

# Consumer Insights Tracker: Annexes

## Annex 1: Fieldwork dates and sample sizes - Covid-19 consumer tracker survey

Between April 2020-October 2021, the survey was commissioned monthly. All data tables are available for download via the [FSA data catalogue](#).

Wave	Fieldwork dates	Sample size
1	10-13 April 2020	2,039
2	8-12 May 2020	2,040
3	12-15 June 2020	2,045
4	10-14 July 2020	2,068
5	14-17 August 2020	2,071
6	18-21 September 2020	2,065
7	16-20 October 2020	2,067
8	13-16 November 2020	2,023
9	11-15 December 2020	2,073
10	15-18 January 2021	2,062
11	12-15 February 2021	2,047
12	12-15 March 2021	2,013
13	16-19 April 2021	2,049

14	14-18 May 2021	2,043
15	11-14 June 2021	2,047
16	16-19 July 2021	2,051
17	13-17 August 2021	2,065
18	13-15 September 2021	2,064
19	15-18 October 2021	2,059

## Annex 2: Fieldwork dates and sample sizes - Consumer Insights Tracker survey

Between November 2021-January 2022, the survey was commissioned fortnightly, with some questions commissioned monthly and others commissioned every two weeks. Whilst fortnightly data is not included in this report, all data tables (including fortnightly figures) are available for download via [the FSA data catalogue](#).

From February 2022 onwards the survey was commissioned monthly only.

Wave	Fieldwork dates	Sample size
1	12-16 November 2021	2,046
2	26-30 November 2021 (fortnightly questions only)	2,071
3	10-14 December 2021	2,058
4	17-21 December 2021 (fortnightly questions only)	2,029
5	7-10 January 2022	2,031
6	21-24 January 2022 (fortnightly questions only)	2,068
7	11-14 February 2022	2,094
8	11-14 March 2022	2,016

9	15-18 April 2022	2,044
10	13-16 May 2022	2,055
11	17-21 June 2022	2,015
12	15-20 July 2022	1,917
13	12-15 August 2022	1,970
14	15-20 September 2022	2,049
15	14-17 October 2022	2,032
16	11-15 November 2022	1,949
17	16-19 December 2022	2,030
18	13-15 January 2023	2,045
19	10-13 February 2023	2,019
20	10-14 March 2023	2,047

## Annex 3: Base sizes for demographic sub-groups

### Figure 2:

Indicative base sizes (March 22): households with children (651), households without children (1,365), single person households (391), larger households (4+) (480), male (993), female (1,007), 16-24 (302), 25-34 (373), 55-75 (630), working (1,287), not working (729), health condition (463), no health condition (1,531); (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

### Figure 3:

Values may not add to 100% as 'I haven't done any food shopping in the past week' responses are not shown. Data for this question is also available from the CO2 shortages weekly consumer survey 24 Sep-1 Nov 2021 and Consumer Insights Tracker fortnightly fieldwork dates 26-30 November 21, 17-21 December 21 and 21-24 January 22 but is not shown in the graph.

### Figure 4:

Values shown indicate all affirmative responses to this question (i.e. skipping/cutting down meals happened at least once in the past month, or more often).

**Figure 5:**

Indicative base sizes (March 22): households with children (651), households without children (1,365), single person households (391), larger households (4+) (480), male (993), female (1,007), 16-24 (302), 25-34 (373), 55-75 (630), working (1,287), not working (729), health condition (463), no health condition (1,531); (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

**Figure 6:**

Food bank use combined affirmative responses. Note: From November 2021 onwards the phrasing of this question changed from 'In the last month, how often, if at all, have you arranged for food to be delivered to your house through a food charity or food bank?' to 'in the last month, how often, if at all, have you used a food charity or food bank?'

