



Consumer Attitudes to Food Standards 2005

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

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CONSUMER ATTITUDES TO
FOOD STANDARDS
WAVE 6

UK REPORT

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and
COI

COI Ref: 268650

Prepared by:
TNS
Wembley Point
London
HA9 6DE

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1 Introduction

1.1 Background

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

The Agency's core values are:

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

The Agency's role is to:

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

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

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

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

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

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

1.2 Research objectives

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

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

More specifically, the research aims to:

- Track changes in attitudes, knowledge, behaviour and awareness over time
- Improve knowledge and understanding of consumer attitudes in those areas for which the Agency has responsibility
- Help the Agency develop effective communications
- Gauge public confidence and understanding of national food safety and standards arrangements

1.3 Research methodology

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

- The requirement for a representative sample of adults aged 16+ in each country (England, Scotland, Wales and Northern Ireland) yielding sufficient numbers in critical sub-groups for independent analysis
- The interview length
- The requirement for the methodology to be fully replicable, allowing changes in attitudes, awareness, knowledge and behaviour to be tracked over time

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

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

length manageable and reduce the risk of respondent fatigue.

The 2005 questionnaire was identical to the one in 2004.

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

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

The sample size was required to be robust at a country level. The actual number of interviews conducted in each country in 2005 is outlined below. The structure of the sample in each country was designed to be representative of that country's population.

This report is based on the following number of interviews:

England	1,003 (target 1,000)
Wales	719 (target 700)
Scotland	713 (target 700)
Northern Ireland	708 (target 700)
TOTAL	3,143 (target 3,100)

The sample profile is shown in Appendix Two.

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

The data was weighted at the analysis stage to ensure that the final sample in each country and in the UK overall was demographically representative.

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

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

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

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

2 Executive summary

2.1 Research methodology

Six waves of this study have been conducted on an annual basis from 2000 to 2005. Interviewing was conducted face to face with respondents using CAPI technology, with the interview length approximately 30 minutes. A representative sample of 3143 adults in the UK were interviewed for the 2005 study between September and October that year.

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

2.2 Key highlights

An increase in “healthy” foods being eaten

- UK respondents were more likely to claim to be eating more of healthy foods such as fruit, vegetables/salads and fish than they were a year ago. Furthermore, there was generally greater awareness this year of the food types that *should* be more or less frequently consumed – in particular respondents were more likely to think that people should be eating more vegetables/salad, fruit and fish.

An increase in the number of respondents looking for nutritional information on labels

- Over half of respondents say they always, or usually, look at the label on the food products they buy. There has been an increase in the proportion of respondents looking for nutritional information on the label, such as the amount of fat, salt and sugar (60%, 53%, 48% respectively of respondents say they look for this information).
- The proportion of respondents looking for the amount of salt on labels has increased by 9% this year, perhaps, in part, due the heightened awareness of this issue due to the FSA’s salt campaign.
- However, respondents claimed to be less likely to look for other information such as use by / best before dates and cooking & storage instructions, perhaps implying that there is a limited amount of time people will spend reading labels.

A trend of food related concerns leaning more to nutritional issues rather than BSE or the use of GM ingredients

- BSE and food containing GM ingredients appear to be less top of mind as concerns this year. For BSE this represents an ongoing decline in concern since 2000.

- There has been increasing concern over the amount of salt, fat and sugar present in food since these issues were added to the questionnaire in 2003.

An increase in traditional eating habits

- Half of respondents claim to prepare at least one meal per day from raw/fresh ingredients. There has been an upward trend in this, with 54% of respondents in 2005, 51% in 2004 and 48% in 2003.
- 71% of respondents claim to sit down to a meal with the whole household at least once a day, which is an increase from 67% last year.

The level of concern over food hygiene remains stable

- Concern about general hygiene in catering outlets remained at the same levels observed in 2004. Fast food outlets dominated concern, being mentioned by two-fifths of respondents.

Improving perception of the FSA

- This year UK respondents were more likely to be able to cite an organisation that they would use for information about food safety and standards compared with previous years. In particular, the Food Standards Agency has become more top of mind over time.
- Supermarkets remain the most used source of information, although one quarter of respondents claim to have used the FSA. The vast majority of those who have used the FSA regarded it as reliable.
- There have been increases in the proportion of respondents who view the FSA as;
 - Providing clear advice (50%)
 - An organisation they trust (58%)
 - An organisation they have confidence in the role it plays protecting health with regards to food safety (65%)
- There has been a decrease in the proportion of respondents who feel the FSA reflects the view of the food industry, however a quarter feel it reflects the view of government and a further fifth feel it reflects the views of consumer groups.

3 Shopping, cooking and eating habits

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

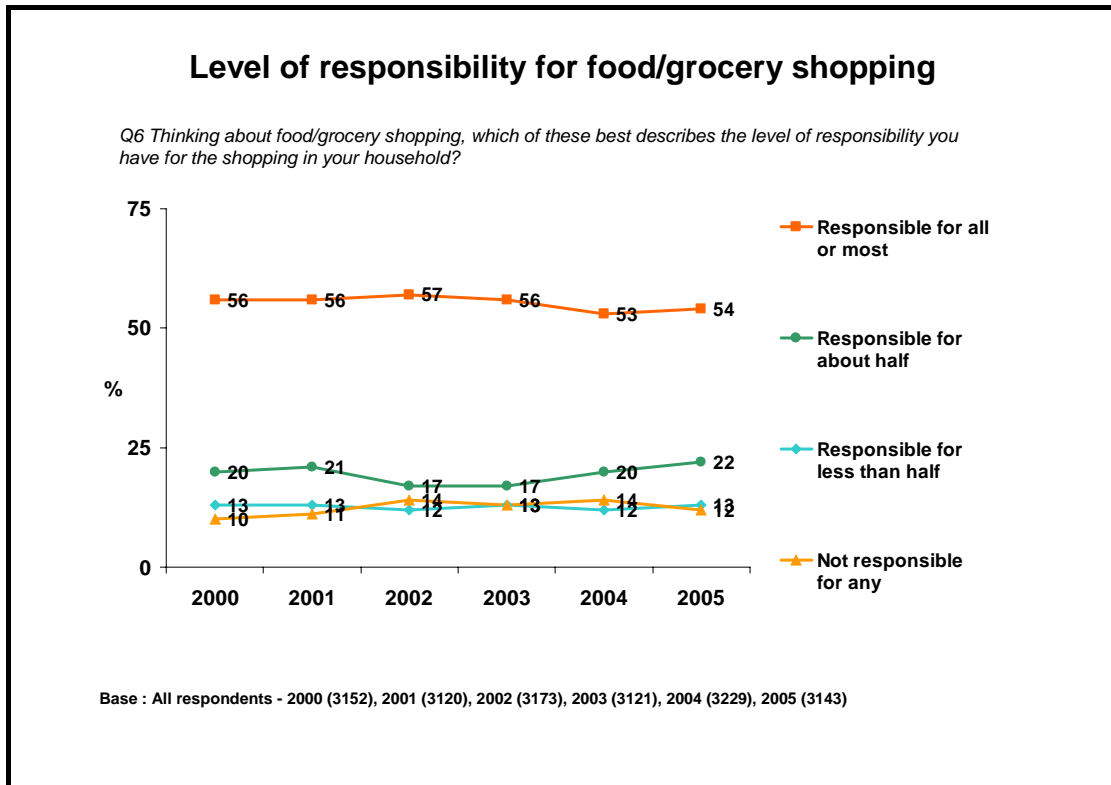
Key findings:

- The vast majority (92%) continue to use supermarkets for most of their food shopping.
- However, local shops play an important role in 'top-up' shopping, being used by 75% of the sample for some of their food purchases - though this represents a decline in use of local shops since 2003. The use of markets, however, for any food shopping has increased since 2003 (to 26%).
- Over half the sample claimed to prepare/cook a meal from raw or fresh ingredients at least once a day, which is an increase compared to 2003.
- The key reason given for not preparing or cooking a meal more frequently is lack of time, with this consistently being cited as the main reason throughout the life of the study.
- The proportion of households claiming to sit down together for a main meal at least once a day has increased to 71% this year (from 67% in 2004).

3.1 Responsibility for food/grocery shopping

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

Chart 1



Throughout the six years of the study consistently just over half the sample (54% in 2005) claimed to be responsible for all or most of the household's food/grocery shopping. A fifth (22% in 2005) claimed to be responsible for about half.

Across the countries a broadly similar proportion of each sample claimed to be responsible for all/most food shopping - England (53%); Scotland (59%); Wales (55%) and Northern Ireland (55%).

Consistently throughout the period of the study, women (75% in 2005) were more likely to take all/most of the responsibility for household food shopping compared to men (32% in 2005).

More of those of white ethnic origin (55%) were responsible for all/most food shopping compared to non-white respondents (45%).

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

Those of DE social grade (64%) were more likely to be responsible for all or most food shopping versus both AB's (45%) and C1C2's (50%). Again, this is consistent with the pattern observed in previous years.

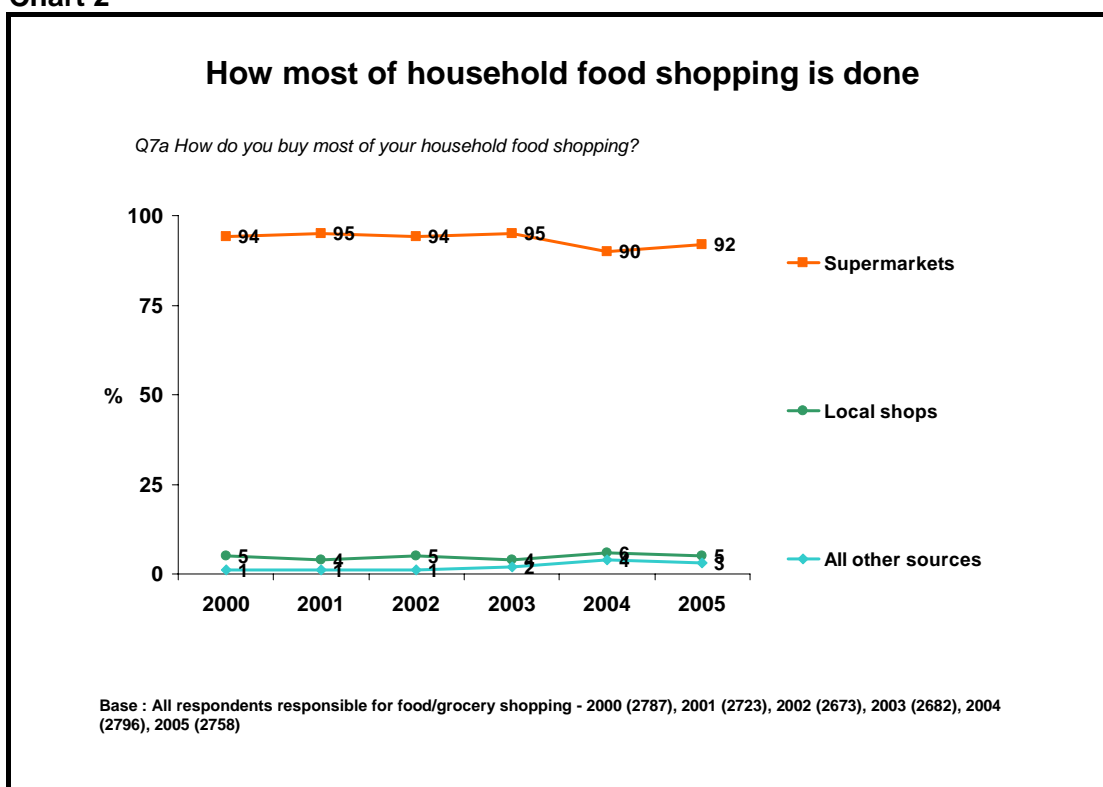
Predictably, those working full-time (41%) were the least likely of the working status groups to be responsible for all/most food and grocery shopping. Part-time workers (67%) and those not in employment (62%) were more likely to have full responsibility for this type of shopping.

3.2 How household food shopping is done

Food shopping continues to be dominated by supermarkets – more than nine out of ten of those interviewed who were responsible for food shopping bought most of their food from this source. However, the proportion using supermarkets has declined in recent years, with 90% using supermarkets in 2004 and 92% in 2005, compared to 94 or 95% in previous years.

A minority (5%) used local shops for most of their food shopping and a very small proportion of respondents (3%) used other sources (e.g. local markets or the internet, telephone, or mail order). The proportion using each of these sources has remained broadly stable throughout the six years of the study.

Chart 2



Those living in Northern Ireland were less likely than those in the other three countries to use supermarkets and more likely to use local shops as their main source of food shopping. Those living in England were more likely to use markets than were those in the other countries, while in Scotland use of the internet was higher than Northern Ireland.

Table A

KEY SUB-GROUPS – HOW MOST FOOD SHOPPING IS DONE (2005)

	England	Scotland	Wales	Northern Ireland
	(899)	(644)	(624)	(591)
	%	%	%	%
Supermarkets	92	92	95	81
Local shops	4	6	4	18
Markets	2	n	*	*
Internet	1	2	1	*
Other	n	n	*	*

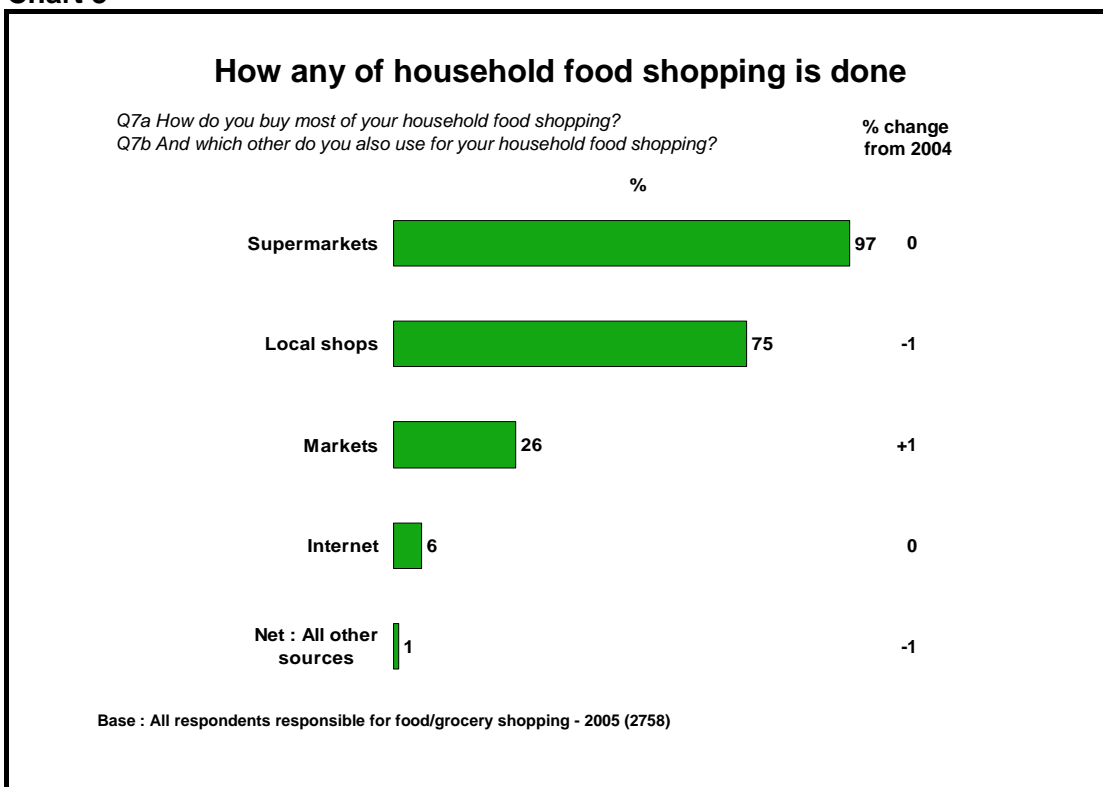
Base: All responsible for food/grocery shopping

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

Within adult only households, those with two or more adults (93%) were more likely than single adult households (87%) to use supermarkets for most food shopping. Single adult households, in contrast, were more likely to use local shops (10%, versus 4% of households with two or more adults).

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

Chart 3



This illustrates that local shops do play an important secondary role for the majority of respondents, with 75% using this outlet type for some food purchases (compared to only 5% using them for most of their food shopping in 2005). This does, however, represent a decline in usage of local shops since 2003, when they were used for some food purchases by 79% of respondents.

Local markets were used by just over a quarter of respondents (26%) on some occasions, with the figures for 2005 and 2004 representing an increase over 2003 (19%).

While only 1% of respondents undertook most of their food shopping via the internet, as many as 6% of them did some food shopping via this route. This level has remained consistent since 2003.

Looking at the key sub-groups, local shops were more commonly used for any food shopping by those in Scotland and Northern Ireland, while markets figured more strongly for those living in Wales and England. Fewer respondents in Northern Ireland used the internet for any food shopping compared to all other countries.

Table B

KEY SUB-GROUPS – HOW ANY FOOD SHOPPING IS DONE (2005)

	England	Scotland	Wales	Northern Ireland
	(899)	(644)	(624)	(591)
	%	%	%	%
Supermarkets	97	98	98	96
Local shops	73	85	78	91
Markets	28	5	28	7
Internet	6	5	4	2
Other	1	1	1	*

Base: All responsible for food/grocery shopping

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

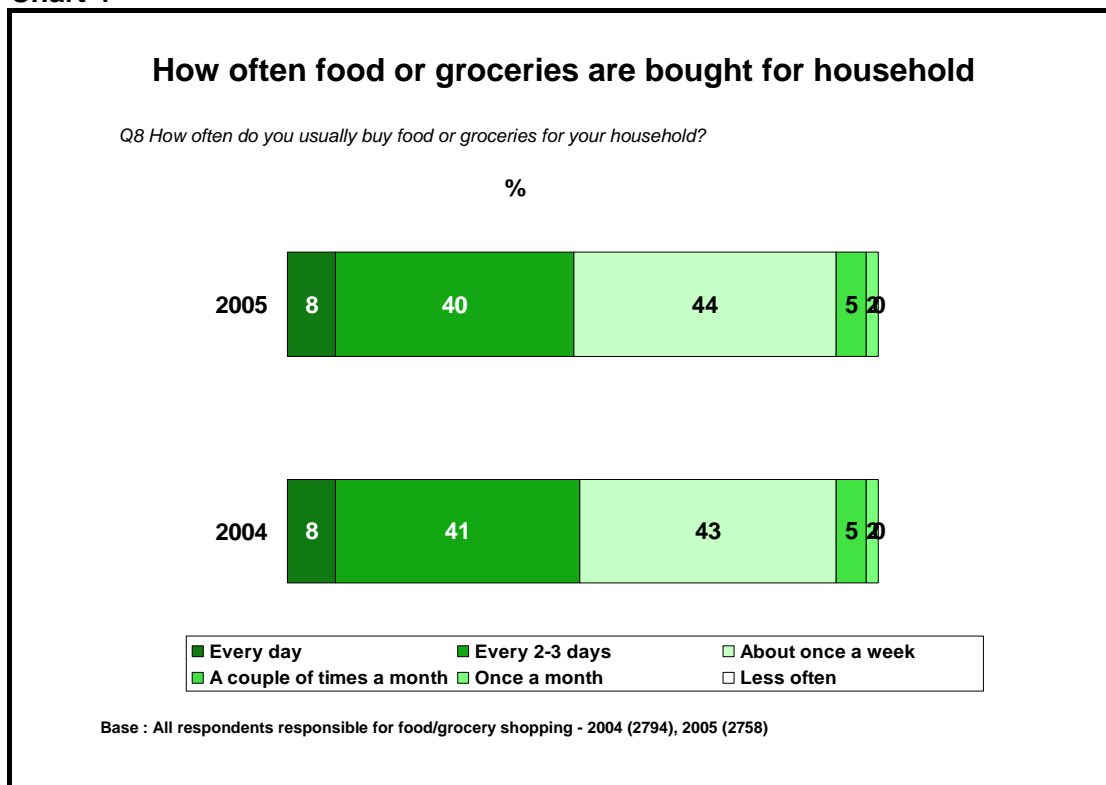
Those of AB social grade were more likely to use the Internet (14%, versus only 5% of C1C2's and 2% of DE's).

Those who claimed that their eating habits were less healthy in the last year were less likely to use markets for any of their food shopping – only 10% of this group did so, compared to 27% among both those who felt their eating habits had become healthier, or were unchanged over this period.

3.3 Frequency of purchasing food/groceries

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

Chart 4



The majority shopped about once a week or more, with the largest single group (44%) claiming to do so about once a week and a similar proportion (40%) claiming to shop every 2 to 3 days. A very similar pattern was observed in both 2003 and 2004.

There was relatively little variation in shopping frequency among the sub-groups, though a greater proportion of those of DE social grade (13%) claimed to shop for food every day versus AB's (6%) or C1C2's (5%).

Those of white ethnic origin tended to shop more frequently than their non-white counterparts, as Table C shows.

Table C
KEY SUB-GROUPS - FREQUENCY OF FOOD/GROCERY SHOPPING (2005)

	White (2614) %	Non-White (133) %
Every day	9	3
Every 2-3 days	42	28
About once a week	42	62

Base: All responsible for food/grocery shopping

Bold indicates a finding that is significantly different for white/ non-white ethnic group

In addition, shopping for food about once a week was more common in England, whereas in the other countries respondents tended to shop more frequently, as shown in Table D.

Table D
KEY SUB-GROUPS - FREQUENCY OF FOOD/GROCERY SHOPPING (2005)

	England (899) %	Scotland (644) %	Wales (624) %	Northern Ireland (591) %
Every day	7	15	12	15
Every 2-3 days	40	47	38	43
About once a week	46	33	43	37

Base: All responsible for food/grocery shopping

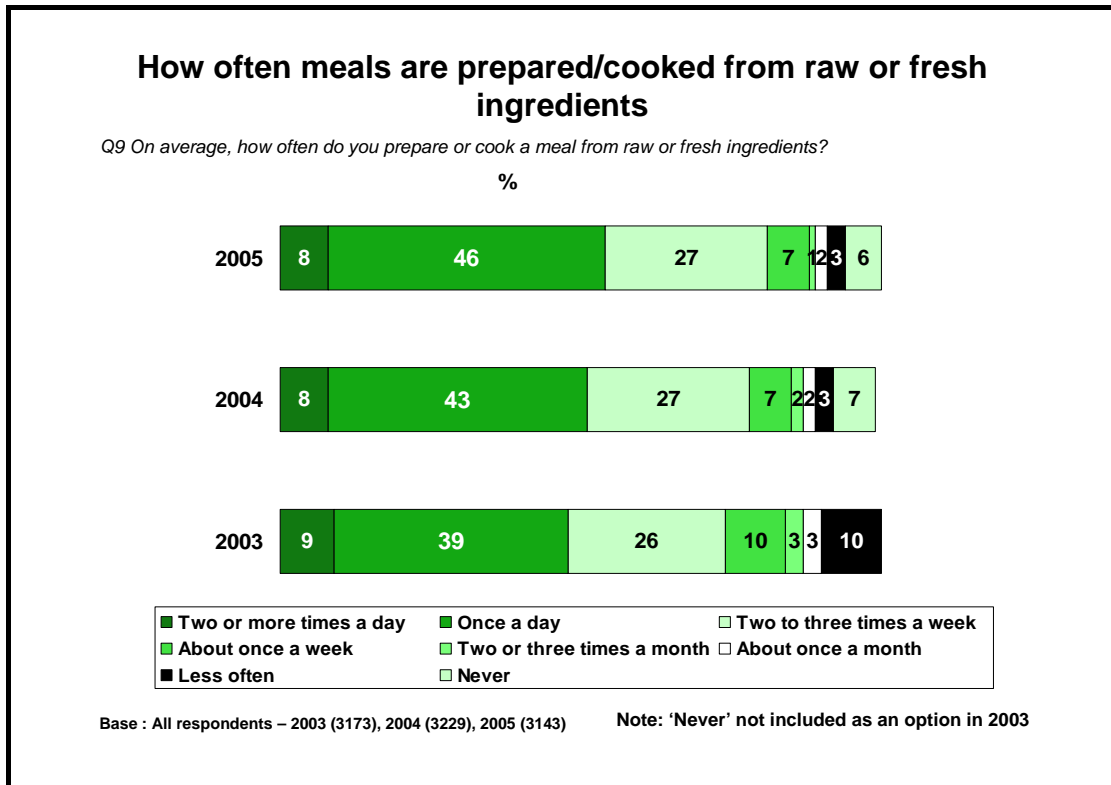
Bold indicates a finding that is significantly different from at least one other country

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

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

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

Chart 5



Over half the UK respondents (54%) claimed they prepared/cooked a meal from raw or fresh ingredients at least once a day. This represents an increase compared to 2003, when 49% did so.

