 4<br>(May<br>12)<br>(r)         | Wave 5<br>(Nov<br>12)<br>(s) | Wave 6<br>(May<br>13)<br>(t) |
|                                 |                              |                              |                              |                              |                              |                              |                              |                              |                              |                               |                               |                               |                               |                               |                              |                              |                              |                                      |                              |                              |
| Unweighted Base                 | 49                           | 44                           | 88                           | 92                           | 88                           | 84                           | 78                           | 80                           | 97                           | 96                            | 84                            | 84                            | 92                            | 85                            | 32                           | 25                           | 44                           | 41                                   | 52                           | 103                          |
| Weighted Base                   | 47*                          | 42*                          | 84*                          | 86*                          | 82*                          | 78*                          | 73*                          | 75*                          | 89*                          | 75*                           | 81*                           | 69*                           | 80*                           | 77*                           | 30**                         | 24**                         | 45*                          | 43*                                  | 50*                          | 47*                          |
| I trust it a lot                | (5)<br>5<br>11%              | 8<br>20% <sup>c</sup>        | 5<br>6%                      | 13<br>15%                    | 14<br>17% <sup>c</sup>       | 6<br>8%                      | 9<br>12%                     | 11<br>15%                    | 16<br>18% <sup>c</sup>       | 8<br>10%                      | 9<br>11%                      | 9<br>13%                      | 6<br>8%                       | 18<br>23% <sup>c</sup><br>m   | 6<br>20%                     | 4<br>16%                     | 7<br>16%                     | 4<br>9%                              | 7<br>14%                     | 8<br>17%                     |
| I trust it                      | (4)<br>23<br>50%             | 21<br>50%                    | 55<br>65% <sup>en</sup>      | 44<br>51%                    | 38<br>47%                    | 40<br>51%                    | 37<br>51%                    | 41<br>55%                    | 46<br>52%                    | 43<br>57% <sup>en</sup>       | 47<br>59% <sup>en</sup>       | 42<br>61% <sup>en</sup>       | 41<br>50%                     | 31<br>40%                     | 16<br>55%                    | 13<br>55%                    | 27<br>61% <sup>uwzA</sup>    | 23<br>53% <sup>zA</sup>              | 26<br>51% <sup>zA</sup>      | 25<br>53% <sup>zA</sup>      |
| I neither trust nor distrust it | (3)<br>16<br>33%             | 9<br>21%                     | 16<br>19%                    | 25<br>30%                    | 18<br>22%                    | 25<br>33%                    | 20<br>27%                    | 17<br>22%                    | 25<br>28%                    | 18<br>24%                     | 15<br>19%                     | 14<br>21%                     | 23<br>28%                     | 26<br>34% <sup>ck</sup>       | 7<br>23%                     | 1<br>4%                      | 4<br>10%                     | 15<br>35% <sup>qwx</sup><br>y<br>zAB | 10<br>20%                    | 11<br>22% <sup>w</sup>       |
| I distrust it                   | (2)<br>3<br>6% <sup>n</sup>  | 2<br>6% <sup>n</sup>         | 5<br>6% <sup>n</sup>         | 1<br>1%                      | 5<br>6% <sup>n</sup>         | 4<br>5% <sup>n</sup>         | 4<br>6% <sup>n</sup>         | 2<br>3%                      | 2<br>2%                      | 1<br>2%                       | 3<br>4%                       | 3<br>5%                       | 3<br>4%                       | -                             | -                            | 2<br>10%                     | 5<br>11% <sup>yA</sup>       | 2<br>4%                              | 3<br>5% <sup>A</sup>         | 2<br>5% <sup>A</sup>         |