**Figure 7:**

Indicative base sizes (March 22): households with children (651), households without children (1,365), single person households (391), larger households (4+) (480), male (993), female (1,007), 16-24 (302), 25-34 (373), 55-75 (630), working (1,287), not working (729), health condition (463), no health condition (1,531); (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

**Figure 9:**

Indicative base sizes (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

**Figure 11:**

Indicative base sizes (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

**Figure 13:**

Indicative base sizes (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

**Figure 15:**

Indicative base sizes (March 23): households with children (745), households without children (1,302), single person households (390), larger households (4+) (630), male (1,008), female (1,022), 16-24 (308), 25-34 (373), 55-75 (641), working (1,303), not working (744), health condition (725), no health condition (1,275)

### **Figure 18:**

Values shown indicate all affirmative responses to this question (i.e. skipping/cutting down meals happened at least once in the past month, or more often).

### **Figure 22:**

Data for this question was also collected in the CO2 shortages weekly consumer survey, between 24 September 2021 – 21 December 2021. The full datasets are available via the [FSA data catalogue](#).

### **Figure 23:**

Values may not add to 100% as 'don't know' and 'prefer not to answer' responses are not shown.

### **Figure 28:**

Between November 2021 and January 2022 data was collected fortnightly, from February 2022 data was collected monthly. Consumer concerns about the quality of food were also captured in the COVID-19 tracker survey (from December 2020 onwards), however this data is not considered comparable to the data in the Consumer Insights Tracker due to changes in question phrasing.

### **Figure 36:**

Between November 2021 and January 2022 data was collected fortnightly, from February 2022 data was collected monthly. 'I trust it' figures are calculated by combining 'I trust it' and 'I trust it a lot' responses. 'I distrust it' figures are calculated by combining 'I distrust it' and 'I distrust it a lot' figures.

## **Annex 4: Questionnaires**

### **Covid-19 survey questions**

Q1. Which, if any, of the following applies to you? [Please select all that apply]

- a. I have been advised to self-isolate because I have been contacted via the NHS 'test and trace' scheme or because I have returned from a trip to another country that requires self-isolation on return
- b. I am choosing to self-isolate for another reason
- c. I, or a member of my household, have suspected Covid-19 symptoms
- d. I have physical or mental health condition(s) or illness(es) that has lasted or is expected to last 12 months or more
- e. None of these
- f. Prefer not to say

Q2. To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month? [Please select one answer only]

- a. Very worried

- b. Somewhat worried
- c. Not very worried
- d. Not at all worried
- e. Don't know
- f. Prefer not to answer

Q3. To what extent, if at all, are you worried you/your household will not be able to afford food in the next month? [Please select one answer only]

- a. Very worried
- b. Somewhat worried
- c. Not very worried
- d. Not at all worried
- e. Don't know
- f. Prefer not to answer

Q4. In the last month have you cut down the size of your meals or skipped meals for any of the following reasons? [Please select one answer for each statement]

- a. You did not have enough money to buy food
- b. You (or others in your household) were not well enough to shop or cook food
- c. You had no means to get to the shops to buy food
- d. You were unable to get a delivery of food or obtain it in other ways
- i. Yes, this happened every week
- ii. Yes, this happened some weeks but not every week
- iii. Yes, this happened just one week in the last month
- iv. No, never
- v. Don't know/can't remember
- vi. Prefer not to answer

Q5 In the last month, how often, if at all, have you done any of the following?  
[Please select one answer for each statement]

- a. Had an online food delivery from a supermarket

- b. Purchased food from a takeaway, either direct or online
- c. Purchased food from a local supplier (i.e. farm shops, veg box), either direct or online
- d. Had a food delivery from an online food ordering company (e.g. Deliveroo, Just Eat, Uber Eats)
- e. Eaten food at a restaurant, pub, bar or cafe
- f. Purchased food through an online marketplace such as Facebook marketplace, Etsy, Gumtree, Instagram, Nextdoor etc.
- i. Every day
- ii. Most days but not every day
- iii. 2 to 3 times a week
- iv. Every week
- v. Some weeks but not every week
- vi. I have not done this in the last month
- vii. Don't know/can't remember
- viii. Prefer not to answer

Q6 Which, if any, of the following are reasons why you did not buy a take-away in the past month? [Please select from the options listed]

- a. I prefer to cook at home
- b. I prefer to eat more healthily
- c. I can't afford take-aways
- d. I am concerned about Covid-19
- e. I want to save money
- f. I am concerned about adequate food hygiene
- g. Other (specify)