Just over a quarter in 2005 (27%) stated they cooked with raw or fresh ingredients two to three times a week, and 7% claimed to do so about once a week.

There was considerable variation across demographic sub-groups on this question. As in previous years more women claimed to prepare or cook a meal from raw/fresh ingredients once a day (55%) compared to men (35%), although this is likely to be due to a lower propensity to cook overall for males, as demonstrated by the fact that they are more likely to say that someone else in the household does the cooking (see chart 6 on page 16).

Among the youngest age group (16-25 year-olds) there was a lower claimed frequency of preparing/cooking with fresh ingredients compared to all the older groups (as can be seen in Table E on the following page). This pattern has also been observed in previous years.

Clearly, though, some young respondents will be living with their family and therefore not be the main 'cook' in their household and so this may under-represent their consumption of home-cooked meals from fresh ingredients.

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

	16-25	26-35	36-49	50-65	66+
	(423)	(445)	(825)	(806)	(644)
	%	%	%	%	%
About once a week/more often (net)	77	90	89	93	86
Two or more times a day	7	9	8	9	9
Once a day	30	41	45	55	54

Base: All respondents

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

Those of AB social grade were more likely to prepare/cook a meal from fresh ingredients two or more times a day compared to either C1C2's or DE's.

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

	AB	C1C2	DE
	(612)	(1418)	(1113)
	%	%	%
About once a week or more often (net)	90	87	88
Two or more times a day	13	6	8
Once a day	43	46	47

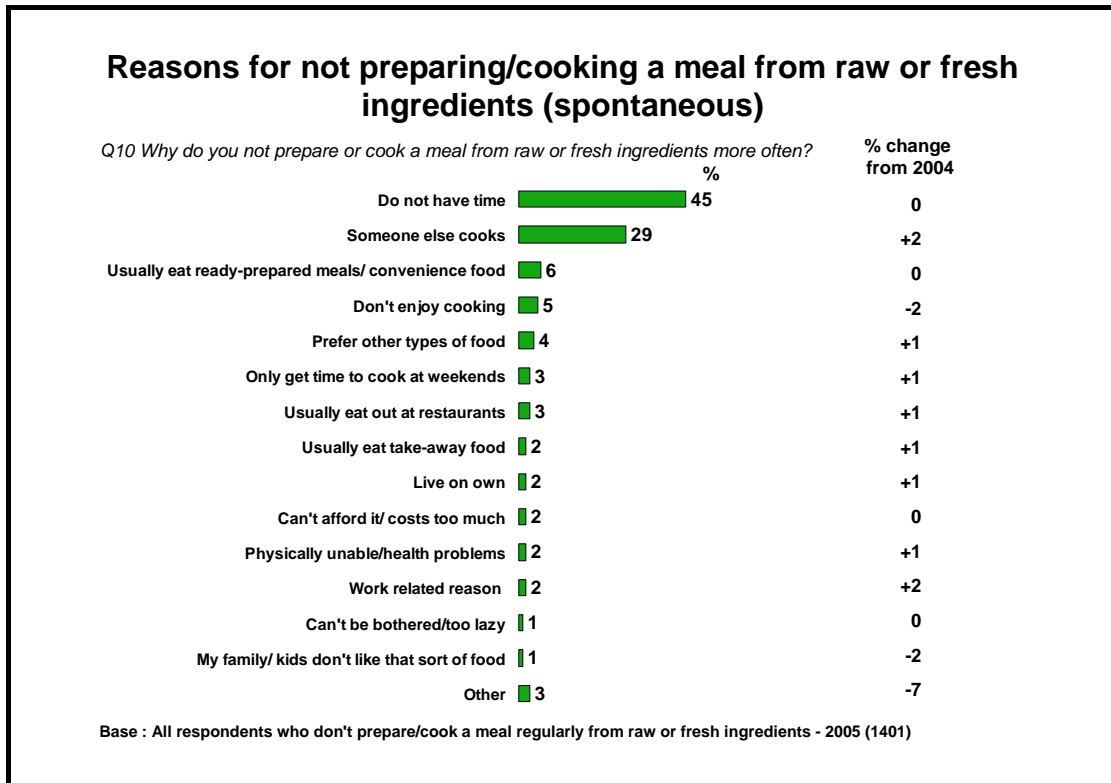
Base: All respondents

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

Fewer of those working full-time cooked from fresh ingredients once a day (39%) than did part-time workers (49%) or those not working (51%).

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

Chart 6



The most frequently stated reason was lack of time, mentioned by almost half (45%) of those who did not prepare/ cook a meal from raw or fresh ingredients regularly. The proportion giving this as a reason has remained stable since the question was added in 2003. Time also figured for an additional 3% who claimed they only had time to cook at weekends.

The second most commonly mentioned reason was that someone else cooks (29%), thus respondents may regularly eat 'home-cooked' meals but do not have responsibility for preparing them. Males were most likely to give this response (39%).

There was variation by sub-group in the reasons given. The 26-35 and 36-49 year-old groups were most likely to cite lack of time as their reason for not cooking more often (58% and 53% respectively), while the 16-25 year-olds were most likely of all the age segments to say that someone else cooked for them (40%).

Although only a minority of respondents (5%) claimed they didn't enjoy cooking, the older age groups (50-65 – 9% and 66+ - 11%) were the most likely of all the age segments to give this as a reason.

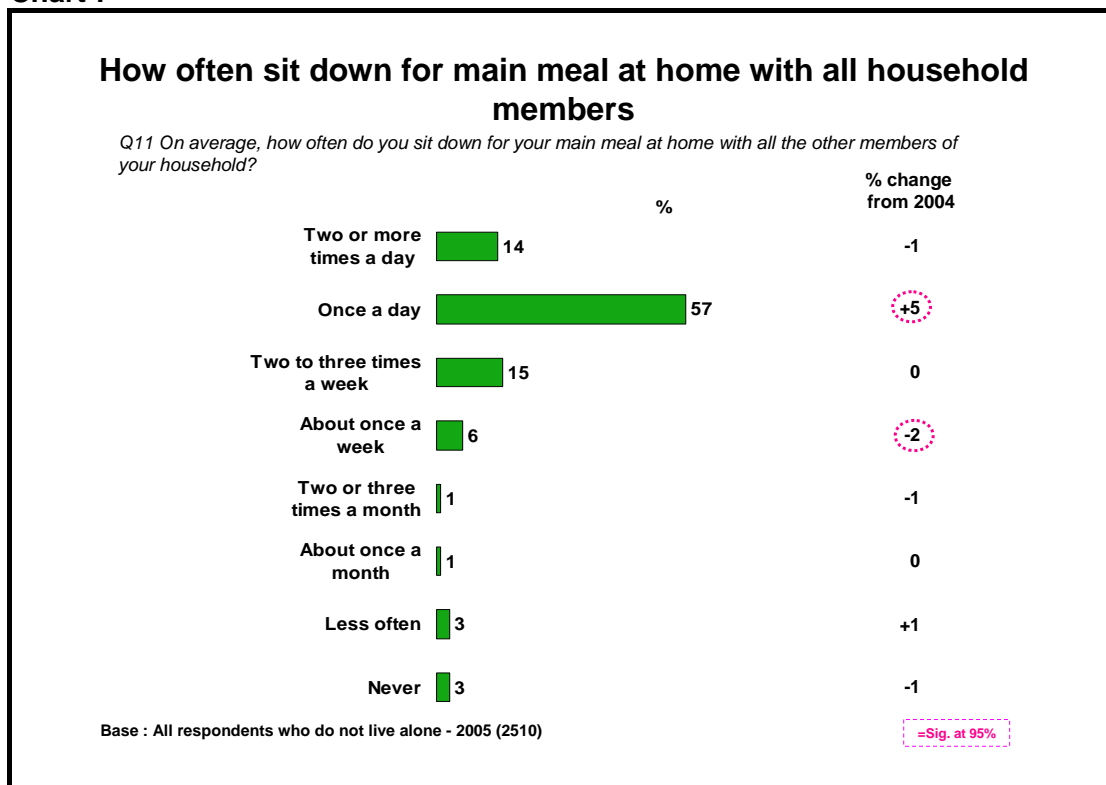
Looking at the social grades, DE's (33%) less commonly claimed they lacked time compared to AB's (55%) and C1C2's (48%). However, more of those with children in the household claimed they did not have time to cook (51%) compared to those without (42%).

Across the countries, fewer respondents in Northern Ireland cited a lack of time (31%) compared to those in England (47%) or Scotland (40%). Fewer of those in rural areas (32%) mentioned time pressures compared to semi-rural (47%) or urban (51%) areas.

3.5 Frequency of eating main meal at home

All those who did not live alone (80% of the total sample) were asked on average how often they sat down for their main meal at home with all the other members of their household. They were shown a frequency scale from which to choose their response.

Chart 7



The proportion of households sitting down together for a main meal at least once a day has increased to 71% this year from 67% in 2004.

The majority of those interviewed ate with the rest of their household once a week or more often (92%). Within this, the largest single group (57%) did so once a day, with this representing an increase compared to 2004 (52%) and 2003 (50%).

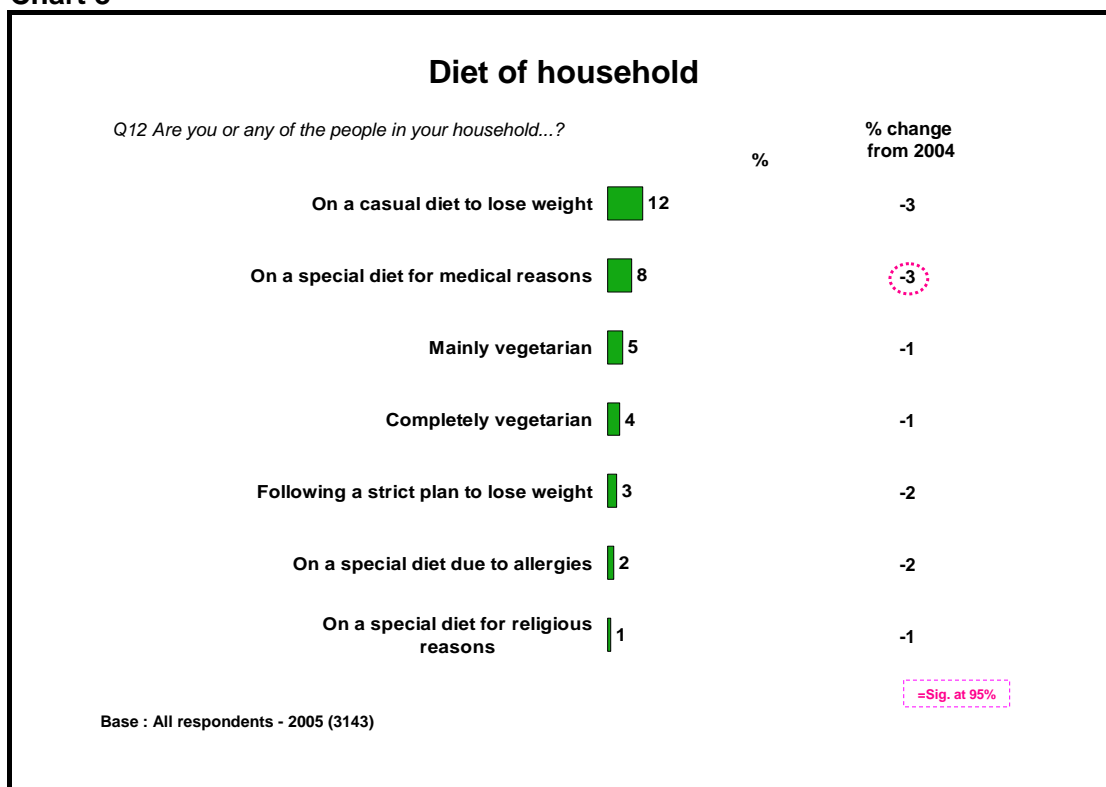
There was relatively little variation across the sub-groups on this measure. However, fewer of those of DE social grade (87%) ate with their whole household once a week or more compared to C1C2's (93%) or AB's (95%).

More of those in the older age segments (50-65 years – 18%; 66+ 39% versus 16-49 – 8%) ate with the other members of their household two or more times a day.

3.6 Diet of household

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

Chart 8



Just over one in ten respondents claimed someone in their household was on a casual diet to lose weight, with this representing a slight though not significant decrease from the 2004 figure (15%). Just under one in ten said someone was on a special diet for medical reasons and this represented a decrease from 2004, when 11% had claimed someone in their household was on such a diet.

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

Four percent of UK households claimed to contain someone who was completely vegetarian (do not eat meat or fish) and a further 5% said someone in their household was mainly vegetarian (eating fish but not meat). These figures have remained broadly stable across the six years of the study.

The proportion claiming to be completely vegetarian or to have a completely vegetarian member of their household was higher amongst younger respondents (7% amongst 16 – 25 year-olds and 8% among 26-35 year-olds compared to at most 3% among the older age groups). There was also a higher proportion of “completely vegetarians” amongst AB’s (7%) compared with DE’s (3%); and among those of non-white ethnic origin (10%) compared with white respondents (3%). This is in line with findings from previous years.

Older respondents were more likely to be on a special diet for medical reasons (50-65 – 12%; 66+ - 14%, versus at most 6% among the younger age bands).

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

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

Key findings:

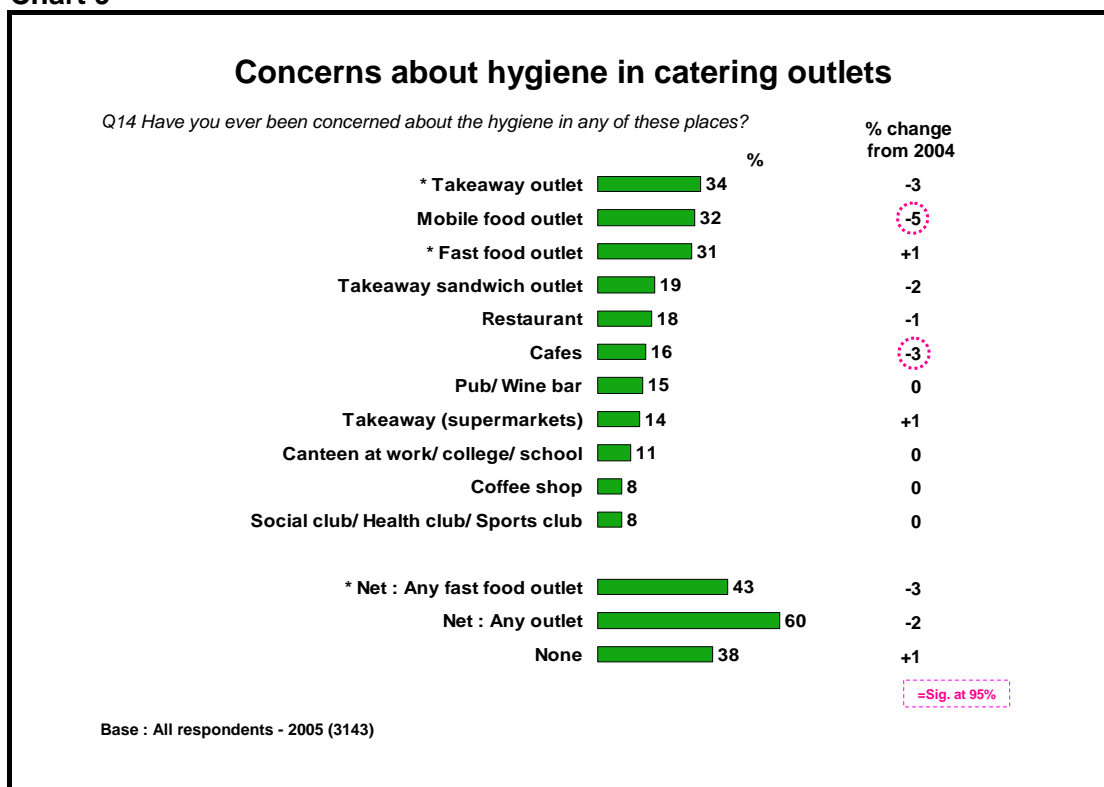
- Concern about general hygiene in catering outlets remained at the same levels observed in 2004. Fast food outlets dominated concern, being mentioned by two-fifths of respondents.
- Concerns were generally not reported and the levels of reporting remained at those observed in 2004.
- Overall concern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

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

4.1 Concern about hygiene in catering outlets

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

Chart 9



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

Over half of those interviewed (60%) stated a concern about hygiene in one or more types of catering outlet. Within this, some 43% expressed a concern about any type of fast food outlet. This is broadly in line with the position in 2004.

As in 2004, concern was most likely to be focused on takeaway outlets, mobile food outlets and fast food outlets. The number expressing a concern about most of the outlet types was broadly similar to that seen last year, with two decreases - for mobile food outlets (down 5 percentage points to 32% this year) and cafes (down 3 percentage points to 16% this year).

Looking at the countries, this year a greater proportion of those in England (62%) expressed any concern compared to the level in all other countries (Scotland – 54%; Wales – 55%; Northern Ireland – 55%). This arose from increased concern in England about a wide range of outlet types, rather than being focused on any particular outlet.

Fewer of those aged 66+ had any concerns about catering outlet hygiene (32%, compared to 58% or more among all other age bands).

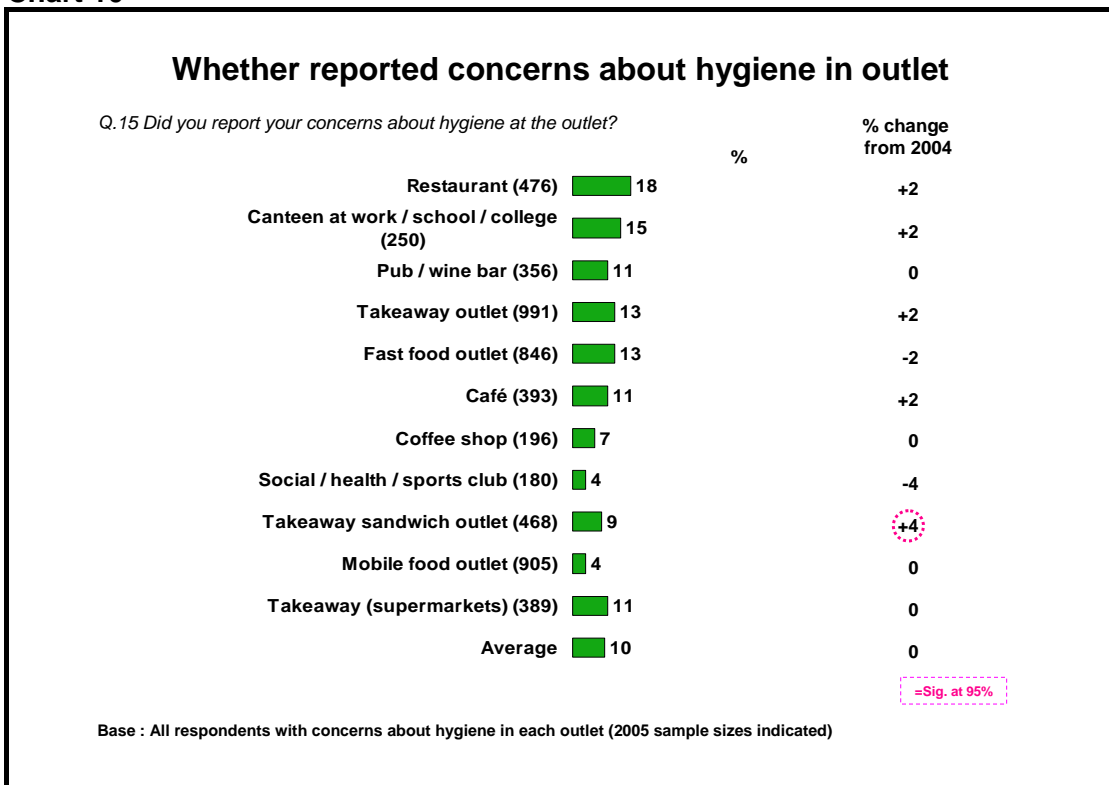
In terms of social grade, there was a decline in concern across the grades. Those in the AB (71%) social grades were slightly more likely to express a concern than their C1C2 (64%) counterparts and both AB's and C1C2's were more likely to express a concern than DE's (48%). This too is consistent with the previous year's findings.

Also as was observed last year, those with children in their household were more likely to have concerns about hygiene in one or more of these outlet types (68%, versus 56% of those without children).

Those who claimed their eating habits had become more healthy over the last year were more likely to express a concern at this question compared to those whose eating habits were unchanged or less healthy over this period ('More healthy' – 72%; 'Unchanged' – 53%; 'Less healthy' – 61%).

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

Chart 10



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

Takeaway sandwich outlets saw an increase this year (up 4 percentage points to 9%) in the number claiming to have reported their concerns.

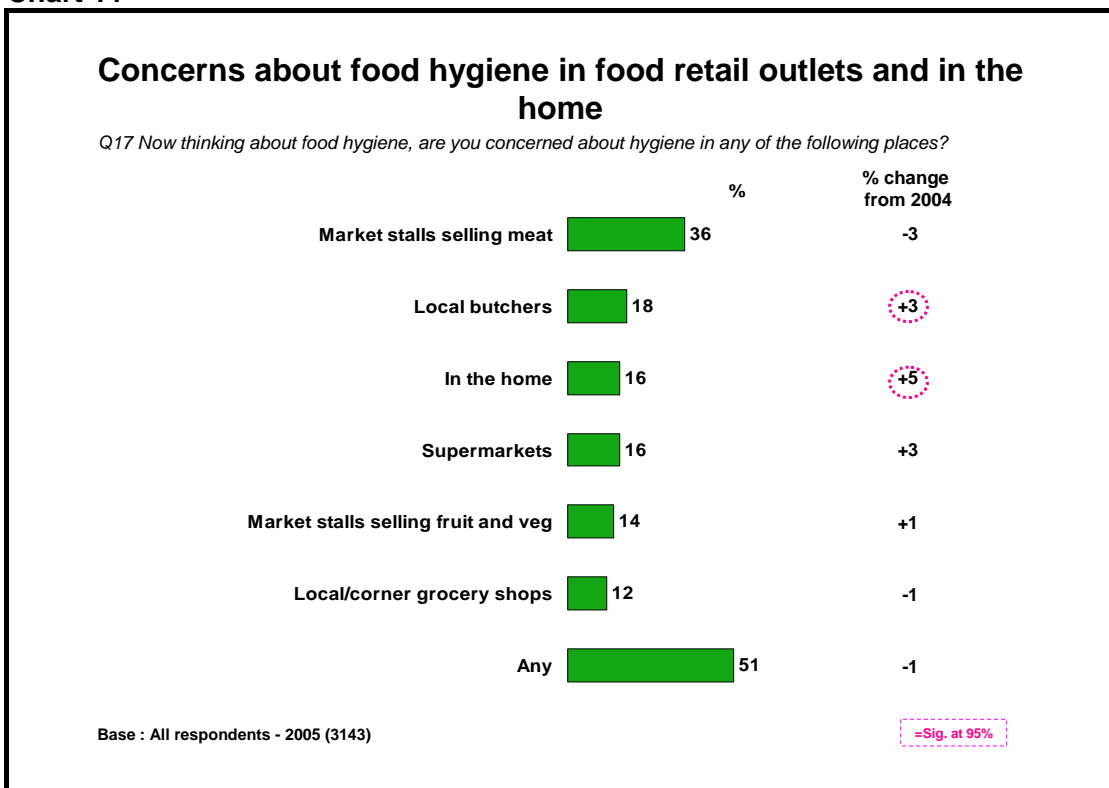
Those who did report concerns were asked who they reported them to. The base sizes for each outlet were particularly small; however, generally speaking, as in

previous years the majority of respondents claimed to direct complaints to staff at the outlet, with lower levels of mentions for claimed reporting to their local council/environmental health/trading standards officer.