| I distrust it a lot             | (1)<br>-<br>-                | -<br>-                       | -<br>-                       | 2<br>2%                      | 2<br>2%                      | 2<br>2%                      | 3<br>4%                      | 2<br>3%                      | -<br>-                       | -<br>-                        | 5<br>7% <sup>oijh</sup>       | -<br>-                        | 3<br>3%                       | -                             | 1<br>2%                      | 4<br>14%                     | 1<br>2%                      | -                                    | 1<br>2%                      | 1<br>2%                      |
| Net: Trust                      | 28<br>60%                    | 29<br>70%                    | 60<br>71%                    | 56<br>65%                    | 52<br>64%                    | 46<br>60%                    | 46<br>63%                    | 52<br>70%                    | 62<br>70%                    | 51<br>68%                     | 56<br>70%                     | 51<br>74% <sup>m</sup>        | 47<br>58%                     | 49<br>63%                     | 22<br>75%                    | 17<br>71%                    | 34<br>77%                    | 27<br>62%                            | 33<br>65%                    | 33<br>70%                    |
| Net: Distrust                   | 3<br>6% <sup>n</sup>         | 2<br>6% <sup>n</sup>         | 5<br>6% <sup>n</sup>         | 3<br>3%                      | 7<br>8% <sup>n</sup>         | 3<br>8% <sup>n</sup>         | 7<br>9% <sup>ijn</sup>       | 2<br>6% <sup>n</sup>         | 1<br>2%                      | 9<br>11% <sup>ijn</sup>       | 3<br>7% <sup>n</sup>          | 6<br>7% <sup>n</sup>          | 1<br>1%                       | 2<br>3%                       | 1<br>2%                      | 6<br>25%                     | 6<br>13% <sup>A</sup>        | 2<br>4%                              | 4<br>7% <sup>A</sup>         | 3<br>7% <sup>A</sup>         |
| Don't know                      | -<br>-                       | 1<br>4%                      | 2<br>3%                      | 2<br>2%                      | 5<br>6% <sup>lgk</sup>       | -                            | 2<br>-                       | 1<br>2%                      | 1<br>1%                      | 5<br>6% <sup>lgk</sup>        | -                             | 1<br>1%                       | 5<br>6% <sup>lgk</sup>        | 2<br>3%                       | -                            | -                            | -                            | -                                    | 4<br>7% <sup>wzAB</sup>      | 1<br>1%                      |
| Mean score                      | 3.65                         | 3.88                         | 3.73                         | 3.76                         | 3.75                         | 3.58                         | 3.62                         | 3.77                         | 3.86 <sup>fm</sup>           | 3.81                          | 3.63                          | 3.83 <sup>f</sup>             | 3.60                          | 3.88 <sup>fm</sup>            | 3.90                         | 3.49                         | 3.77                         | 3.67                                 | 3.76                         | 3.79                         |
| 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                          | 0.80                         | 1.31                         | 0.93                         | 0.70                                 | 0.86                         | 0.87                         |
| 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                          | 0.14                         | 0.26                         | 0.14                         | 0.11                                 | 0.12                         | 0.09                         |

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

|                                 |     | N1                           |                              |                              |                               |                               |                               |                               |                               |
|---------------------------------|-----|------------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                 |     | Wave 7<br>(Nov<br>13)<br>(u) | Wave 8<br>(May<br>14)<br>(v) | Wave 9<br>(Nov<br>14)<br>(w) | Wave 10<br>(May<br>15)<br>(x) | Wave 11<br>(Nov<br>15)<br>(y) | Wave 12<br>(May<br>16)<br>(z) | Wave 13<br>(Nov<br>16)<br>(A) | Wave 14<br>(May<br>17)<br>(B) |
| Unweighted Base                 |     | 113                          | 90                           | 97                           | 113                           | 101                           | 105                           | 92                            | 94                            |