Q7 In the last month, how often, if at all, have you arranged for food to be delivered to your house in the following ways? [Please select one answer for each statement]

- a. Through a food sharing app (e.g. Olio)
- b. Through a government or local authority scheme
- c. Through a food charity or food bank
- i. Every week

- ii. Some weeks but not every week
- iii. Just one week in the past month
- iv. I have not done this in the last month
- v. Don't know/can't remember
- vi. Prefer not to answer

ASK Q8A IF (Q7 =1,2,3 OPTIONS SELECTED FOR FOOD BANK/CHARITY)

Q8 Which of the following, if any, are reasons you have had food delivered to your house from a food bank or a food charity in the last month? [Please select up to three options]

- a. We did not have enough money to buy food
- b. Someone in the household has been self-isolating because they have Covid-19 symptoms, have been contacted by the NHS 'test and trace' scheme, or have returned from a trip to another country that requires self-isolation on return
- c. There was a delay or problems with benefits payments
- d. Someone in the household lost their job
- e. Someone in the household was on furlough or on a Covid-19 specific Government Job support Scheme
- f. We had difficulties travelling to get food ourselves
- g. Other (please specify)
- h. Prefer not to answer

Q9 In the last month have you or anyone in your family eaten any of the following foods that has gone past its 'use-by' date? [Please select one answer for each]

- a. Cooked meats
  - b. Smoked fish
  - c. Bagged salads
  - d. Cheese
  - e. Milk
- i. Yes, this happened every week
  - ii. Yes, this happened some weeks but not every week
  - iii. Yes, this happened just one week in the last month
  - iv. No, never



v. We haven't eaten this in the last month

vi. Don't know/can't remember

vii. Prefer not to say

Q10 In the last month, how often, if at all, have you done any of the following?  
[Please select one answer for each statement]

a. Cooked food from scratch

b. Cooked to freeze food for later

c. Wasted or thrown away food

d. Bought processed food

e. Eaten together with the family

f. Snacked on cakes, biscuits, confectionery and savoury snacks

g. Bought food from local shops

h. Eaten healthy meals

i. Eaten meat

i. Every day

ii. Most days but not every day

iii. 2 to 3 times a week

iv. Every week

v. Some weeks but not every week

vi. I have not done this in the last month

vii. Don't know/can't remember

viii. Prefer not to answer

Q11 How often, if at all, do you do each of the following?  
[Please select one answer for each statement]

a. Cook food until it is steaming hot throughout

b. Follow instructions on food packaging which tells you how long food should be stored once opened

c. Washing raw chicken

d. Use different chopping boards for different foods

e. Check use-by dates when you are about to cook or prepare food

i. Always

ii. Most of the time

iii. Sometimes

iv. Never

v. I don't cook

Q12. Thinking about food in the UK today, how concerned, if at all, do you feel about...? [Please select one answer for each statement]

a. The quality of food produced in the UK

b. The quality of food imported from outside the UK

i. Highly concerned

ii. Somewhat concerned

iii. Not very concerned

iv. Not concerned at all

v. Don't know

Q13 When shopping for food, how often, if at all, do you check?  
[Please select one answer for each statement]

a. The country of origin

b. Food assurance scheme logos (e.g Red Tractor, The Lion Mark, RSPCA Assured, Soil Association) [INFO BUTTON: In the UK, food assurance schemes, such as Red Tractor and Lion Eggs, help to provide consumers and businesses with guarantees that food has been produced to specific standards of food safety or animal welfare]

i. Always

ii. Most of the time

iii. About half the time

iv. Occasionally

v. Sometimes

vi. Never

vii. Don't know

Q14 Thinking generally, do you have any concerns about the food you eat at the moment?