4.2 Concerns about food hygiene in retail outlets and the home

Respondents were shown a list of places and asked whether they were concerned about hygiene in any of these locations. Just over half the sample (51%) expressed concern about food hygiene in one or more of these locations. This is very similar to the levels observed in previous years.

Chart 11



As in all previous years, market stalls selling meat were most frequently mentioned as causing concern (by 36% of the UK sample), followed at a somewhat lower level by local butchers (18%). Each of the other locations was mentioned by up to one-in-six UK respondents.

Hygiene in the home was mentioned as a concern by as many (16%) as mentioned external locations such as supermarkets (16%). These two locations were the only ones where shifts were observed this year – an additional 5% of respondents had concerns about food hygiene in the home and an extra 3% had concerns about supermarkets.

A higher proportion of those of non-white ethnic origin expressed concerns about hygiene in these locations (64%) than did their white counterparts (49%). Those of DE social grade were less likely to express concerns (43%) than were those of AB (56%) or C1C2 (53%) social grades.

As we saw for catering outlets, those who claimed that their eating habits had become more healthy over the last year were more likely to express any concern (55%) compared to those whose eating habits were unchanged (49%) or were less healthy (41%).

Looking at the countries, a similar pattern emerged for concern about these locations as was evident for the catering outlets discussed above i.e. a greater proportion of those in England (52%) expressed concern compared to the level in all other countries (Scotland – 44%; Wales – 44%; Northern Ireland – 42%). This was also the case in 2004.

Those in urban areas (52%) and semi-rural areas (54%) more frequently expressed concerns compared to their counterparts in rural areas (43%).

5 Healthy eating and nutrition

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

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

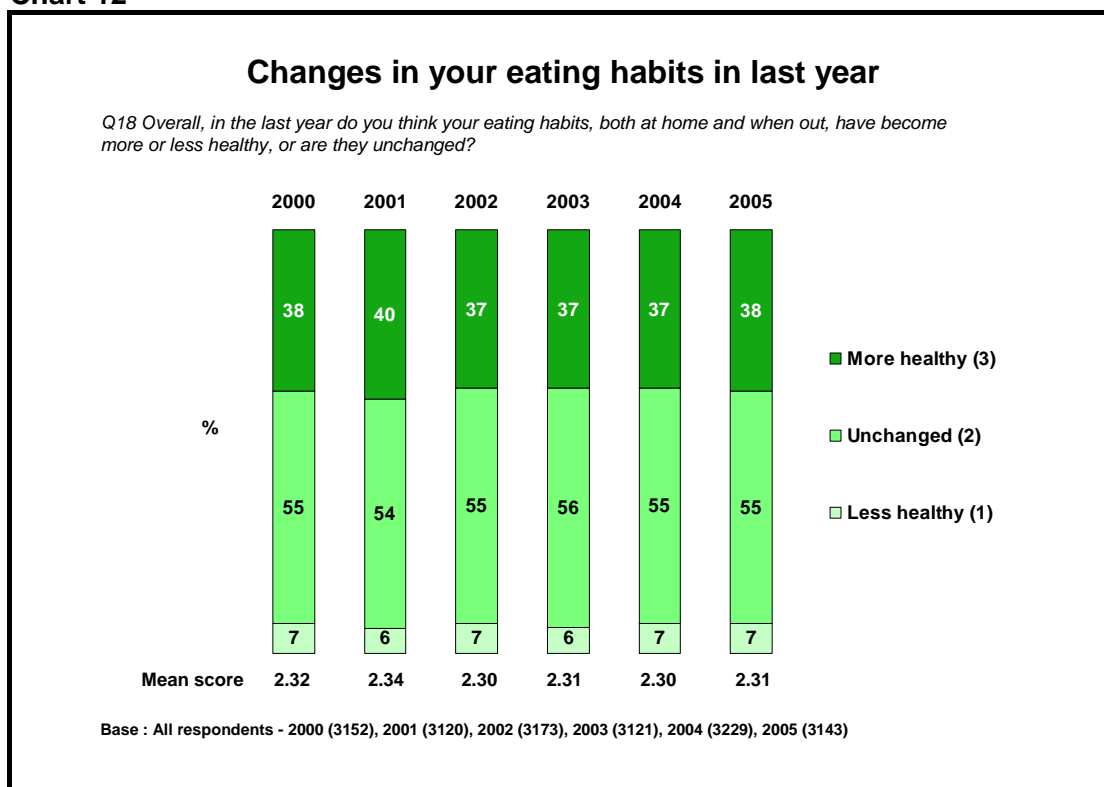
Key findings:

- UK respondents were more likely to claim to be eating more of healthy foods such as fruit, vegetables/salads and fish than they were a year ago. Furthermore, there was generally greater awareness this year of the food types that *should* be more or less frequently consumed – in particular respondents were more likely to think that people should be eating more vegetables/salad, fruit and fish.
- The proportion of respondents who claimed to be eating a more healthy diet compared to a year ago remains consistent with previous years at approximately two-fifths of the sample (38%). Few respondents (less than one in ten) felt that their diet was less healthy.
- When asked how many portions of fruit and vegetables they thought should be eaten every day, two-thirds (67%) correctly responded with at least five portions. This represents an increase over the 2004 level and continues a trend of increased awareness since the start of the study in 2000, when only 43% answered correctly.
- There was a discrepancy between what respondents knew to be the right number of portions and the actual number that they consumed. Less than a third (30%) consumed five or more portions, hence the level of consumption has increased only marginally since 2000 (when it stood at 26%). This is, nevertheless, an increase compared to the 2000 position.

5.1 Changes in eating habits

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

Chart 12



As in all the previous surveys, across the UK as a whole the majority of respondents (55% this year) described their eating habits as unchanged. The overall distribution of responses year-on-year, and hence the mean scores, were also unchanged.

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

Looking at the countries, this year the number in Scotland (44%) and in Northern Ireland (also 44%) claiming to eat more healthily was higher than that achieved in England (37%) or Wales (38%). However, while there were also some differences between the countries in previous years, there is no pattern of any particular country consistently emerging as claiming to eat more healthily.

The oldest age group (66+) were least likely to say they had changed their diet to become more healthy (22% - lower than any of the groups in the 16-65 age range: 16-25 – 43%, 26-35 – 45%, 36-49 – 39%, 50-65 – 39%). This is consistent with what was observed in previous years.

Those of AB social grade were more likely to claim to be eating more healthily (43%) than were DE's (33%) and across all years of the study the same relative positions have been observed.

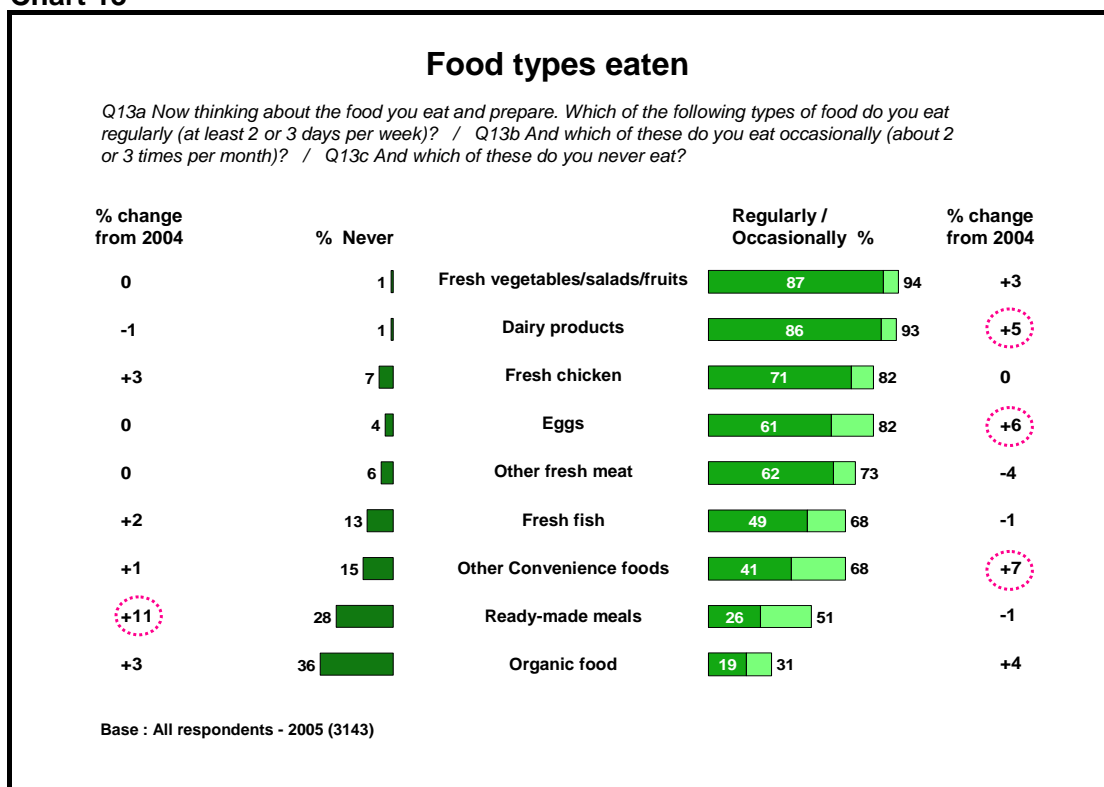
5.2 Types of food eaten

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

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

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

Chart 13



The general pattern of food types eaten this year was similar to that seen in previous years. All the main food types in the list, with the exception of fresh meat other than chicken and fresh fish, were eaten (regularly or occasionally) by at least four out of five people. The majority of the sample claimed to eat dairy products (93%) or fresh vegetables/salads/fruit (94%) regularly.

However, there were some changes this year, with several food types claimed as being eaten regularly/occasionally by a higher proportion of respondents. Dairy products (up 5 percentage points to 93%) and eggs (up 6 percentage points to 82%) both showed increases in the number claiming to eat them regularly or occasionally. The same was true of other convenience foods (i.e. other than ready-made meals), which were up 7 percentage points this year to 68% claiming to eat them

regularly/occasionally.

Several differences emerged regarding regular consumption of food types by various sub-groups. Women were more likely than men to claim they regularly ate fresh foods (vegetables/salads/fruits (90%), chicken (74%), fish (53%)) and less likely to claim regularly to eat ready-made meals (23%) or other convenience foods (37%).

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

Differences by social grade are shown below in table G.

Table G

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

	AB	C1C2	DE
	(612)	(1418)	(1113)
	%	%	%
Fresh vegetables/salad/fruit	90	86	85
Dairy products	90	86	84
Fresh chicken	74	73	67
Eggs	62	58	65
Other fresh meat	69	63	56
Fresh Fish	53	49	48
Other convenience food	27	43	46
Ready meals	21	26	28
Organic food	30	18	15

Base: All respondents

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

Across the age spectrum, the youngest group (16-25 year-olds) were less likely than any of their older counterparts to say they ate fresh fruit/vegetables/salad regularly and less likely than almost every other age band to eat fresh fish, or fresh meat other than chicken regularly. However, they were more likely than any other age group to say they regularly ate ready-made meals or other convenience foods. The 26-35 year-old age band were most likely to claim to eat organic food regularly.

Table H**KEY SUB-GROUPS – FOOD TYPES EATEN REGULARLY..... (2005)**

	16–25	26-35	36-49	50-65	66+
	(423)	(445)	(825)	(806)	(644)
	%	%	%	%	%
Fresh Vegetables/salad/fruit	72	88	87	91	92
Dairy products	86	89	87	83	85
Fresh chicken	69	74	76	72	64
Eggs	54	59	63	61	68
Other fresh meat	48	58	65	68	64
Fresh Fish	32	41	48	60	62
Other convenience food	61	43	44	34	25
Ready meals	34	25	25	24	24
Organic food	15	25	22	18	15

Base: All respondents

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

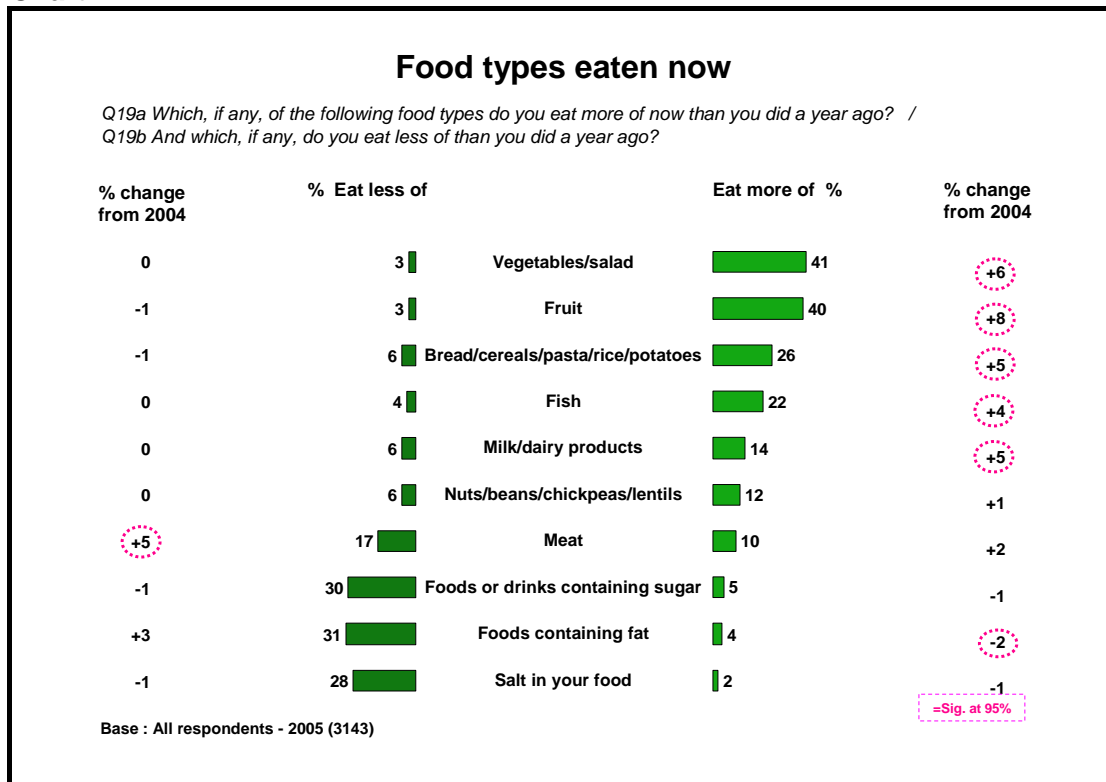
Looking at the countries, claimed regular consumption levels of fresh vegetables/salads/fruit were higher in Wales (90%) and Northern Ireland (89%). More respondents in Northern Ireland compared to all other countries claimed they regularly ate fresh chicken (80%) and other fresh meat (80%).

Eggs and also other convenience foods, however, were consumed by fewer people in Scotland compared to any other country (56%). There was higher claimed regular consumption of ready-made meals in Scotland (33%) and Wales (31%) than in England (25%) or Northern Ireland (21%) and the highest claimed consumption of organic food was observed in England (20%).

The number claiming never to eat each food type was very similar to that seen in 2004. Only for ready-made meals was there a change, with an additional 11% of UK respondents claiming not to eat them this year, taking the overall number who claim never to consume this food type to 28%. This does, however, only return the level of those claiming not to eat ready-made meals to the same as it was in 2001 when this food category was introduced to the list.

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

Chart 14



A number of changes occurred this year – there were increases in the number of respondents claiming to eat more of a number of foods, including foods such as fruit, vegetables/salad and fish. Two-fifths of UK respondents claimed they were eating more fruit (40%) and vegetables/salad (41%) this year and just over a fifth claimed to be consuming more fish (22%).

Other food types which also showed increases this year were starchy foods (up 5 percentage points to 26%) and milk/dairy products (also up 5 percentage points, to 14%). There was also a small decrease in the number of respondents claiming they were eating foods containing fat (down 2 percentage points to just 4%).

In general terms this claimed change in behaviour reflects what respondents acknowledge they should eat more or less of (see Section 5.3 below).

While these changes are positive we should note that the majority of increases have occurred solely this year, rather than being part of a consistent upward trend throughout the tracking period in the number claiming to consume these foods. However the number claiming to eat more fish nowadays has increased over time from 13% in 2000 to 18% in 2004 and a high of 22% in 2005.

Considering foods that respondents claimed they were eating less of, there was only one change in 2005. An additional 5% of the sample claimed this year that they were eating less meat. Again, this change is evident just for the current year, rather than being part of an ongoing trend.

Whilst there was no increase in the proportion of respondents saying they eat less salt, 2004 did see an increase to 29% (from 21% in 2003) which has been maintained this year.

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

Examining the countries, while there were no differences in terms of the proportion claiming they now ate more vegetables/salad, more of those in Scotland (46%) compared to all other countries (England – 39%; Wales – 39%; Northern Ireland – 37%) now claimed they ate more fruit.

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

5.3 Awareness of healthy eating patterns

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

Chart 15



There was an improvement this year, with more respondents aware that they should eat a number of foods which might be considered healthy i.e. fruit, vegetables/salad and fish. Vegetables/salad were mentioned by an additional 4% of the sample this year, taking the total number who say one should eat more of these foods to 86%. Fruit was put into this category by an additional 10% of respondents this year, taking the number mentioning it to 85%.

The increase this year for fish was almost as great as that for fruit – an extra 9% of the sample described fish as a food one should eat more of, though the total number saying so was smaller, at just under half the sample (48%). There was also a substantial increase in the number stating one should eat more starchy foods (up 12 percentage points this year, to 30%).

Nuts/beans/chickpeas/lentils and milk/dairy products also saw increases in the number putting them in the category of foods to eat more of, being up 4 and 5 percentage points respectively this year.

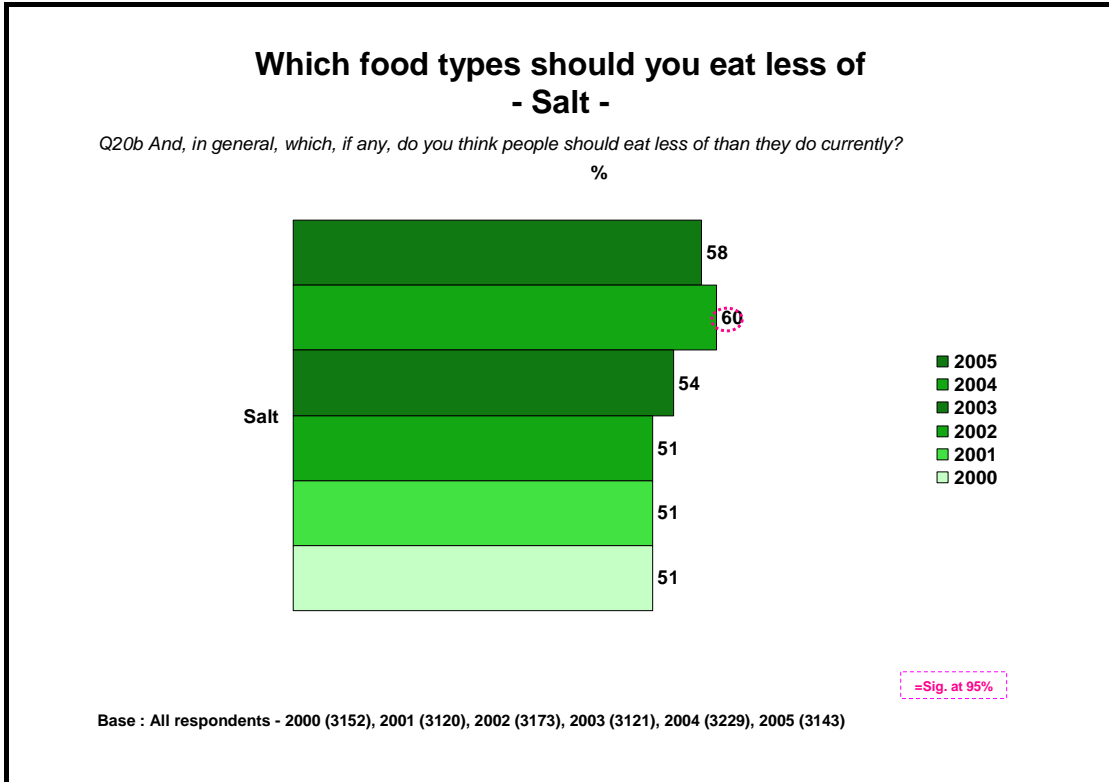
Looking at trends across the tracking period, in the case of starchy foods and milk/dairy products, this year's improvements are due to a rebound from rather lower levels of mentions in 2004. In the case of fruit, the improvement is purely a 2005 change, when prior levels of mentions of fruit had been relatively static. For vegetables/salad and fish, however, the general trend is of improvement in the number mentioning these as foods that one should consume more of.

There were also an increase in perceptions of meat and fatty foods as foods one should eat less of. An additional 5% of respondents this year placed fatty foods in this category (bringing the total number to just over two-thirds of respondents - 68%) and a further 9% of the sample described meat in this way (bringing the total number mentioning meat to 30%).

Although there was relatively little change this year for sugary foods/drinks or for salt nevertheless almost two-thirds of the sample (65%) correctly identified that one should consume less sugar and over half (58%) correctly stated one should eat less salt.

For salt, the slight decline in mentions between 2004 and 2005 (down 2 percentage points to 58% this year) in fact masks a slow but steady increase in the number saying one should eat less salt throughout the period of the study. Between 2000 and 2002 the number mentioning salt at this question remained stable at 51%. In 2003 it increased to 54% and despite the slight fall this year, it still stands higher than this at 58%.

Chart 16



Looking at the demographic sub-groups, there was a gradient of awareness across the social grade groups, with the AB's typically most likely to correctly identify foods that people should eat more or less of and the DE's least likely to do so. Across the age spectrum, the youngest (16-25) and the oldest groups (66+) appeared somewhat less receptive to some healthy eating messages than those in-between.

There were some differences across the countries in their identification of foods which people should eat more or less of.