| Weighted Base                   |     | 52                           | 50*                          | 53*                          | 51                            | 48*                           | 49*                           | 85*                           | 86*                           |
| I trust it a lot                | (5) | 13<br>26%r                   | 8<br>17%                     | 20<br>37%qrst<br>v           | 17<br>33%qrst<br>v            | 13<br>27%r                    | 21<br>43%qrst<br>uvy          | 48<br>56%qrst<br>uvwxyzB      | 28<br>33%qrstv                |
| I trust it                      | (4) | 20<br>39%                    | 26<br>53%zA                  | 22<br>41%                    | 24<br>48%zA                   | 23<br>48%zA                   | 17<br>34%                     | 25<br>29%                     | 39<br>45%A                    |
| I neither trust nor distrust it | (3) | 11<br>22%w                   | 10<br>19%                    | 5<br>10%                     | 7<br>14%                      | 8<br>17%                      | 9<br>18%                      | 13<br>15%                     | 14<br>16%                     |
| I distrust it                   | (2) | 3<br>6%A                     | 5<br>9%yA                    | 2<br>4%A                     | 2<br>5%A                      | 1<br>2%                       | 3<br>5%A                      | -                             | 5<br>6%A                      |
| I distrust it a lot             | (1) | 3<br>5%xzAB                  | 1<br>2%                      | 3<br>5%xzAB                  | -                             | 2<br>4%xAB                    | -                             | -                             | -                             |
| Net: Trust                      |     | 34<br>65%                    | 35<br>70%                    | 42<br>78%u                   | 41<br>82%rsu                  | 36<br>76%                     | 37<br>77%                     | 73<br>85%rstu<br>v            | 67<br>78%u                    |
| Net: Distrust                   |     | 6<br>11%A                    | 6<br>11%A                    | 5<br>10%A                    | 2<br>5%A                      | 3<br>5%A                      | 3<br>5%A                      | -                             | 5<br>6%A                      |
| Don't know                      |     | 1<br>2%                      | -                            | 1<br>2%                      | -                             | 1<br>2%                       | -                             | -                             | -                             |
| Mean score                      |     | 3.76                         | 3.74                         | 4.03r                        | 4.10qrs<br>tuv                | 3.96                          | 4.15qrs<br>tuv                | 4.42qrs<br>tuvxyz<br>B        | 4.05rtuv                      |
| Standard deviation              |     | 1.07                         | 0.92                         | 1.08                         | 0.81                          | 0.95                          | 0.90                          | 0.74                          | 0.85                          |
| Standard error                  |     | 0.10                         | 0.10                         | 0.11                         | 0.08                          | 0.10                          | 0.09                          | 0.08                          | 0.09                          |

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<br>ENGLAND/WALES/NI |                           |                           |                           |                           |                                   |                                 |                           |                           |                            |                            |                            |                            |                            |
|---------------------------------|--|----------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|---------------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                                 |  | Wave 1<br>(Nov 10)<br>(a)              | Wave 2<br>(May 11)<br>(b) | Wave 3<br>(Nov 11)<br>(c) | Wave 4<br>(May 12)<br>(d) | Wave 5<br>(Nov 12)<br>(e) | Wave 6<br>(May 13)<br>(f)         | Wave 7<br>(Nov 13)<br>(g)       | Wave 8<br>(May 14)<br>(h) | Wave 9<br>(Nov 14)<br>(i) | Wave 10<br>(May 15)<br>(j) | Wave 11<br>(Nov 15)<br>(k) | Wave 12<br>(May 16)<br>(l) | Wave 13<br>(Nov 16)<br>(m) | Wave 14<br>(May 17)<br>(n) |
| Unweighted Base                 |  | 778                                    | 758                       | 1500                      | 1559                      | 1446                      | 1634                              | 1602                            | 1522                      | 1523                      | 1670                       | 1445                       | 1564                       | 1478                       | 1528                       |