- a. Yes
- b. No

Q15 [Ask if yes at Q14] Which of these food issues are you concerned about, if any?  
[Please select all that apply]

- a. The 'healthiness' of food in my diet (e.g. the number of calories, fat, sugar or salt in the food you eat or the nutritional content of your diet)
- b. Cooking safely at home
- c. Food poisoning (e.g. Salmonella and E. Coli)
- d. Food hygiene when eating out or buying takeaways
- e. Food hygiene and safety practices in the food supply chain. [INFO BUTTON: The food supply chain is everything that goes into bringing food to our plates; from food production, transportation, packaging, storage, sale of produce through to consumption and disposal].
- f. The use of pesticides
- g. The use of additives (e.g. preservatives and colouring)
- h. Chemical contamination from the environment (e.g. lead in food)
- i. Hormones, steroids or antibiotics in food
- j. Genetically Modified (GM) foods
- k. Food prices
- l. Food allergen information (e.g. availability and accuracy)
- m. Food waste
- n. Animal welfare
- o. Food miles (e.g. the distance food travels)
- p. Sustainability / the impact of food production on the environment
- q. Food fraud or crime (e.g. food not being what the label says it is)
- r. The quality of food imported from other countries
- s. Food freshness (e.g. how long it has been stored before reaching your plate)
- t. The impact of Covid-19 on the food supply chain. [INFO BUTTON: The food supply chain is everything that goes into bringing food to our plates; from food production, transportation, packaging, storage, sale of produce through to consumption and disposal].
- u. The impact of Brexit on food import/exports
- v. The ethical treatment of producers and farmers (e.g. Fair Trade)

w. Other - please specify

x. None of these

y. Don't know

### **Consumer Insights Tracker survey questions**

Q1 Do you have any physical or mental health conditions or illnesses lasting or expecting to last for 12 months or more? [Please select one answer only]

(The response options for question 1 were amended from Wave 10 onwards to reflect the self-isolation guidance. Previously the options were as follows:

a. I am currently self isolating [IF WALES/NORTHERN IRELAND]  
I am choosing to self isolate [IF ENGLAND]

b. I, or a member of my household, have suspected Covid-19 symptoms

c. I have physical or mental health condition(s) or illness(es) that has lasted or is expected to last 12 months or more

d. None of these

e. Prefer not to say)

a. Yes – physical condition

b. Yes – mental health condition

c. Yes – both physical and mental health condition

d. No

e. Prefer not to say

Q2 To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month?  
[Please select one answer only]

a. Very worried

b. Somewhat worried

c. Not very worried

d. Not at all worried

e. Don't know

f. Prefer not to answer

Q3 To what extent, if at all, are you worried you/your household will not be able to afford food in the next month? [Please select one answer only]

- a. Very worried
- b. Somewhat worried
- c. Not very worried
- d. Not at all worried
- e. Don't know
- f. Prefer not to answer

Q4 In the last month have you cut down the size of your meals or skipped meals for any of the following reasons? [Please select one answer for each statement]

- a. You did not have enough money to buy food
- b. You (or others in your household) were not well enough to shop or cook food
- c. You had no means to get to the shops to buy food
- d. You were unable to get a delivery of food or obtain it in other ways
- i. Yes, this happened every week
- ii. Yes, this happened some weeks but not every week
- iii. Yes, this happened just one week in the last month
- iv. No, never
- v. Don't know/can't remember
- vi. Prefer not to answer

Q5 In the last month, how often, if at all, have you used a food charity or food bank? [Please select one answer only]

- a. Every week
- b. Some weeks but not every week
- c. Just one week in the last month
- d. I have not done this in the last month
- e. Don't know/can't remember
- f. Prefer not to answer

Q6 In the last month have you or anyone in your family eaten any of the following foods that has gone past its 'use-by' date? [Please select one answer for each]

- a. Cooked meats
- b. Smoked fish
- c. Bagged salads
- d. Cheese
- e. Milk
- i. Yes, this happened every week
- ii. Yes, this happened some weeks but not every week
- iii. Yes, this happened just one week in the last month
- iv. No, never
- v. We haven't eaten this in the last month
- vi. Don't know/can't remember
- vii. Prefer not to say

Q6\_1 In the last month, which, if any, of the following have applied to you? (Question added from W14 onwards) [Please select one answer for each statement]