Table I

KEY SUB-GROUPS - FOOD TYPES SHOULD EAT..... (2005)

	England	Scotland	Wales	Northern Ireland
	(1003)	(713)	(719)	(708)
	%	%	%	%
More of				
Vegetables/salad	86	87	83	89
Fruit	85	86	84	87
Fish	48	55	44	48
Less of				
Foods/drinks containing sugar	64	72	62	72
Foods containing fat	67	74	70	79
Salt in your food	58	59	53	62

Base: All respondents

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

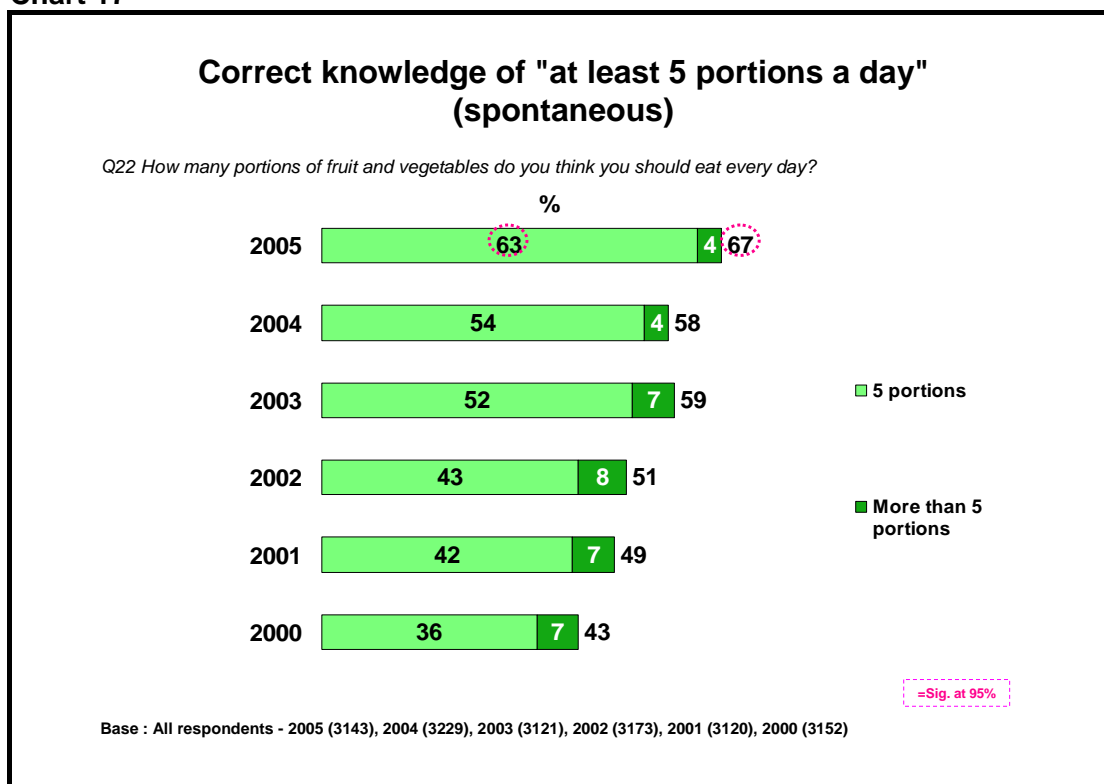
There were no consistent differences across the countries in terms of the number mentioning vegetables/salad or fruit as foods to eat more of, but more of those in Scotland cited fish in this category.

Looking at what one should eat less of, more respondents in Scotland and Northern Ireland mentioned sugar and fat compared to England and Wales; England had the lowest proportion mentioning fat and Wales the lowest number mentioning salt. As in previous years, none of the countries was consistently more knowledgeable about all of the different types of food.

5.4 Awareness of portions of fruit/vegetables

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

Chart 17



Looking first at awareness of the number of portions which should be eaten per day, just over two-thirds of UK respondents (67%) correctly answered five or more. This represents an increase over the 2004 level (58%) and as Chart 16 shows, there has been a steady increase in awareness of the recommended number of portions over time.

Women (76%) were more likely than men (58%) to mention at least five portions as the recommended amount. This was also the case in all previous years.

Across the age groups those aged 66+ were less likely to say 'at least 5 portions' than any other age group (66+ - 55%, compared to at least 67% among all other age bands).

Those of social grade AB (75%) were more likely to respond correctly than either C1C2's (69%) or DE's (60%).

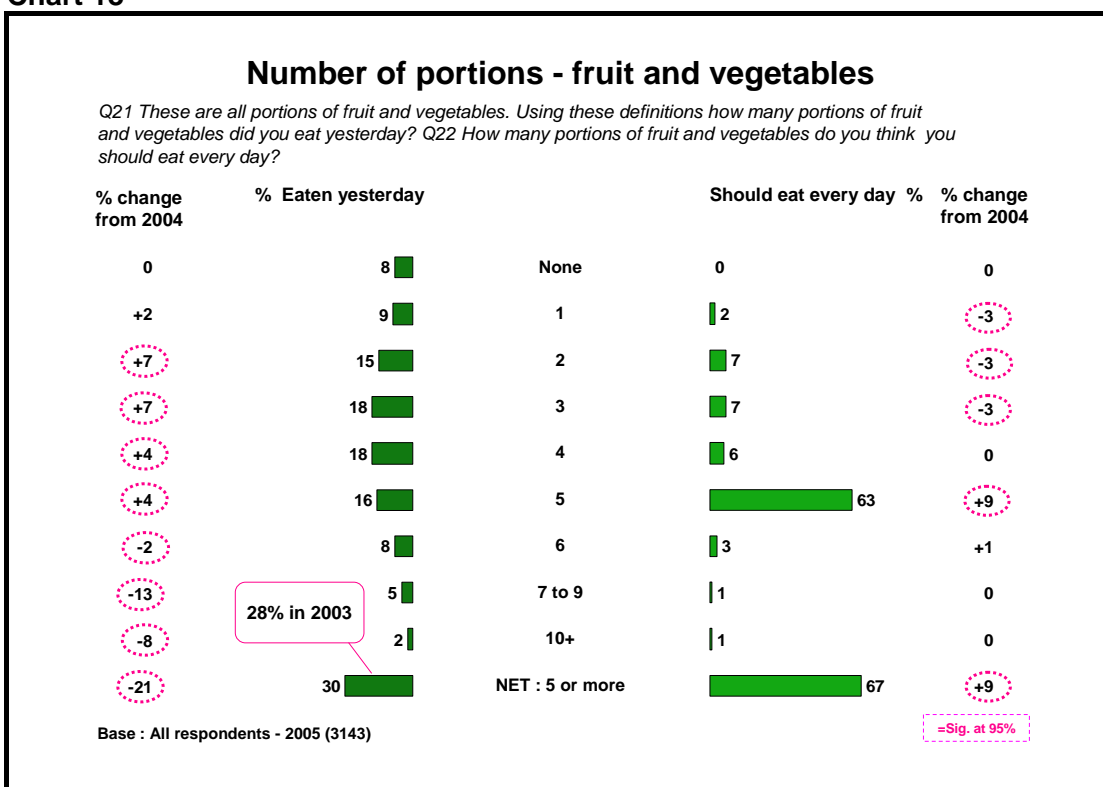
Those in Scotland had the highest level of correct knowledge of all the countries (72%, compared to England – 67%, Wales – 68% and Northern Ireland – 67%).

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

Chart 17 illustrates the differences between the number of portions that respondents think they should eat and the number that they actually do eat. The right-hand side shows the full distribution of responses for the 'how many portions should you eat' question discussed above. (Thus the figure of 67% at the bottom of the list for 'NET: 5 or more' and the increase of 9% in this category since 2004 corresponds to the 2005 figures on the previous chart.)

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

Chart 18



The 2005 position of 30% claiming to have eaten at least 5 portions yesterday represents a decrease from the 2004 level (51%), but is in fact broadly similar to the level observed in 2003 (28%). It does, however, represent an increase when compared to the 2000 level of 26%.

However, as awareness of the recommended number of portions has increased over time, but behaviour has changed very little, the gap between knowing what one should do and actually doing it has in fact widened.

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

As in previous years, the highest level of claimed consumption of 'at least five' was among the older age groups (50-65 and 66+). There was higher consumption in the higher social grades – 41% of AB's claimed they had eaten at least five portions yesterday, versus 30% of C1C2's and only 24% of DE's (also the case in previous years).

Women (33%) were more likely to have eaten at least 5 portions than men (26%). Those of white ethnic origin (31%) were more likely to have eaten the recommended amount than non-white respondents (20%).

Across the countries, those in England (31%) and Wales (30%) were more likely to have eaten at least five portions yesterday than those in Scotland (25%) or Northern Ireland (22%).

6 General food safety, hygiene and concerns about food issues

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

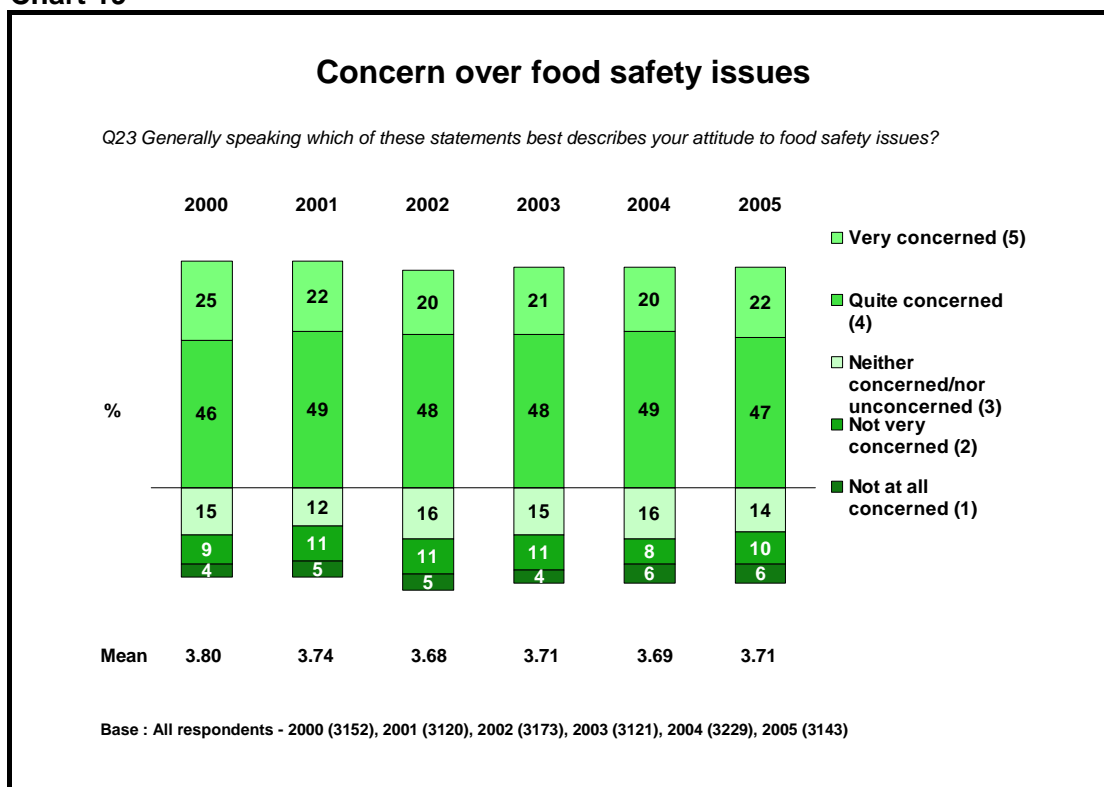
Key findings:

- The general level of concern over food safety issues has remained consistent since the start of the study in 2000. The majority of respondents in each year (69% this year) have expressed some concern about this issue and around a fifth (22% this year) have been 'very concerned'.
- BSE and food containing GM ingredients appear to be less top of mind as concerns this year. For BSE this represents an ongoing decline in concern since 2000.
- There has been increasing concern over the amount of salt, fat and sugar present in food since these issues were added to the questionnaire in 2003.
- Over two-fifths of UK respondents considered that food safety had improved in the last year. This is consistent with the level observed in previous years.

6.1 Concern over food safety issues

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

Chart 19



Clearly, food safety remains a key issue, with the majority (69%) expressing some concern and just over a fifth of the UK sample (22%) described themselves as 'very concerned'. Only a minority expressed little or no concern about this issue.

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

This year concern over food safety issues was higher (in terms of differences between the mean scores) in England and Wales compared to both Scotland and Northern Ireland.

Table J**LEVEL OF CONCERN ABOUT FOOD SAFETY ISSUES (2005)
(5 = VERY CONCERNED, 1= NOT AT ALL CONCERNED)**

	England	Scotland	Wales	Northern Ireland
	(1003)	(713)	(719)	(708)
	%	%	%	%
Very concerned (5)	23	19	28	19
Quite concerned (4)	47	49	41	48
Neither/nor (3)	15	13	12	13
Not very concerned (2)	10	10	11	13
Not at all concerned (1)	5	9	6	6
Mean score	3.72	3.59	3.76	3.61

Base: All respondents

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

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

Differences in concern also existed between the age groups, with fewer of the youngest group (16-25 - 60%) expressing concern compared to all other age bands, (26-35 - 74%, 36-49 - 73%, 50-65 - 70%, 66+ - 67%). This pattern has been observed in previous years.

Across the social grade groups there were no differences in the number expressing concern this year.

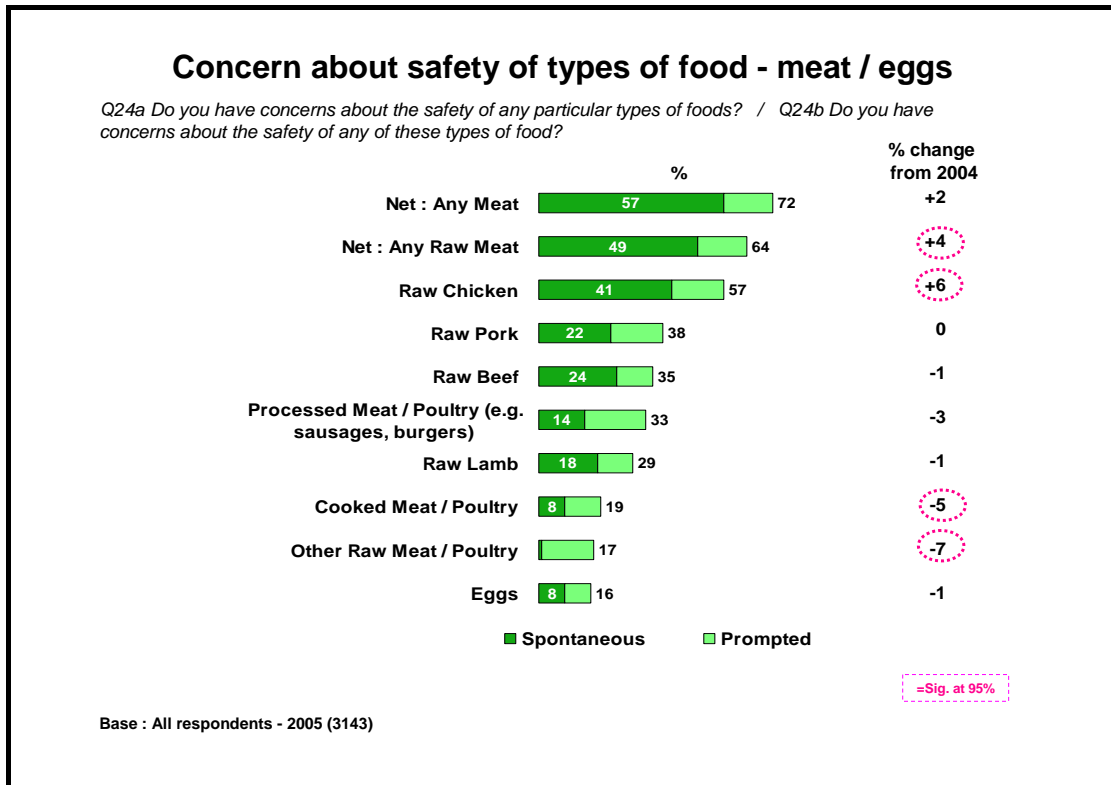
Those who claimed they were trying to eat more healthily were more likely to express concern (76%) than those who felt their diet was unchanged (66%) or had become less healthy (66%). This pattern has also been present in previous years.

6.2 Concerns about specific foods

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

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

Chart 20



As was the case in previous years, meat remained respondents' key area of concern (both spontaneously and when prompted).

As Chart 20 shows, there were some differences this year. There were increases in the level of concern about raw meat in general (up 4 percentage points to 64% expressing some concern) and raw chicken in particular (up 6 percentage points to 57% this year). However the level of concern with these two food types is comparable with the levels observed in 2003 (56% for raw chicken and 63% for other raw meat).

Concern about cooked meat/poultry and other raw meat/poultry, however, declined in 2005 (down 5 and 7 percentage points respectively).

As Table K indicates, over the tracking period concerns about meat in general, raw meat and processed meat have remained broadly stable. The levels of concern about raw pork and raw lamb have declined since 2000. For raw beef, the levels of concern were higher in the early years of the study, driven by the emergence of BSE/CJD, but since 2002 each year has shown a slight decline in concerns about this food type.

A similar pattern i.e. higher concern at the start of the tracking period, followed by a slow decline, is also evident for eggs.

Table K

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

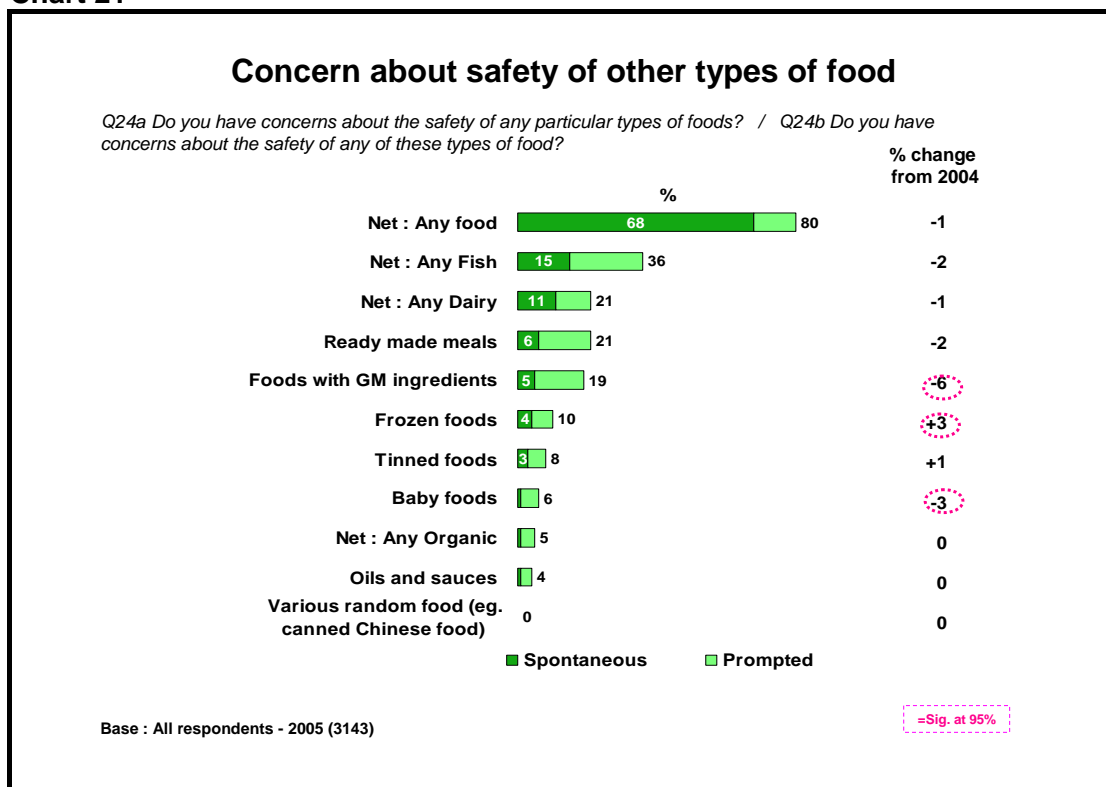
	2000	2001	2002	2003	2004	2005
	(3152)	(3120)	(3173)	(3121)	(3229)	(3143)
	%	%	%	%	%	%
Net: Any meat	75	73	69	71	70	72
Net: Any raw meat	70	67	63	63	60	64
Processed						
meat/poultry	32	35	32	33	36	33
Raw beef	53	47	40	38	36	35
Raw pork	46	46	42	42	38	38
Raw lamb	35	37	32	33	30	29
Eggs	26	21	19	20	17	16

Base: All respondents

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

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

Chart 21



The level of concern about any food remained stable at four-fifths of the UK sample.

However, as for some meats, there were some shifts in 2005 compared to 2004. Concern about foods with GM ingredients decreased this year (down 6 percentage points to 19%). The same was true of baby foods (down 3 points to just 6%). However concern about frozen foods increased (by 3 percentage points).

In broad terms, concern about all of these types of food has remained stable throughout the tracking period – the changes observed this year were not part of a trend.

Most of the age groups expressed similar levels of concern, except the oldest age group (66+), which was less likely to express a concern about any food type (73% did so, compared to more than 80% for all other age groups between 26 and 65). This was also the case in previous years.

There was a gradient of concern across the social grade groups. As many as 85% of those of social grade AB expressed a concern about a food type, compared to 80% of C1C2's and 76% of DE's. This was also true in previous years.

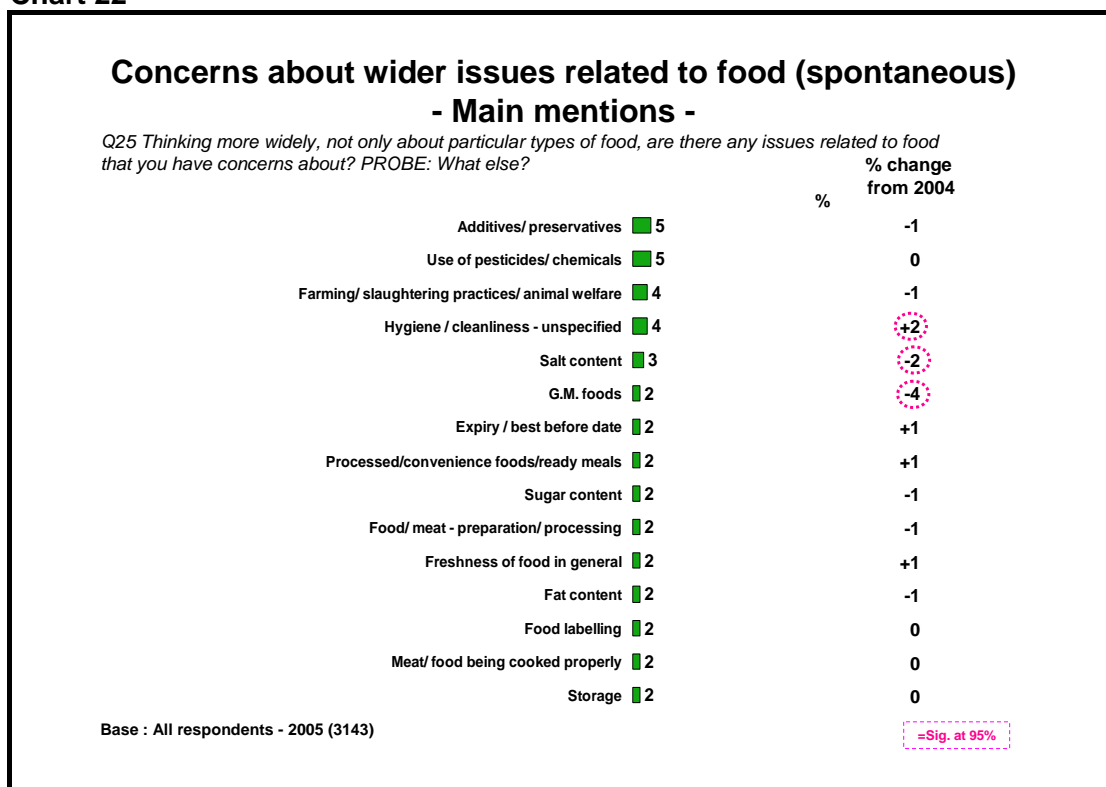
There were no differences between the countries in the number expressing a concern at this question.