| Weighted Base                   |  | 753                                    | 737                       | 1480                      | 1489                      | 1414                      | 1507                              | 1494                            | 1446                      | 1423                      | 1476                       | 1354                       | 1421                       | 1405                       | 1408                       |
| I trust it a lot                |  | (5) 83<br>11%                          | 76<br>10%                 | 148<br>10%                | 133<br>9%                 | 148<br>10%                | 131<br>9%                         | 136<br>9%                       | 157<br>11%                | 187<br>13% <i>cdefg</i>   | 174<br>12% <i>dfg</i>      | 164<br>12% <i>dfg</i>      | 173<br>12% <i>dfg</i>      | 197<br>14% <i>bdefgh</i>   | 182<br>13% <i>cdefg</i>    |
| I trust it                      |  | (4) 384<br>51%                         | 397<br>54% <i>fg</i>      | 823<br>56% <i>afghikm</i> | 815<br>55% <i>fgh</i>     | 750<br>53% <i>fg</i>      | 703<br>47%                        | 724<br>48%                      | 718<br>50%                | 731<br>51% <i>f</i>       | 782<br>53% <i>fg</i>       | 696<br>51% <i>f</i>        | 764<br>54% <i>fgh</i>      | 728<br>52% <i>f</i>        | 754<br>54% <i>fgh</i>      |
| I neither trust nor distrust it |  | (3) 228<br>30% <i>bjk</i><br>lm        | 186<br>25%                | 397<br>27%                | 431<br>29% <i>lm</i>      | 392<br>28%                | 497<br>33% <i>bcdiej</i><br>lmn   | 480<br>32% <i>bceijkl</i><br>mn | 430<br>30% <i>bjklmn</i>  | 377<br>27%                | 381<br>26%                 | 352<br>26%                 | 362<br>25%                 | 354<br>25%                 | 372<br>26%                 |
| I distrust it                   |  | (2) 32<br>4%                           | 35<br>5%                  | 71<br>5%                  | 55<br>4%                  | 67<br>5%                  | 108<br>7% <i>abcdem</i><br>n      | 87<br>6% <i>dn</i>              | 96<br>7% <i>aedemn</i>    | 77<br>5% <i>d</i>         | 81<br>5% <i>d</i>          | 77<br>6% <i>dn</i>         | 78<br>6% <i>d</i>          | 62<br>4%                   | 57<br>4%                   |
| I distrust it a lot             |  | (1) 9<br>1%                            | 19<br>3% <i>cdjn</i>      | 18<br>1%                  | 19<br>1%                  | 20<br>1%                  | 49<br>3% <i>acdehij</i><br>n      | 32<br>2% <i>n</i>               | 24<br>2%                  | 24<br>2%                  | 20<br>1%                   | 29<br>2% <i>n</i>          | 25<br>2%                   | 32<br>2% <i>cdn</i>        | 15<br>1%                   |
| Net: Trust                      |  | 467<br>62% <i>fg</i>                   | 473<br>64% <i>fg</i>      | 971<br>66% <i>fgh</i>     | 948<br>64% <i>fg</i>      | 897<br>63% <i>fg</i>      | 834<br>55%                        | 860<br>58%                      | 875<br>61% <i>f</i>       | 918<br>65% <i>fgh</i>     | 956<br>65% <i>fgh</i>      | 860<br>64% <i>fg</i>       | 937<br>66% <i>fgh</i>      | 925<br>66% <i>fgh</i>      | 936<br>67% <i>afgh</i>     |
| Net: Distrust                   |  | 41<br>5%                               | 53<br>7% <i>dn</i>        | 90<br>6%                  | 74<br>5%                  | 88<br>6%                  | 157<br>10% <i>abcdegi</i><br>klmn | 119<br>8% <i>acd</i><br>n       | 121<br>8% <i>acden</i>    | 101<br>7% <i>dn</i>       | 7% <i>d</i>                | 107<br>8% <i>adn</i>       | 103<br>7% <i>dn</i>        | 94<br>7%                   | 72<br>5%                   |
| Don't know                      |  | 16<br>2%                               | 25<br>3% <i>cfhi</i><br>l | 22<br>1%                  | 36<br>2% <i>fhl</i>       | 36<br>3% <i>cfhl</i>      | 19<br>1%                          | 35<br>2% <i>f</i>               | 20<br>1%                  | 27<br>2%                  | 39<br>3% <i>cfhl</i>       | 35<br>3% <i>cfhl</i>       | 20<br>1%                   | 32<br>2% <i>f</i>          | 28<br>2%                   |
| Mean score                      |  | 3.68 <i>fg</i>                         | 3.67 <i>fg</i>            | 3.69 <i>fgh</i>           | 3.68 <i>fg</i>            | 3.68 <i>fg</i>            | 3.51                              | 3.58 <i>f</i>                   | 3.62 <i>f</i>             | 3.70 <i>fgh</i>           | 3.70 <i>fgh</i>            | 3.67 <i>fg</i>             | 3.70 <i>fgh</i>            | 3.72 <i>fgh</i>            | 3.75 <i>bdefghk</i>        |
| 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                       | 0.77                       |
| 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                       |