- a. I could not afford my essential food shopping
- b. I could not afford to eat a healthy balanced diet
- c. I have eaten cold food because I could not afford to cook hot food
- d. I have eaten food past its use-by date because I couldn't afford to buy more food
- i. Yes, this happened every week
- ii. Yes, this happened some weeks but not every week
- iii. Yes, this happened just one week in the last month
- iv. No, never
- v. Don't know/can't remember
- vi. Prefer not to answer

Q6\_2 In the last month, which, if any, of the following have you done to reduce your energy bills and save money? (Question added from W14 onwards) [Please select one answer for each statement]

- a. Used cheaper cooking methods (e.g. using a microwave, air fryer or slow cooker) instead of an oven to heat or cook food
- b. Reduced the length of time that food is cooked for

- c. Lowered the cooking temperature for food
- d. Turned off a fridge and/or freezer that contains food
- e. Changed the settings so that food in a fridge and/or freezer is being kept at a warmer temperature
- i. Yes, I have done this every week
- ii. Yes, I have done this some weeks but not every week
- iii. Yes, I have done this just one week in the last month
- iv. No, I have not done this in the last month
- v. Don't know/can't remember
- vi. Prefer not to answer

Q7 Please think about the food products that you usually prefer to buy. These might be specific types of food or particular brands, or products you prefer for some other reason.??

Thinking about each of the following types of food, in the last week, have any of your preferred products been unavailable where you usually buy them when doing your food shopping? By unavailable, we mean that your usual or preferred product was out of stock. If you have food delivered to your home, this would mean that the product could not be delivered or was substituted. [Please select all that apply]

- a. Raw poultry (for example chicken, turkey, goose and duck)
- b. Raw red meat e.g., beef, lamb, pork
- c. Raw Sausages and Bacon
- d. Fresh fish or seafood (e.g. cod, salmon or prawns)
- e. Pre-cooked meats (for example, ham)
- f. Fresh milk
- g. Cheese
- h. Yoghurts
- i. Eggs
- j. Frozen foods (such as frozen meat, frozen fish, frozen vegetables or frozen chips)
- k. Ready meals
- l. Baby food
- m. Baby formula milk
- n. Bread
- o. A 'free-from' product (such as gluten free, dairy free, wheat free etc)

p. Fresh vegetables

q. Fresh fruit

r. Cooking oils (such as olive oil, sunflower oil, vegetable oil, or rapeseed oil) (Option R was included from Wave 10 onwards)

s. Other

t. None of the above

Q8 [Ask those who have experienced food shortages i.e, selected a food item in Q7] Thinking about the following types of food products you said were unavailable, were you able to find a suitable substitute when doing your food shopping? For example, a suitable substitute might be another similar product or a different brand of the same product.

a. Raw poultry (for example chicken, turkey, goose and duck)

b. Raw red meat e.g., beef, lamb, pork

c. Raw Sausages and Bacon

d. Fresh fish or seafood (e.g. cod, salmon or prawns)

e. Pre-cooked meats (for example, ham)

f. Fresh milk

g. Cheese

h. Yoghurts

i. Eggs

j. Frozen foods (such as frozen meat, frozen fish, frozen vegetables or frozen chips)

k. Ready meals

l. Baby food

m. Baby formula milk

n. Bread

o. A 'free-from' product (such as gluten free, dairy free, wheat free etc)

p. Fresh vegetables

q. Fresh fruit

r. Cooking oils (such as olive oil, sunflower oil, vegetable oil, or rapeseed oil)

s. Other

i. I was always able to find a suitable substitute??

ii. I was sometimes able to find a suitable substitute??

iii. I was not able to find a suitable substitute?