6.3 Concerns about food issues

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

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

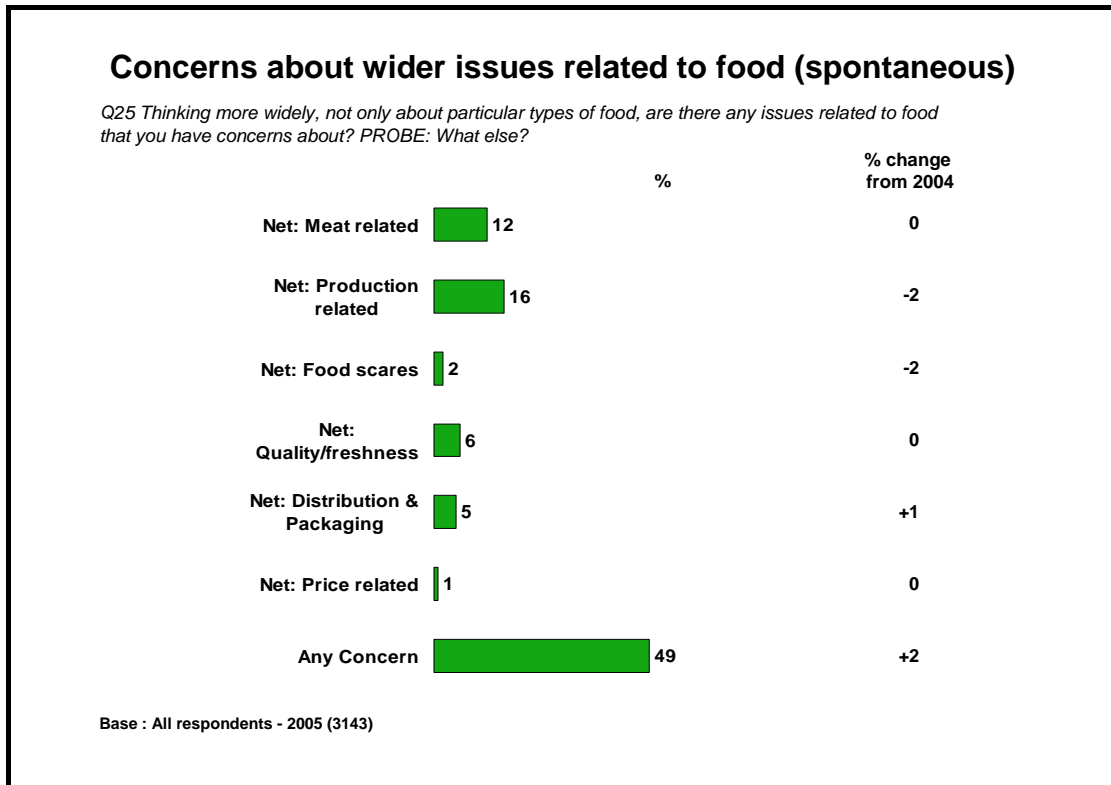
Chart 22



There were relatively few shifts this year. Hygiene/cleanliness was mentioned by a greater number of people this year, while salt content and GM foods were each mentioned by fewer respondents this year.

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

Chart 23



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

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

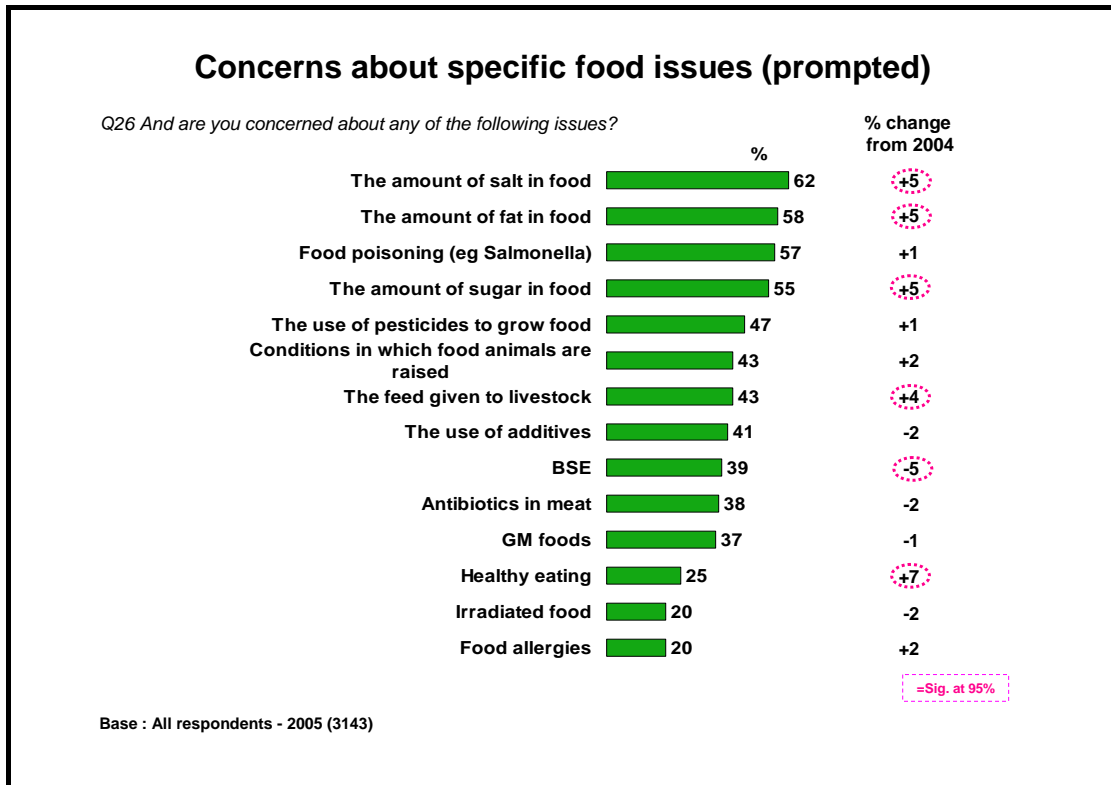
The level of mentions for each of these topics has remained stable throughout the tracking period, as has the number of respondents mentioning any issue at this question.

Looking at the sub-groups in terms of whether any concern was raised spontaneously, as in previous years AB's (61%) were more likely to mention something than C1C2's (49%), while they in turn were more likely to mention some issue here than were DE's (41%). The youngest age group (16-25) was less likely to express a concern versus any of the older respondents.

The specific issues mentioned were so diverse that no coherent picture emerged of different concerns being more relevant to particular sub-groups.

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

Chart 24



From 2000 to 2003 food poisoning had consistently been selected by more respondents than any other issue. While it remains close to the top of the list, the issue mentioned this year by the greatest number of respondents was the amount of salt in food, which saw an increase in mentions (up 5 percentage points to 62%). This increased concern may be due in part to the FSA's ongoing salt campaign.

There were identical increases this year in the number of respondents mentioning the amount of fat in food and the amount of sugar in food, each mentioned by over half the UK respondents. These three issues were introduced to the list in 2003 and all three have shown increases in mentions since then. Nutritional issues would seem to be increasing in relevance to the consumer.

An increase in the level of mentions also occurred for two other issues this year – the feed given to livestock (up 4 percentage points to 43%) and healthy eating (up 7 percentage points to 25%).

BSE, however, was mentioned by fewer respondents this year. This is in line with the decrease over time in concern about raw beef discussed in Section 6.2 above.

Concern about almost all of these specific food issues has been broadly consistent across the tracking period – the exception being BSE. There were higher levels of concern in 2000 and 2001 about this issue, but less concern thereafter.

6.4 Food safety rating

A five-point scale was used to establish how food safety was thought by consumers to have changed over the last year. Over two-fifths of respondents felt that food safety had improved in the last year, which is consistent with the level observed in previous years.

Chart 25



The distribution of responses and hence the overall score was very similar in each year of the survey, suggesting that respondents' general impression of food safety has remained largely consistent throughout this period. It is possible that this is related to the static level of concern over time about food safety issues discussed in Section 6.1 above.

This year respondents in Wales were less likely to rate food safety as having got better over the last year compared to all other countries (37% versus England – 45%, Scotland – 45%, Northern Ireland 45%). However, no consistent pattern has emerged over time of any country being generally more or less concerned about this issue.

Table L

**FOOD SAFETY RATING MEAN SCORE
(5=A LOT BETTER, 1=A LOT WORSE)**

	England	Scotland	Wales	Northern Ireland
2005	3.36	3.37	3.18	3.42

Base: All respondents

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

There was relatively little variation in the scores of the key demographic and other sub-groups.

7 Food labelling

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

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

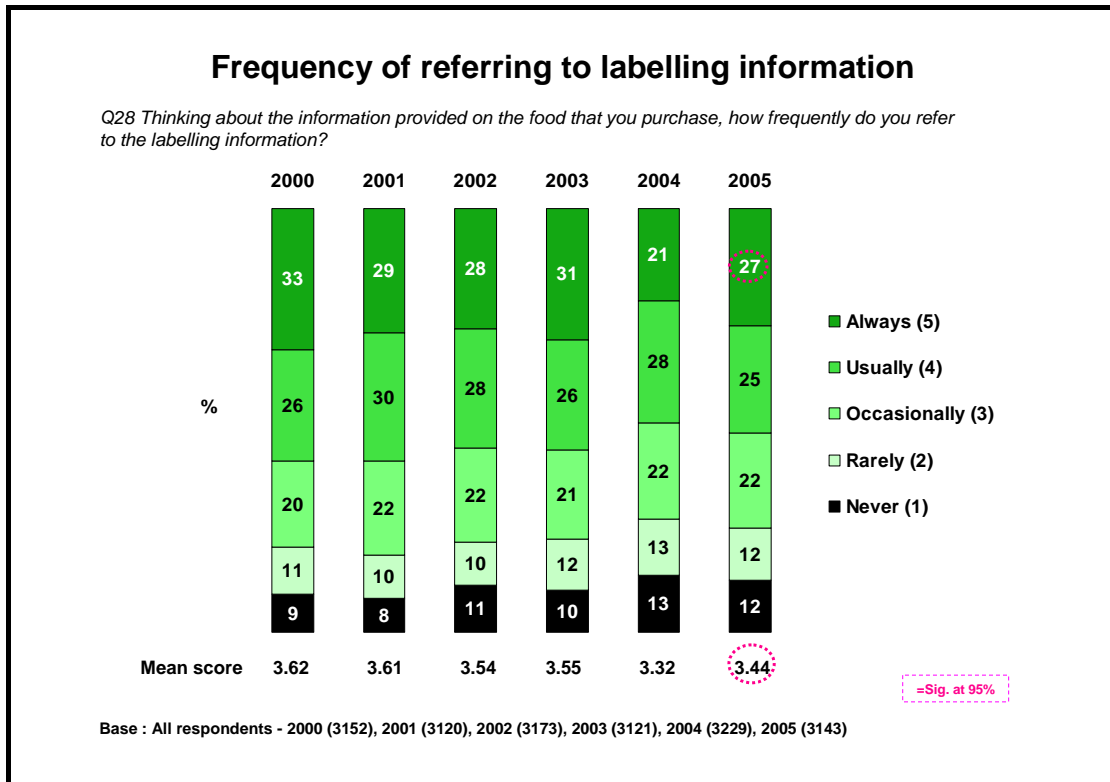
Key findings:

- There has been an increase in the proportion of respondents looking for nutritional information on the label, such as the amount of fat, salt and sugar in foods.
- The level of concern over the accuracy of food labelling has remained consistent from 2003 to 2005, with approximately two-fifths expressing concern.
- The level of comprehension of the 'use by' and 'best before' dates has been consistent since the start of the study in 2000. However, only one-third of UK respondents correctly interpret each term.
- The proportion of respondents thinking that 20g of fat and 10g of sugar per 100g within a food product were 'a lot' have steadily increased since 2000.
- There remains uncertainty about the meaning of '80% Fat Free', with only 58% of UK respondents giving the correct answer (i.e. that the product contains 20g of fat). This level has remained consistent since 2000.
- When asked which is the main ingredient from a typical food label, there is little consensus – less than a third of the UK sample answered this question correctly and there has been no change in this level over the period of the research.

7.1 Frequency of using labelling information

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

Chart 26



There was an increase in the number stating they 'always' referred to food labelling information this year. Some 27% claimed to do so compared to 21% in 2004. This led to a difference between the mean scores, with that observed in 2005 (3.44) higher than that of 2004 (3.32).

The overall distribution of responses is broadly similar year-on-year, though a slight downward trend is evident i.e. the mean scores for 2004 and 2005 are lower than those seen in earlier years – driven in part by an increase in the number claiming they 'never' look at labelling information, as well as by a decrease in the proportion saying they 'always' do.

Nevertheless, over half the UK respondents this year stated they 'always' or 'usually' referred to food labels, compared to around a third claiming they do so 'occasionally' or 'rarely'.

Looking at the various age groups, the 16-25 year-olds looked at food labels less frequently than any other age group. Women more frequently did so than men and those who felt their eating habits had become healthier over the last year more frequently did so than those who claimed their diet was unchanged or less healthy.

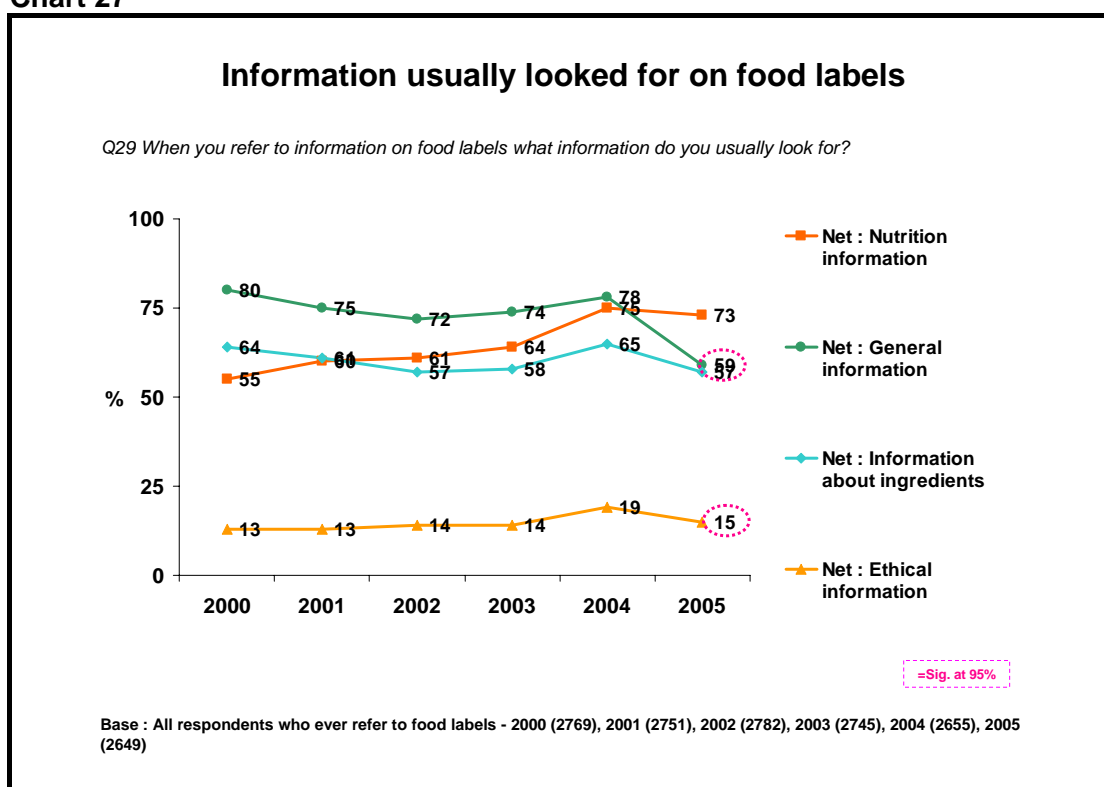
Non-white respondents claimed to look at labelling information more frequently than those of white ethnic origin. All of these sub-group differences have been observed in previous years.

7.2 Information looked for on food labels

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

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

Chart 27



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

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

Each of these topics has been mentioned by over half of UK respondents in every year of the study. 'Ethical information' (e.g. production methods; other ethical information) has consistently been mentioned by a substantial minority – 15% in 2005.

Chart 27, though, shows that there have been some changes over time in the nature of the information that is sought. The proportion claiming to look for general information has remained relatively stable until 2004, but decreased sharply this year. The number mentioning information about ingredients has declined somewhat over time. Claiming to seek nutritional information, however, has increased consistently until 2004, although this year a levelling off has been observed.

Chart 28 shows the full distribution of responses at this question this year.

Chart 28

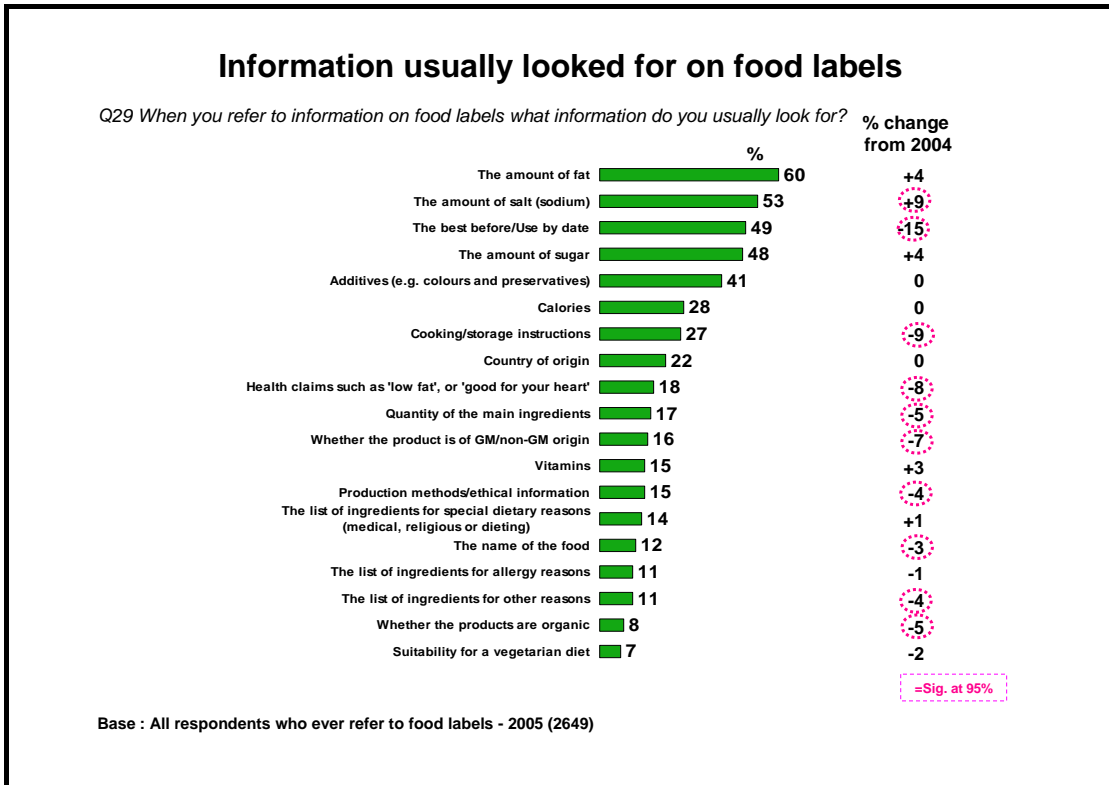


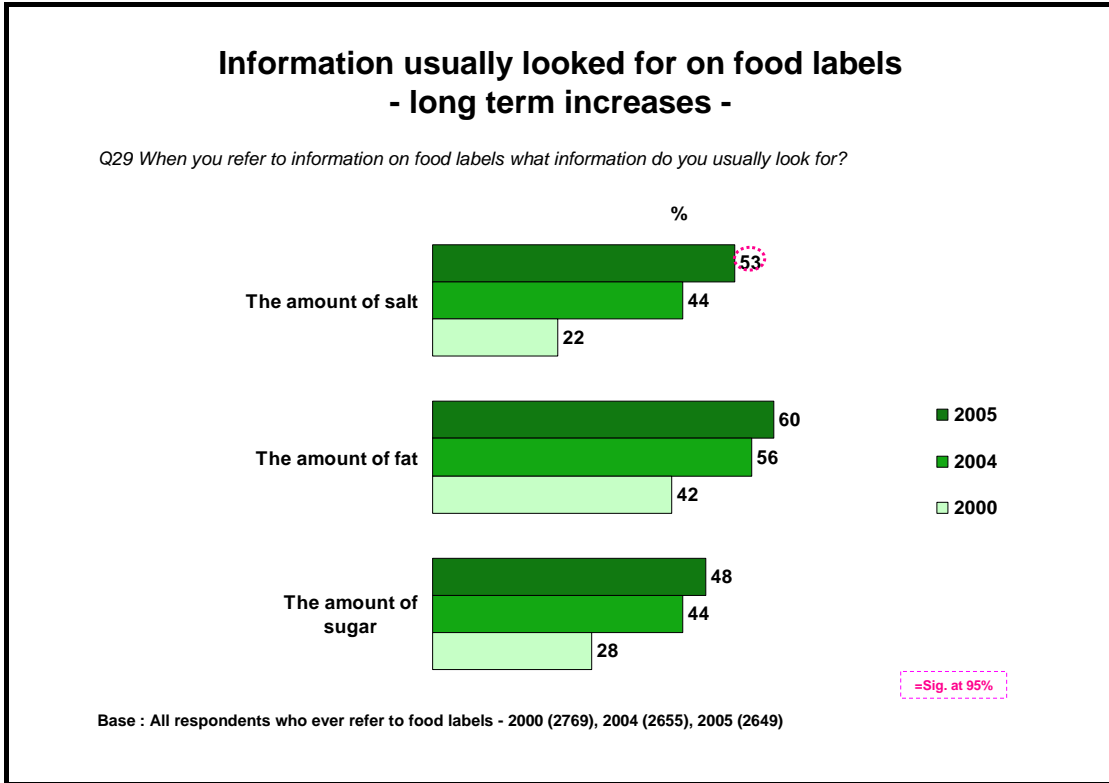
Chart 28 indicates that there was only one specific item of information which showed an increase in the number mentioning it this year – ‘the amount of salt (sodium)’ was mentioned by an additional 9% this year, taking it to second place in the hierarchy of information looked for (53%), behind the amount of fat.

A number of items declined in terms of the number mentioning them this year. As one would expect from the changes discussed above, these mainly came into the categories of ‘general information’ and ‘ingredients’. These decreases may be due to the fact that there is limited time for consumers to read food labels and as such, a greater focus on nutritional information will lead to less focus on other information.

There was a particularly marked decrease in the number mentioning the best before/use by date. This was mentioned by just under half of UK respondents this year, whereas in all previous years it had been cited by around two-thirds of UK respondents.

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

Chart 29

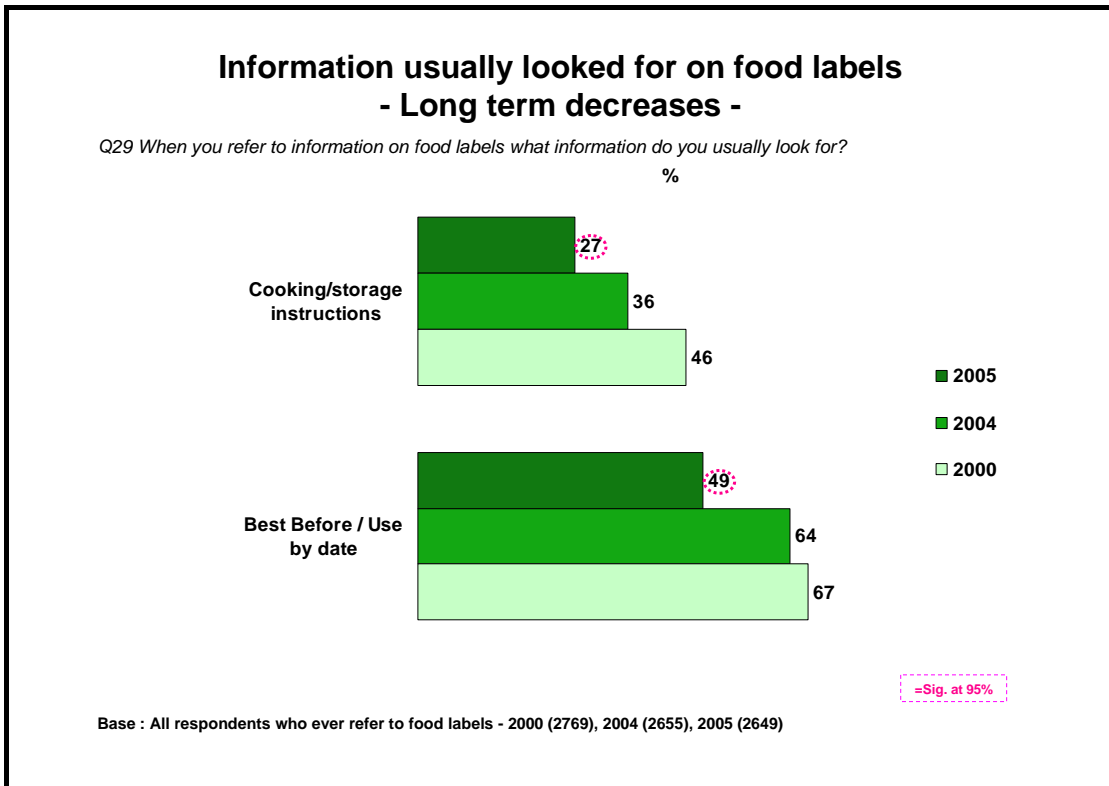


It is apparent that information about salt, fat and sugar content has been increasingly sought over the past five years. While only just over a fifth of UK respondents (22%) mentioned salt in 2000, over half (53%) did so this year. The change over this period is not quite as marked for sugar, while for fat the proportion seeking information in the first year of the study was at a relatively higher level to begin with.

This is in line with the increased level of concern over the fat, sugar and salt content of food discussed in Section 6.3 above.

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

Chart 30



Clearly, over time there has been less consumer focus on these more general issues. Cooking and storage instructions were originally mentioned by almost half the UK respondents (46%) in 2000, but in 2005 only just over a quarter (27%) selected this item from the list.

The best before or use by date has been sought by a greater proportion of respondents in the past, but here too there has been a marked decline – from around two-thirds mentioning it in the early years of the study to just half (49%) this year.

Looking at the key sub-groups, more women than men claimed they looked for nutritional information and general information and more people of social grade AB sought nutritional information, information about ingredients and ethical information compared to DE's.

Table M

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

	AB	C1C2	DE
	(555)	(1204)	(890)
	%	%	%
Nutritional Information	79	73	69
General Information	60	59	58
Information about ingredients	64	58	52
Ethical information	26	13	10

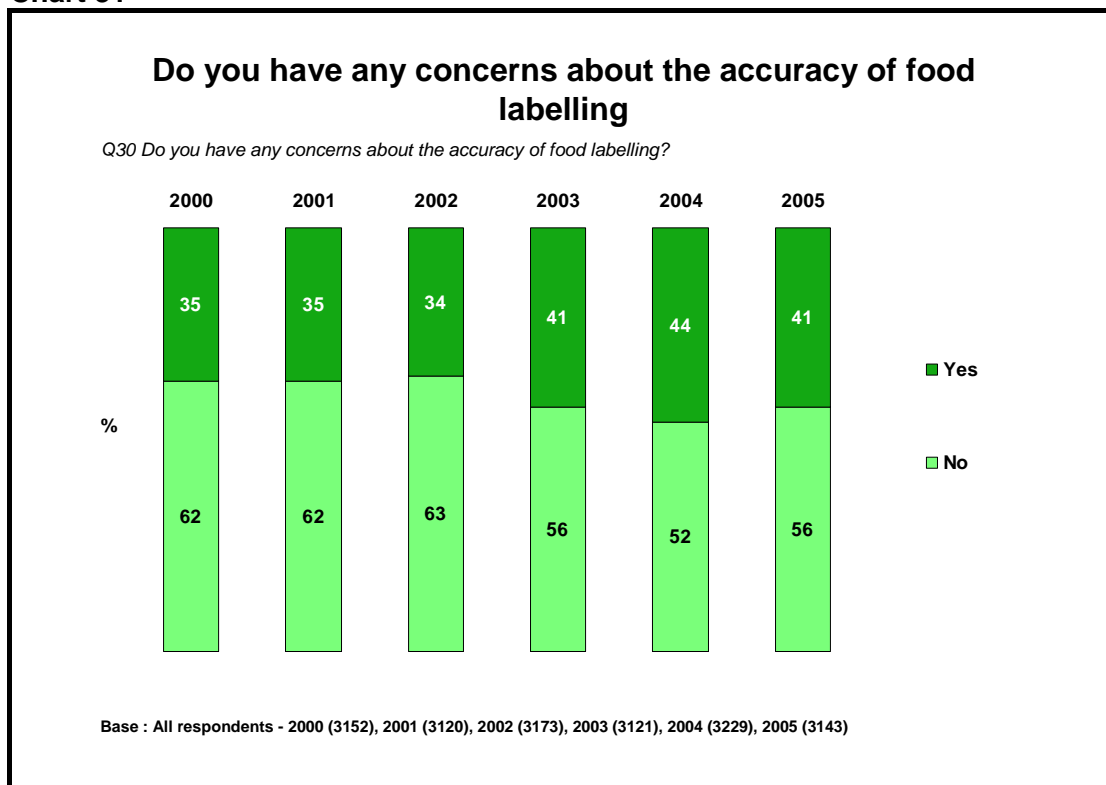
Base: All respondents who ever refer to food labels

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

7.3 Concerns about food labelling accuracy

In terms of the accuracy of food labelling, two-fifths of the UK sample (41%) indicated that they had a concern about this issue this year. The same proportion of the UK sample has expressed concern about this issue since 2003, though prior to that only around a third had done so in each year.

Chart 31

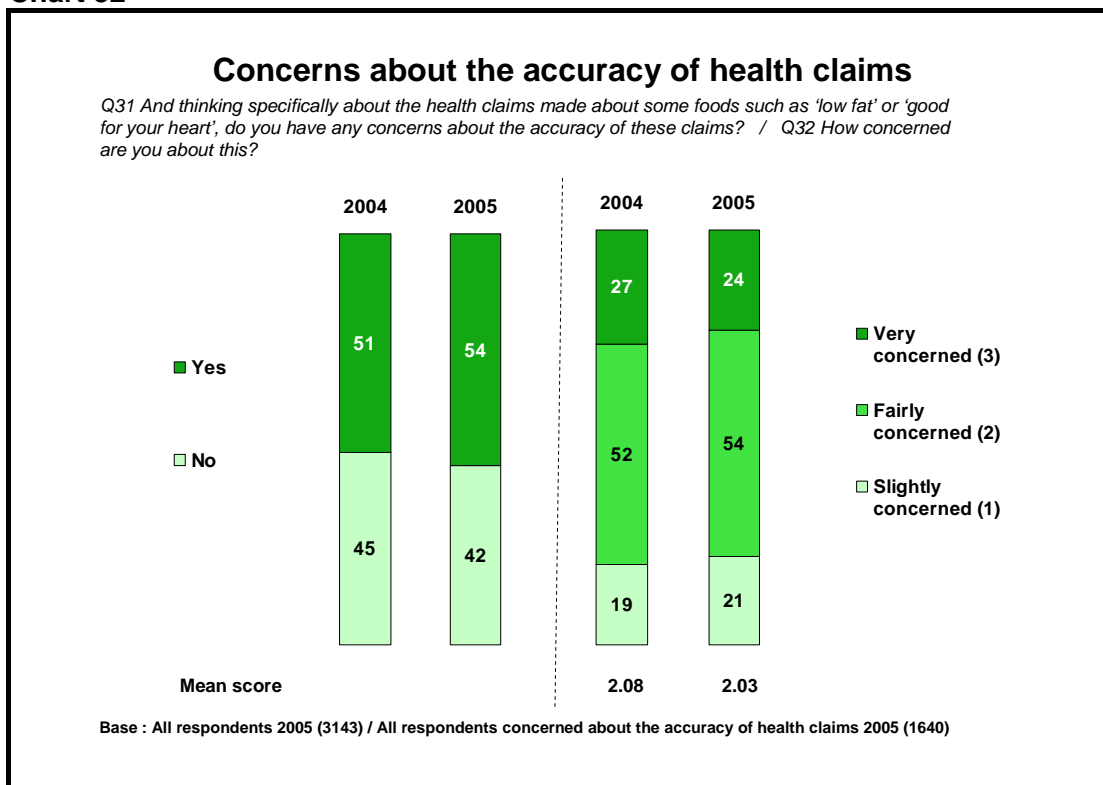


There were relatively few differences among the key sub-groups this year. A greater proportion of social grades AB (44%) and C1C2 (43%) expressed concern compared to DE's (36%). More of the non-white respondents (50%) did so compared to their white counterparts (40%).

7.4 Concerns about accuracy of health claims

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

Chart 32



Looking at the left side of the chart just over half of UK respondents stated that they were concerned about the accuracy of the health-related claims made about some foods in each of 2004 and 2005.

More women (57%) had concerns compared to men (51%), while the youngest age group (16-25 - 41%) were less likely to express a concern than all other age groups (at least 54% of whom answered 'yes' at this question).

A greater proportion of AB's (62%) and C1C2's (56%) had concerns versus DE's (46%).

Respondents in England (55%) were more likely to have concerns compared to those in Wales (49%) or Northern Ireland (47%).

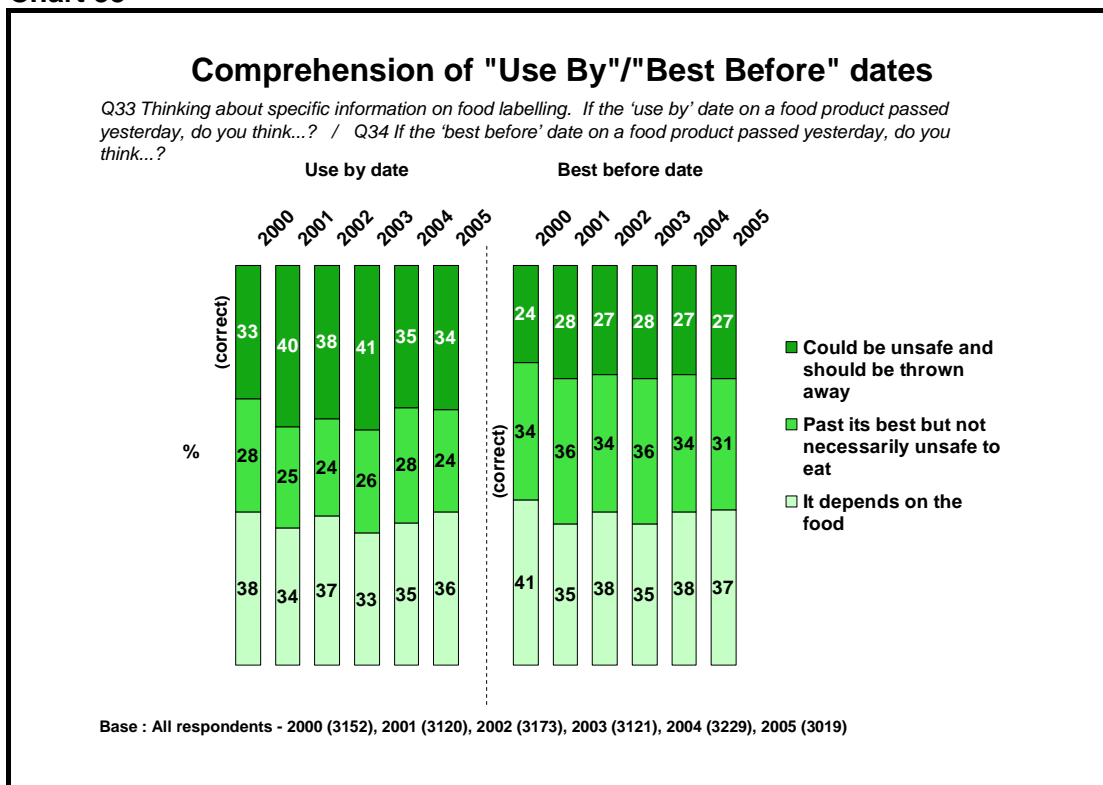
Looking at the right hand side of the chart, the majority of those for whom this was an issue were 'fairly concerned' (54% this year), though a substantial group (24%) described themselves as 'very concerned' about health claims.

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

7.5 Food labelling - comprehension

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

Chart 33



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

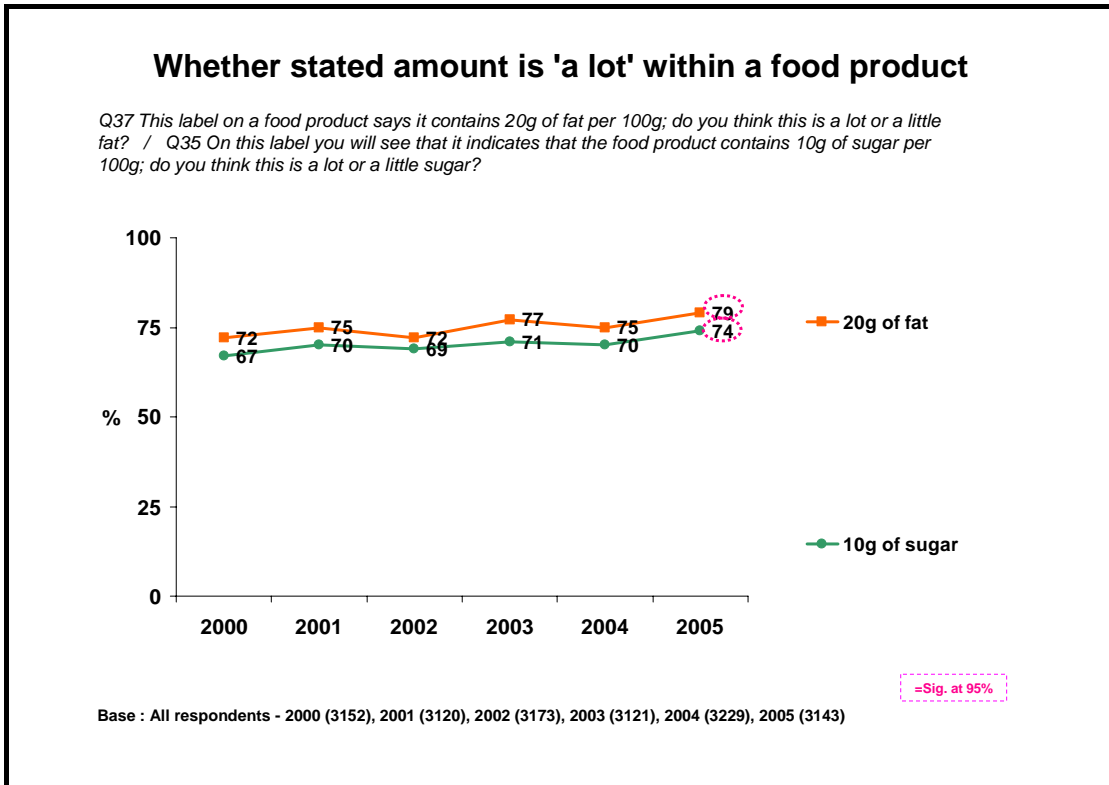
There has been little change - neither this year, nor over time - in the pattern of response to these questions. Around a third of UK respondents in each year have answered correctly for each type of date information. Comprehension therefore remains at a relatively low level and has not increased over time.

As in previous years, in both scenarios around a third of respondents would decide what to do based on the specific food. This suggests that perceived knowledge of the risk of a particular food often overrides date information on labels, regardless of an individual's level of understanding.

As before, no particular sub-group demonstrated a consistent level of knowledge or understanding. Men were less likely than women to give the correct answer for the ‘use by’ date, but more likely to do so for the ‘best before’ option. Those of DE social grade were most likely to answer correctly about the ‘use by’ date (40%), but less likely to do so for the ‘best before’ option.

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

Chart 34

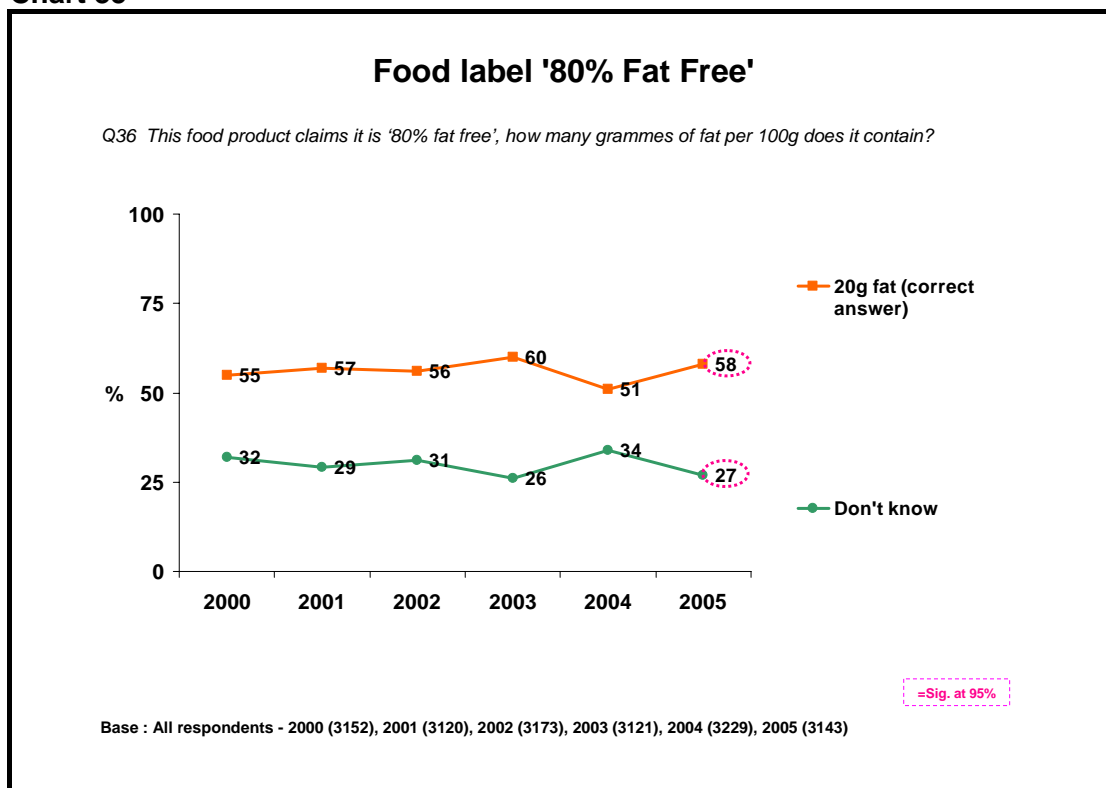


This year 74% of the UK sample answered correctly for sugar and 79% did so for fat. In both cases this is higher than was observed in the earlier years of the study. The results therefore demonstrate an improvement over time in respondents' ability to judge whether these amounts are relatively high or low.

Certain sub-groups emerged as less knowledgeable, notably the oldest age group (66+ - 62%) and those of DE social grade (69%).

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

Chart 35



There was an increase this year in the number answering this question correctly – from 51% in 2004 to 58% this year. However, this only returned the level of correct response to that seen in 2003.

The proportion responding 'don't know' at this question decreased in 2005 (to 27%) – but only to a level also seen previously. In general, then, there has been no observable change over time in the understanding of the phrase '80% Fat Free'.

Certain sub-groups were particularly poor at answering this question. The oldest and youngest age groups were least likely of all the age bands to answer this question correctly (16-25 – 51%; 66+ – also 51%), while the DE's (48%) were less likely than both the AB's (66%) and the C1C2's (61%) to give the correct answer.

It should be noted that although men are generally less aware than women about food labelling issues, here the men (65%) were more likely to give the correct answer than women (51%). This was also the case in almost all previous years.

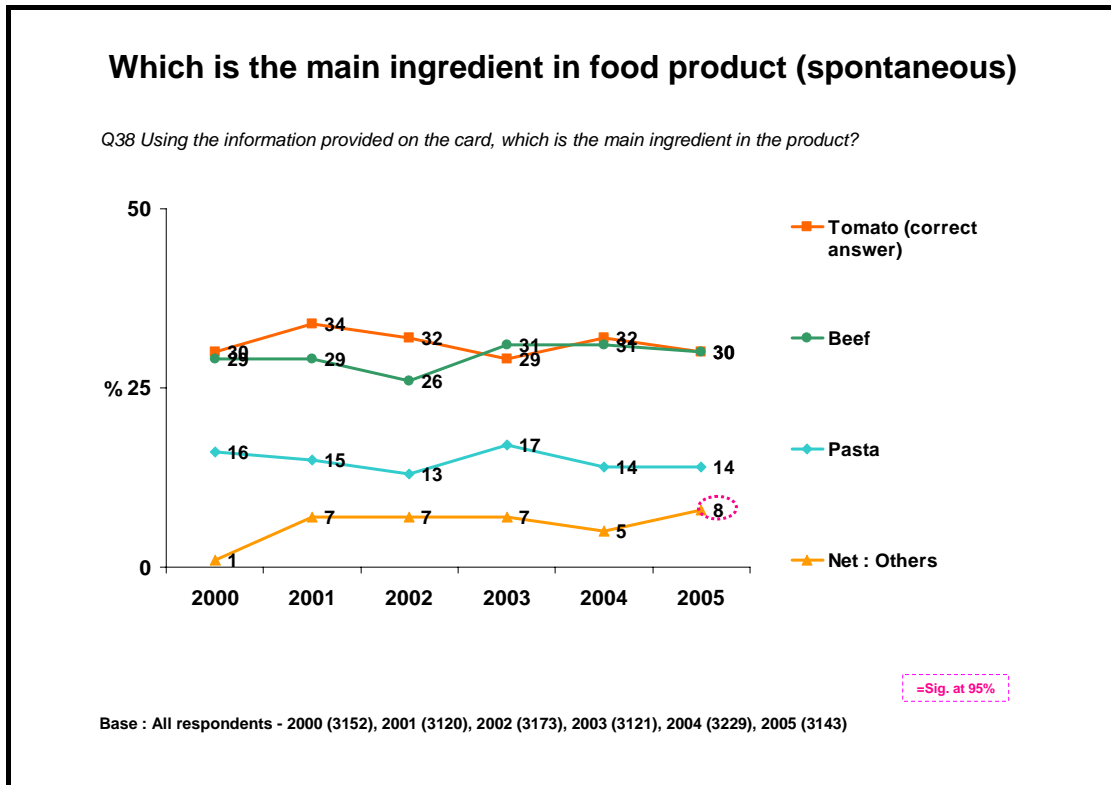
The final question on food labelling presented respondents with a typical food label – ‘Beef Lasagne’, with the ingredients listed in order as: Tomato, Milk, Pasta, Beef (11%), Water – and so on, and asked what the main ingredient was. The label is shown in Chart 36 on the following page.

Chart 36

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

As Chart 37 shows, there is relatively little consensus on what is the main ingredient and there has been little change in the level of correct identification of tomato as the main ingredient throughout the tracking period. Less than a third (30%) of UK respondents selected ‘tomato’ in 2000 and the same proportion did so in 2005.

Chart 37



The pattern of response across the sub-groups was very similar to that of previous surveys; men (26%), the oldest respondents (66+ – 17%) and the DE's (20%) were less likely than their sub-group counterparts to give the correct answer.