Q9 In the past week, have you, personally, noticed that the price of your food shopping has changed? [Please select one answer only]

- a. It got cheaper
- b. It stayed the same
- c. It got more expensive
- d. Don't know
- e. I haven't done any food shopping in the past week

Q10 In the last week, have you or anyone in your household done any of the following? [Please select all that apply]

- a. Purchased more non-perishable (store cupboard) food than we usually would
- b. Purchased more fresh food than we usually would, and frozen it for later
- c. Changed what we usually purchase, for products with a longer shelf-life
- d. Purchased raw ingredients to make products that we'd usually buy pre-packaged (e.g. purchasing flour to make bread, rather than pre-packaged bread)
- e. Purchased more fuel (petrol/diesel) than we usually would
- f. Purchased additional food in preparation for Christmas (Option F only included in Waves 8 -9 and Waves 16 – 17 removed after the Christmas period)
- g. None of these
- h. Don't know

**[Only asked in Waves 8 - 9 and Waves 16 – 17 before Christmas and New Year]**

Q11\_1 Now I want you to think about this Christmas (2022) and New Year (2023). How concerned, if at all, are you personally about each of the following when doing your food shopping? [Please select one answer only for each statement]

- a. The availability of food
- b. The quality of food
- c. The safety of food
- d. The price of food
- e. The sustainability/environmental impact of food (Option E only included in Waves 16 – 17 removed after the Christmas period)
- f. The healthiness of food (Option F only included in Waves 16 – 17 removed after the Christmas period)

- i. Highly concerned
- ii. Somewhat concerned
- iii. Not very concerned
- iv. Not concerned at all
- v. Not applicable

**[Only asked in Waves 16 – 17 before Christmas and New Year 2022]**

Q11\_2 And thinking specifically about food for Christmas this year (2022), compared to Christmas last year (2021). Which, if any, of the following have you done to save money? [Please select all that apply]

- a. Changed to cheaper brands (e.g. switching to own-branded products or switching to a cheaper product range)
- b. Bought less food than I usually would for Christmas
- c. Bought 'yellow-sticker' reduced food items that are close to their use-by date
- d. Switched to a cheaper supermarket
- e. Waited to buy food items until they were discounted or on offer
- f. Shopped in multiple supermarkets / shops to get a better deal
- g. Bought less fresh food (e.g. fruit, vegetables, meat) and more long-life foods instead (e.g. tinned or frozen products)
- h. Other: I've taken other actions to save money on food for Christmas 2022
- i. I have taken no action to save money on food for Christmas 2022

Q12 At the moment, how concerned, if at all, do you personally feel about each of the following topics? [Please select one answer for each statement]

- a. The 'healthiness' of food in my diet (e.g. the number of calories, fat, sugar or salt in the food you eat or the nutritional content of your diet)
- b. Food availability/food shortages
- c. Animal welfare in the food industry
- d. The safety of food produced in the UK
- e. The safety of food imported from outside the UK
- f. The quality of food produced in the UK
- g. The quality of food imported from outside the UK
- h. Food prices

i. Sustainability / the impact of food production on the environment

i. Highly concerned

ii. Somewhat concerned

iii. Not very concerned

iv. Not concerned at all

v. Don't know

vi. I don't know enough to comment

Q13 How confident are you in the food supply chain? That is all the processes involved in bringing food to your table. [Please select one answer only]

a. Very confident

b. Fairly confident

c. Not very confident

d. Not at all confident

e. It varies

f. Don't know

Q14 How confident are you that those involved in the food supply chain in the UK... [Please select one answer for each statement]

a. Ensure that food is safe to eat

b. Ensure there is enough food available for people to eat

c. Ensure there are affordable food options for everyone

d. Ensure that food is of a high quality

i. Very confident

ii. Fairly confident

iii. Not very confident

iv. Not at all confident

v. It varies

vi. Don't know

Q15 The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. [Please select one answer for each statement]

How confident are you that the Food Standards Agency...

- a. ...can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food)?
  - b. ...is committed to communicating openly with the public about food-related risks?
  - c. ...takes appropriate action if a food-related risk is identified?
- i. Very confident
  - ii. Fairly confident
  - iii. Not very confident
  - iv. Not at all confident
  - v. Don't know / Don't know enough to say

Q16 The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How much do you trust or distrust the Food Standards Agency to do its job? That is to make sure that food is safe and what it says it is. [Please select one answer only]

- a. I trust it a lot
- b. I trust it
- c. I neither trust nor distrust it
- d. I distrust it
- e. I distrust it a lot
- f. Don't know / Don't know enough to say