8 Sources of information on food standards

Respondents were asked to think of the organisations where they would be able to find information about food standards and food safety. Respondents were also asked which sources of information they would use and how reliable they perceived them to be. Recall of the FSA, including press and TV reports was measured.

Key findings:

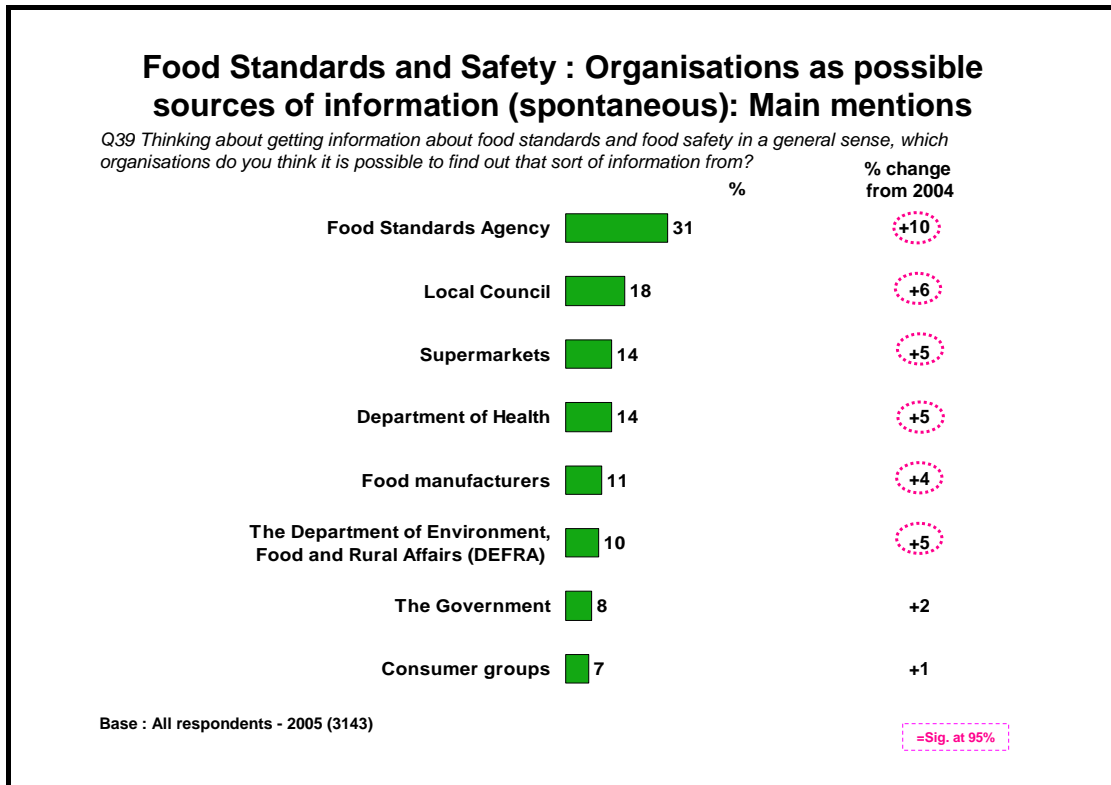
- This year UK respondents were more likely to be able to cite an organisation that they would use for information about food standard and safety compared with previous years. In particular, the Food Standards Agency has become more top of mind over time.
- The vast majority of those who have used the FSA as an information source regarded it as reliable.
- The Government is viewed as the most reliable source of information in the event of a food scare, with the FSA and DoH also cited.
- In overall terms there is increased confidence in the current measures taken by organisations to protect health with regard to food safety.

8.1 Information sources - awareness

Respondents were asked for their spontaneous suggestions of organisations where it is possible to find out information about food standards and food safety.

A wide range of possible sources was suggested. Chart 38 shows the main sources mentioned by the UK sample in 2005.

Chart 38



Most sources showed increases in mentions this year – thus respondents are more likely to be able to cite an organisation that they would use for information compared with previous years.

The increase for the FSA was particularly substantial, with 31% of the UK sample mentioning it this year, compared to 21% in 2004. There is a trend towards greater recognition of the Agency as an information source, since it is the only one to exhibit consistent year-on-year increases. The increases in mentions of the other sources shown above are confined to 2005 and are not indicative of a more general trend.

At the outset of the study in 2000 only 8% of respondents in the UK suggested the Food Standards Agency at this question. In 2001 (10%) and 2002 (13%) there were small increases in mentions, then in 2003 a more substantial increase to 20%. 2004 saw little change (21%), but the 31% achieved this year represents a new high for the Agency.

However, as in all previous years of the study a third or more of those interviewed (33% this year) claimed to be unaware of where to find such information. This less informed group is not diminishing in size over time, despite the Agency becoming more top of mind.

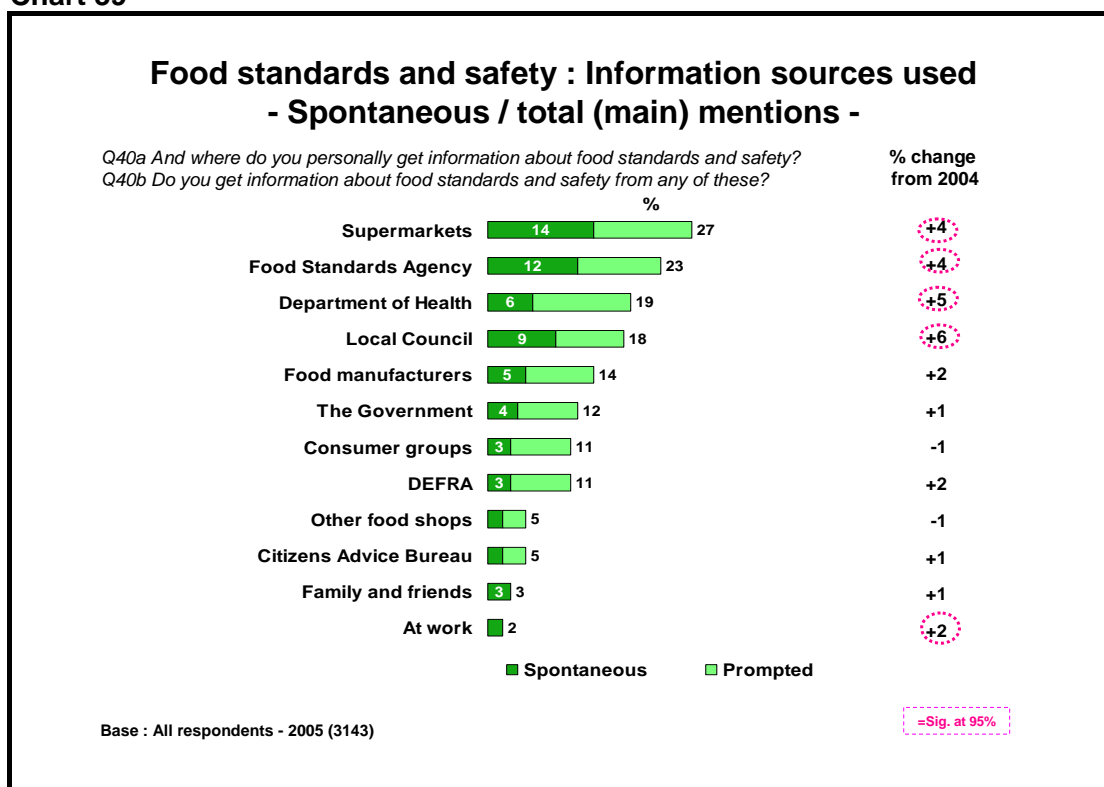
Awareness of the Agency as a source of information was lower among the oldest age group (66+ - 17%), those of DE social grade (17%) and in Northern Ireland (15%).

8.2 Information sources used

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

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

Chart 39



Supermarkets remained the information source mentioned by the greatest number of consumers, with 27% doing so this year. Close behind supermarkets, with 23% of UK respondents claiming to have used it as a source of information was the Food Standards Agency.

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

The Department of Health and local councils were each used by approaching a fifth of UK respondents in 2005.

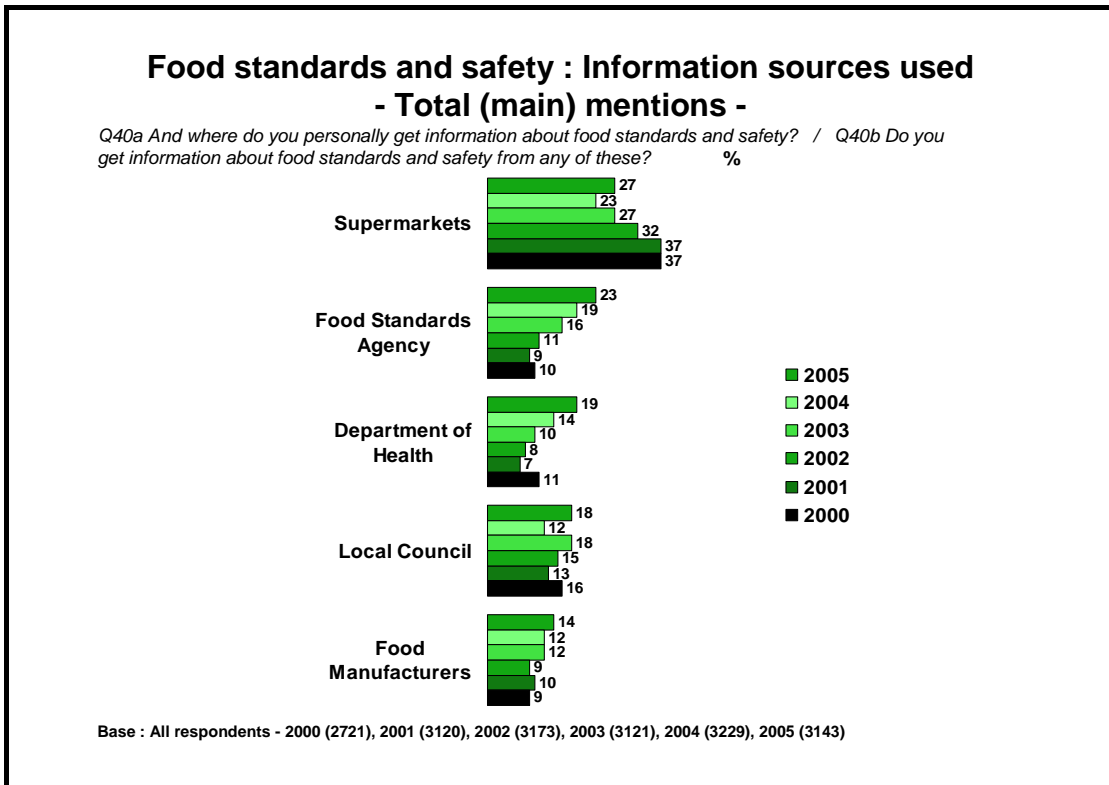
All four of these sources saw increases in the number claiming to have used them in 2005. However, looking at the data over time, the use of supermarkets is declining – 37% of the UK sample stated they had used this source in 2000 and 2001, but only 27% did so this year.

Use of the FSA was relatively low in the early years of the study (2000 – 10%; 2001 – 9%; 2002 – 11%), but since then each year has seen consistent increases in use.

Mentions of local council have been broadly stable throughout the tracking period, while mentions of the Department of Health have increased only in the last two years.

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

Chart 40



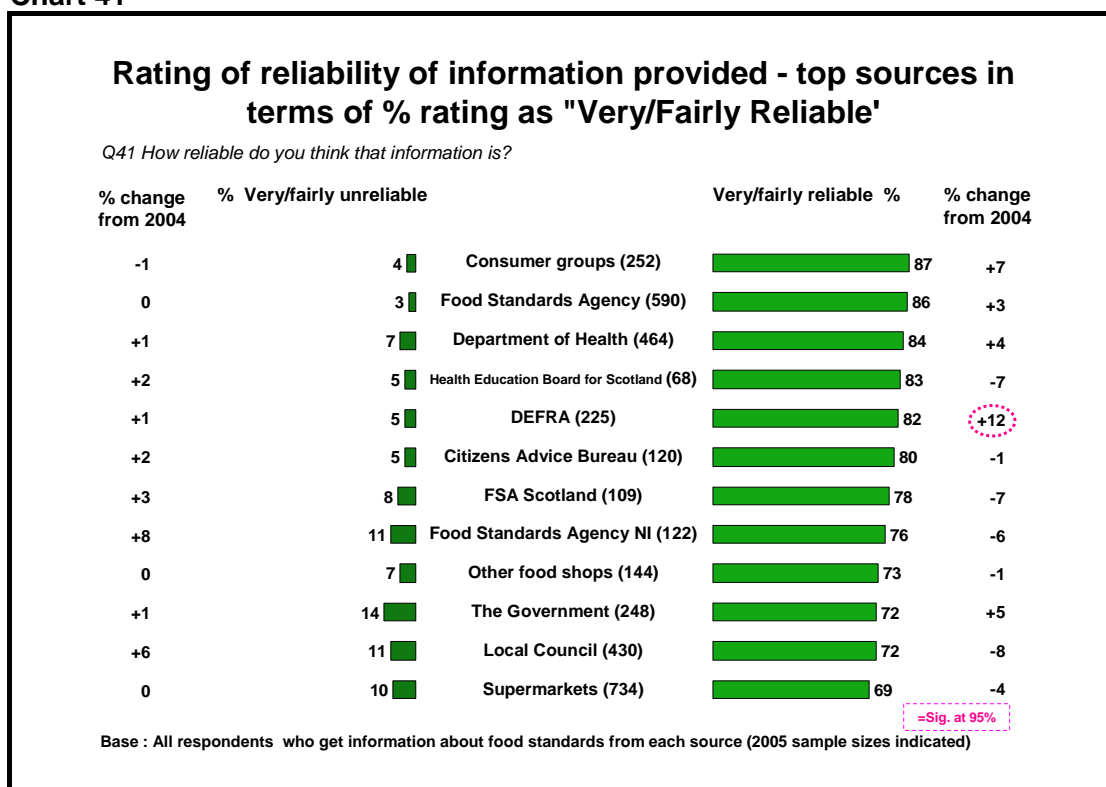
The pattern of sources used by the various sub-groups was broadly similar, however the DE's were less likely to mention having used any source and they, together with those aged 66+ were least likely to mention having used the FSA.

8.3 Reliability of information provided

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

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

Chart 41



Most organisations, including the FSA, were considered to be reliable by the majority of their users. There was relatively little change this year in the ratings of each source – only for DEFRA was there any change (up by 12 percentage points to 82% considering it very or fairly reliable).

Chart 42 shows the ratings of reliability of information from the Agency across the six years of the study. There has been some variation in the Agency's ratings over time, but no consistent movement in a particular direction. However, it is viewed as a reliable source of information by the majority of those who consult it (86% this year) and this has remained consistent over time.

Chart 42

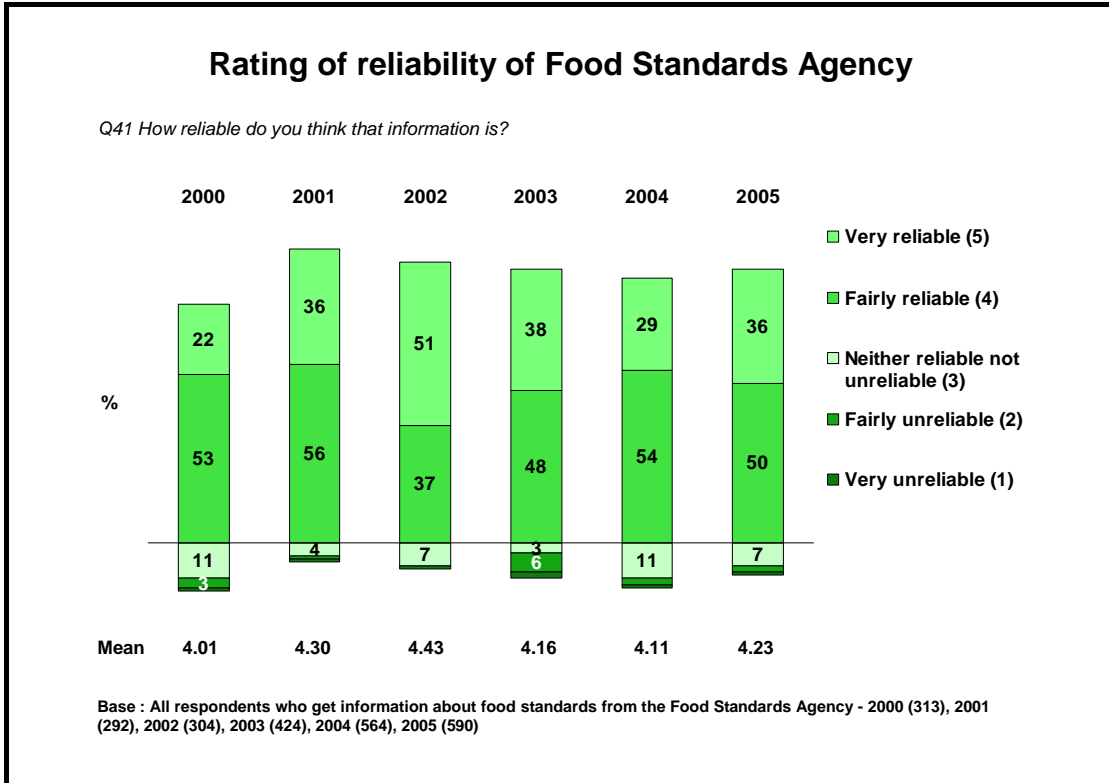
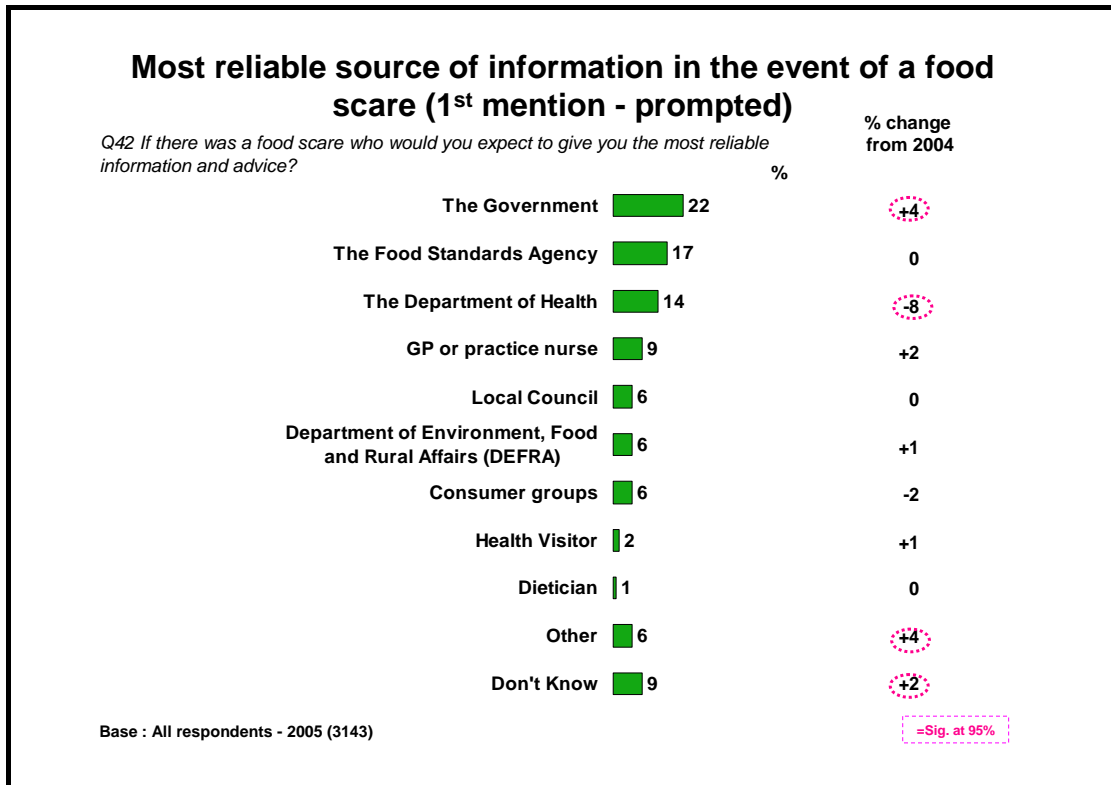


Chart 43 on the following page shows the sources which were expected to provide the most reliable information and advice in the event of a food scare.

Chart 43



There was relatively little change this year. The Government was mentioned by the largest single group (22%) – an increase of 4 percentage points over the 2004 level.

The FSA was suggested as the most reliable source by slightly fewer respondents (17%) and there was no change in the number mentioning it this year.

The only other source to be mentioned by more than one-in-ten of the UK sample was the Department of Health, although fewer respondents suggested this particular Government Department this year (14%, compared to 22% in 2004).

While there has been some fluctuation in the proportion mentioning each source over time, relatively few trends are evident across the tracking period. Mentions of the Government, the Food Standards Agency and the Department of Health have all increased in recent years, although for the last of these sources mentions this year have declined from their peak of 22% in 2004.

Looking at the sub-groups, those in England (22%) and Scotland (25%) were more likely to mention ‘the Government’ as the most reliable source than those in Wales (16%) or Northern Ireland (14%).

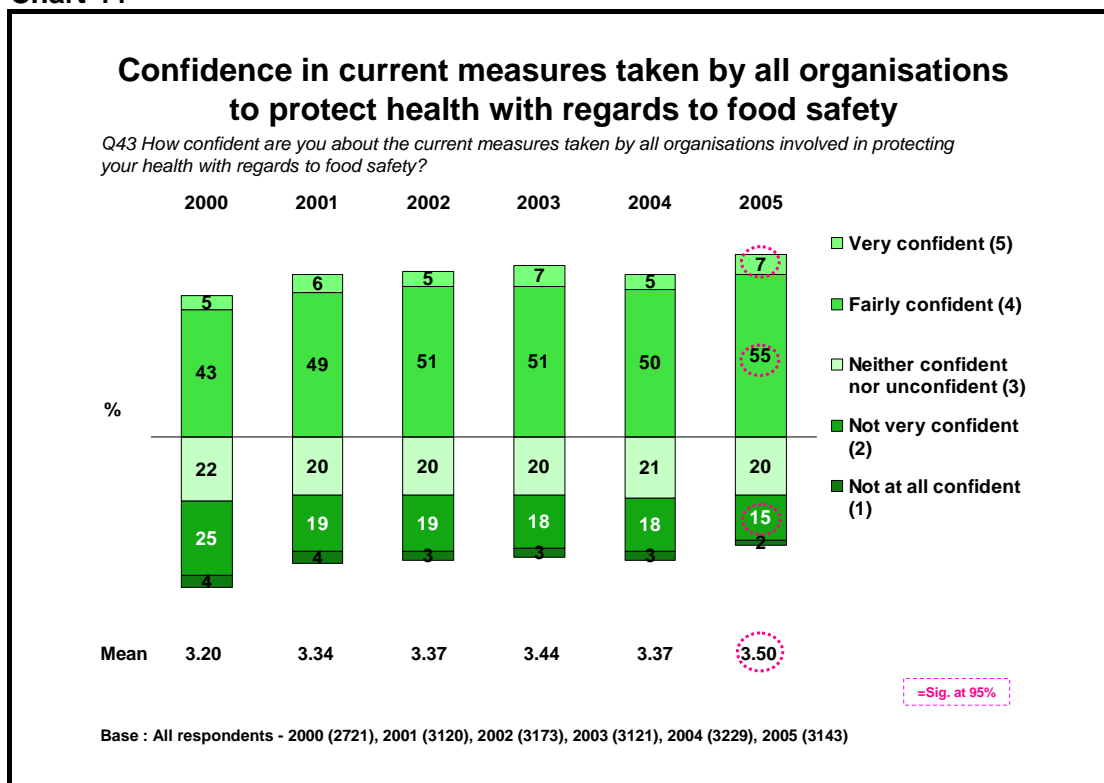
Least likely to mention the Food Standards Agency were DE’s (9%) compared to the higher social grade groups (AB – 23%; C1C2 – 19%) and those aged 66+ (7%, versus up to 22% among the younger age bands). The Agency was also less commonly mentioned by those in Northern Ireland (7%) versus all other countries (England – 18%; Scotland – 11%; Wales – 15%).

8.4 Confidence in current measures

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

There has been an increase in overall levels of confidence this year. Almost two-thirds (62%) of UK respondents described themselves as 'very' or 'fairly confident' this year, a higher proportion than has occurred in any previous year.

Chart 44



Looking at the ratings given by the countries, this year those in Wales gave a lower rating on this measure than any other country. This is illustrated in Table N.

Table N

MEAN SCORE FOR CONFIDENCE IN CURRENT MEASURES TAKEN BY ALL ORGANISATIONS (5=VERY CONFIDENT, 1=NOT AT ALL CONFIDENT)

	England	Scotland	Wales	Northern Ireland
2005	3.51	3.57	3.24	3.54

Base: All respondents

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

The response across the various demographic groups was broadly consistent. This was also the case in the previous surveys.

9 Awareness and perceptions of the Food Standards Agency

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

Key findings:

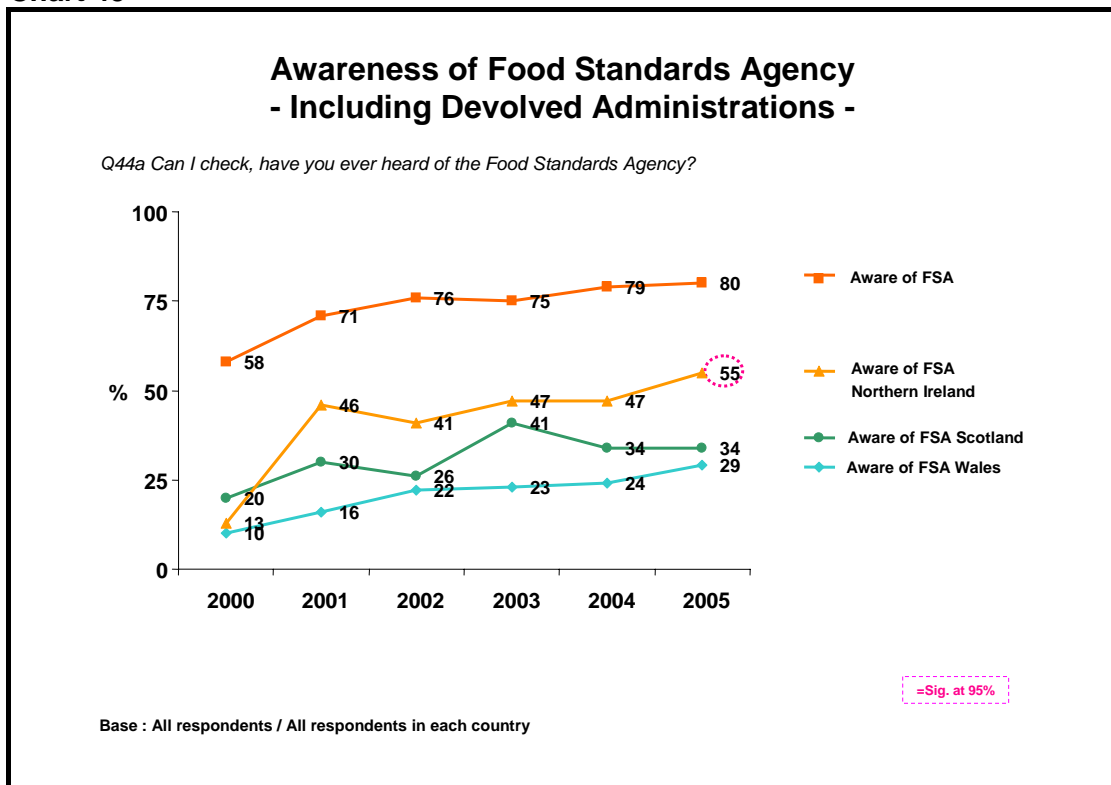
- Awareness of the FSA has increased consistently over the various waves of the study to reach a high of 80% in 2005. FSA Northern Ireland awareness has increased over the last year, reaching 55%.
- People are placing greater confidence in the FSA – 65% were confident about its role this year compared with 57% in 2004. They were also more likely to trust the organisation and believe that the information and advice it provides is clear.

9.1 Prompted awareness

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

Chart 45 shows awareness of the FSA among all UK respondents and awareness of e.g. FSA Scotland, among those in Scotland.

Chart 45



Awareness of ‘the Food Standards Agency’ (asked of everyone) increased only slightly this year. Four-fifths of UK respondents (80%) have now heard of the FSA when prompted. Despite there being little change this year, awareness of the Agency has increased steadily throughout the tracking period and now stands at a new high.

The age groups once again demonstrated a familiar pattern – awareness was lower among the extreme age groups i.e. the 16-25 and 66+ year-olds (awareness of 75% and 68% respectively), among whom food safety and standards seem to be have less salience.

As in previous studies, awareness was lower among those of DE social grade (68%, versus 89% among AB’s and 84% among C1C2’s) and among those of non-white ethnic origin (62%, as against 82% among their white counterparts).

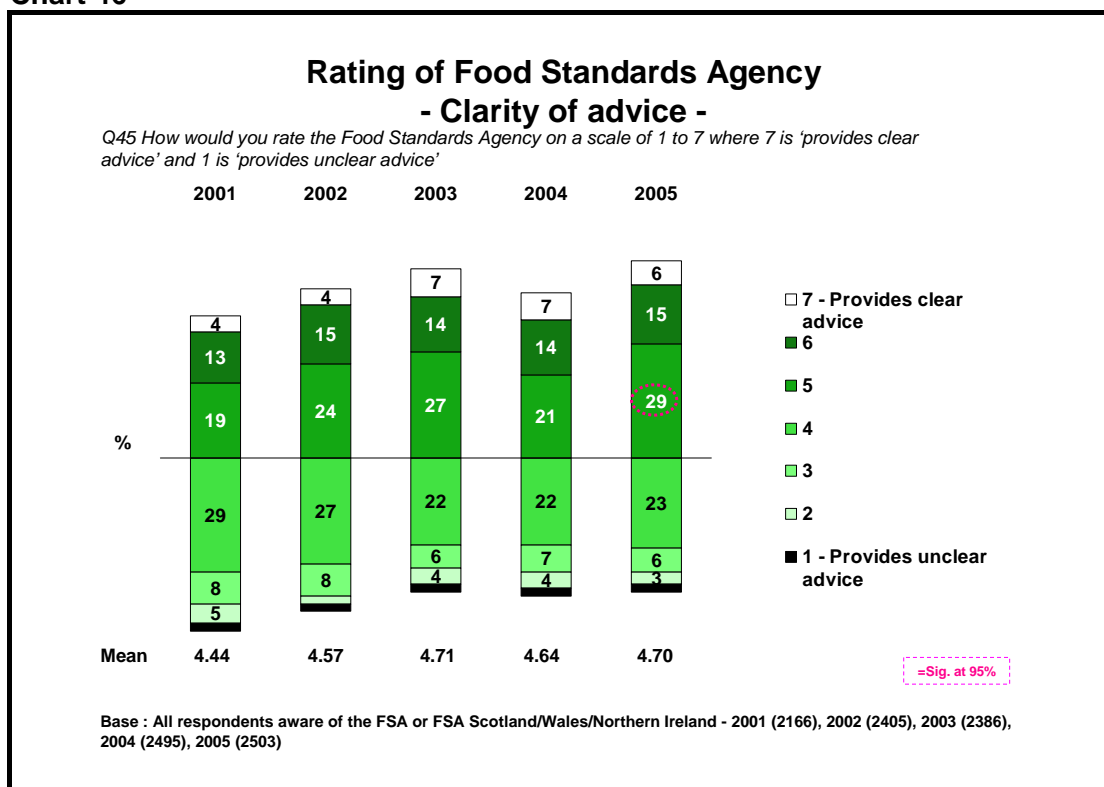
Awareness of the Food Standards Agency Northern Ireland rose this year, with Northern Ireland once again achieving the highest level of awareness of all three devolved organisations at 55%. Awareness of each of the FSA Scotland and the FSA Wales was somewhat lower than that of the FSA Northern Ireland, but both nevertheless show the same broad pattern of increasing awareness over time.

Some 20% of respondents in Scotland were aware of the Scottish Food Advisory committee, compared with 21% in 2004.

9.2 Ratings of the Food Standards Agency

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

Chart 46

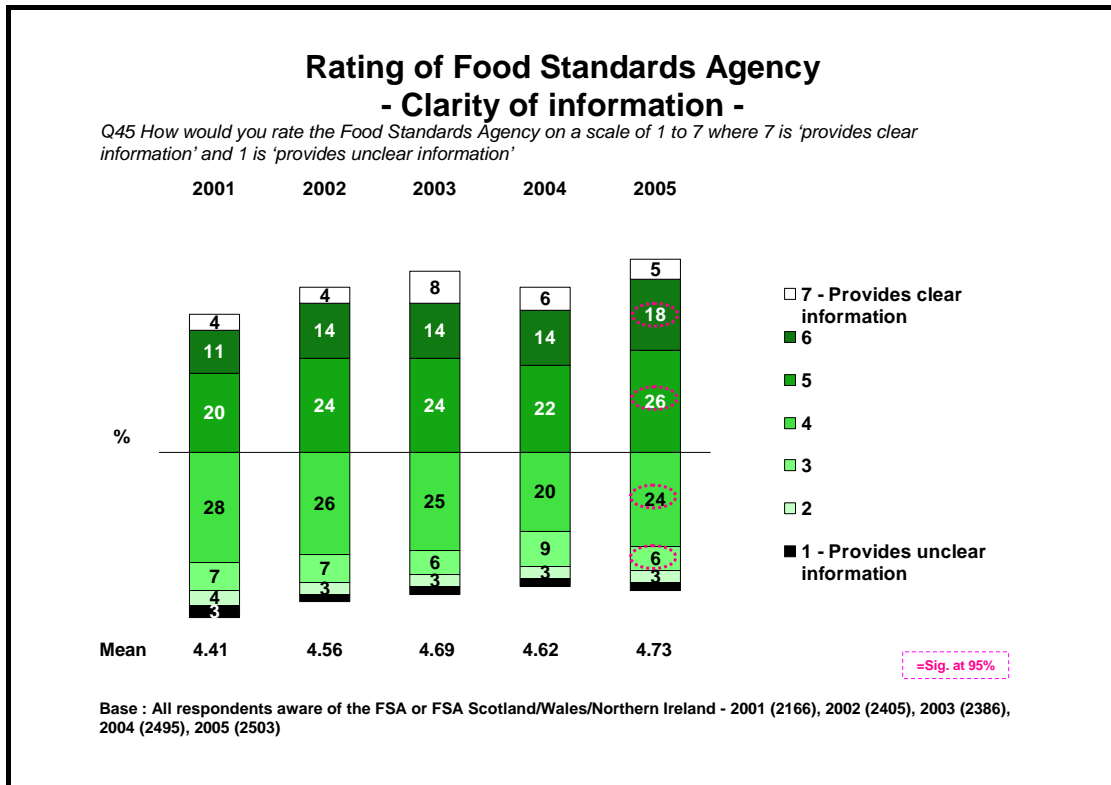


For clarity of advice, there was some improvement this year, with a greater proportion of UK respondents opting for points on the positive side of the scale i.e. 'provides clear advice'. Half the UK sample did so this year, compared to only 42% last year. However this improvement represents only a return to the level seen in 2003.

Only 11% opted for points on the side of 'unclear advice' on the scale this year. It should be noted, though, that a substantial group (23%) chose the mid-point of the scale – indicating that they had no strong view either way. In addition, some 16% answered 'don't know' at this question, so while the balance of opinion is strongly towards 'clear advice', there remained a sizeable group who were aware of the Agency, but had no view on this issue.

There were very few differences between the mean scores of the various key sub-groups this year. Those in Northern Ireland gave a higher mean score response (4.93) compared to respondents in any other country (England – 4.70; Scotland – 4.69; Wales – 4.59).

Chart 47



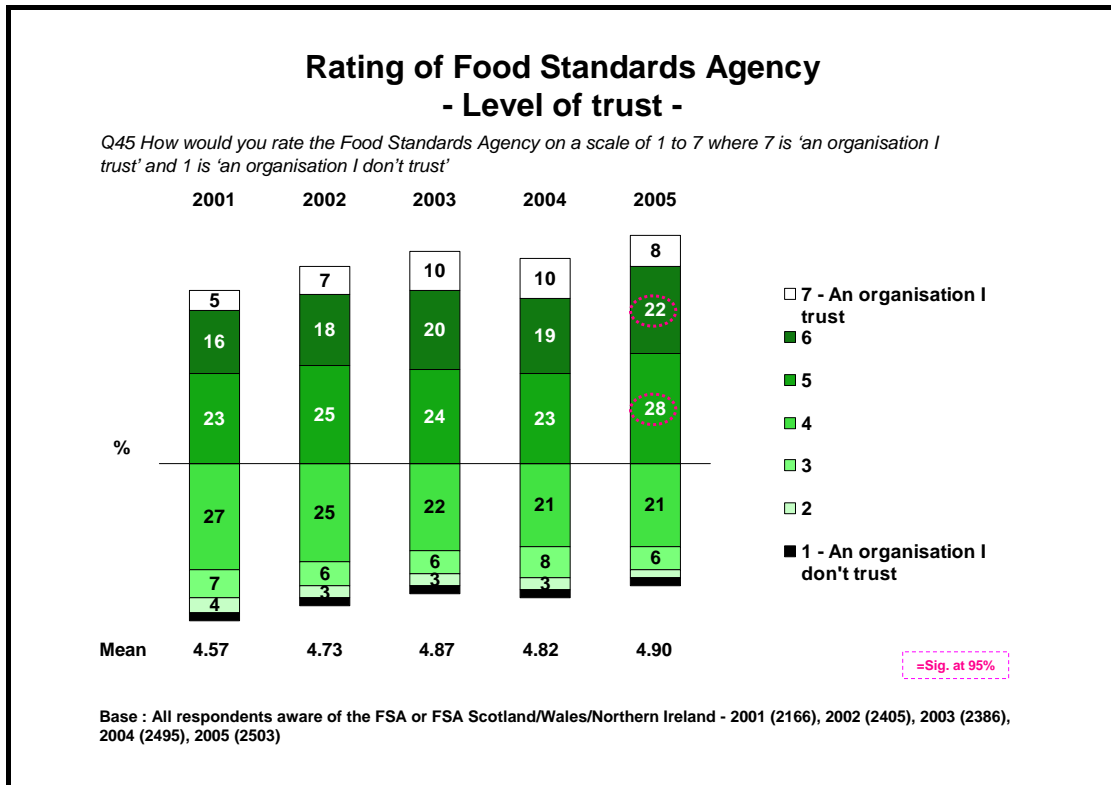
For clarity of information a similar pattern emerged to that seen for 'clarity of advice' i.e. the balance of response among those aware of the FSA shifted towards providing clear information compared to last year's position (49% chose points 5/6/7 on scale this year versus 42% in 2004 and 46% in 2003).

Only 10% opted for points on the side of 'unclear information' this year. However, 24% chose the 'neutral' mid-point and a further 16% did not know (in both cases almost the same percentage as for 'clarity of advice').

Examining the sub-groups there was, as for the 'Clarity of advice' rating, little variation this year. Respondents in Northern Ireland were more positive towards the Agency on this measure too (Mean score – 4.97, versus England – 4.73; Scotland – 4.74; Wales – 4.57).

Those of C1C2 social grade gave a higher rating on this measure (4.84) than either AB's (4.55) or DE's (4.61).

Chart 48

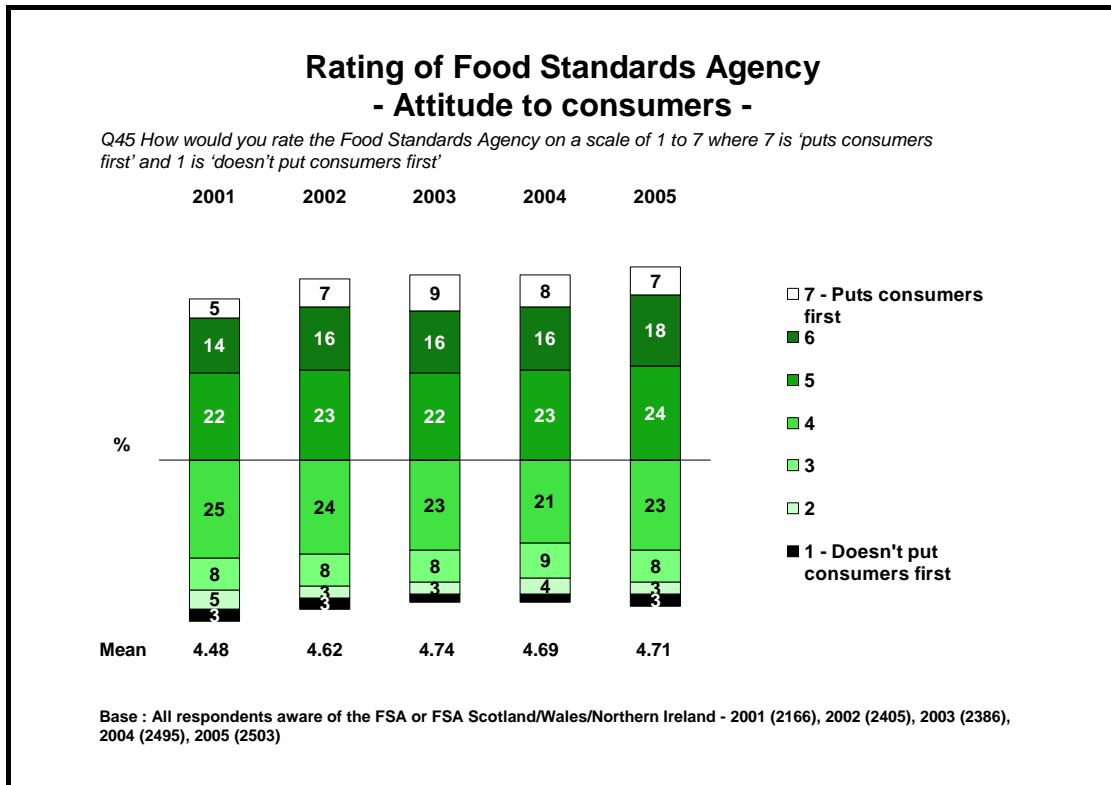


On the rating 'an organisation I trust', once again a very similar picture emerged – Those respondents who were aware of the FSA gave a positive rating overall on this scale and again there was an increase in the number of people giving a positive rating (58% in 2005, versus 52% in 2004 and 54% in 2003). As on the other ratings around a quarter chose the neutral mid-point (21%) and a further group (11%) answered 'don't know'.

On this measure, respondents in Wales gave a less favourable rating (4.70) than those in the other three countries (England – 4.91; Scotland – 4.94; Northern Ireland – 5.09).

Those in the youngest age group (16-25 – 5.22) gave a higher rating for "level of trust" compared with almost all the older age bands.

Chart 49



In terms of 'putting consumers first' the pattern of responses was again very similar to that seen consistently so far – a generally positive rating by those aware of the Agency.

However on this rating the pattern of response generated in 2005 was not different from that seen in 2004. Nevertheless, half the UK sample (49%) did respond on the positive side of the scale and very few (14%) felt the Agency was an organisation that did not put its consumers first.

Those in Northern Ireland gave a higher rating on this measure (4.85) compared to those in Wales (4.64). Across the age groups, the 16-25 year-olds once again generated a higher score (4.96) than their older counterparts.

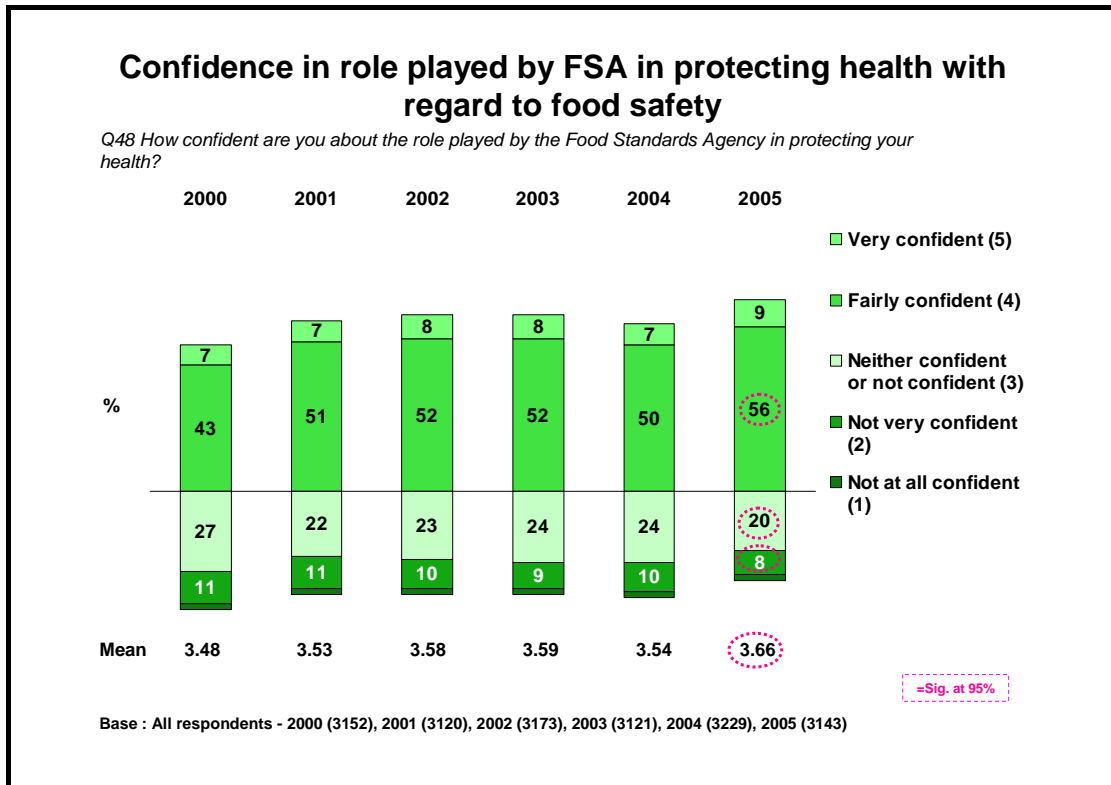
Across the countries on this set of ratings there is a reasonably consistent pattern of respondents in Northern Ireland being the most positive, with those in Wales sometimes the least so.

9.3 Confidence in Food Standards Agency

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

As for general confidence in current measures pertaining to food safety, a five-point scale was used to assess the level of confidence in the Food Standards Agency and the responses in the UK are shown in Chart 50.

Chart 50



There was an increase this year in the number who described themselves as confident about the Agency's role. Some 57% of UK respondents had been fairly or very confident in 2004 and in 2005 the proportion choosing these descriptions rose to 65% - the highest level yet expressing confidence.

The increase in the proportion who were 'confident' came in part from a reduction this year in the number of respondents choosing the neutral mid-point of the scale, but also because there was a small decrease in the number of people who said they were 'not very confident'.

There was a difference between Wales and all other countries, with a lower level of confidence in the FSA being expressed in Wales this year compared to elsewhere (Wales – 3.50; England – 3.67; Scotland – 3.65; Northern Ireland – 3.72).

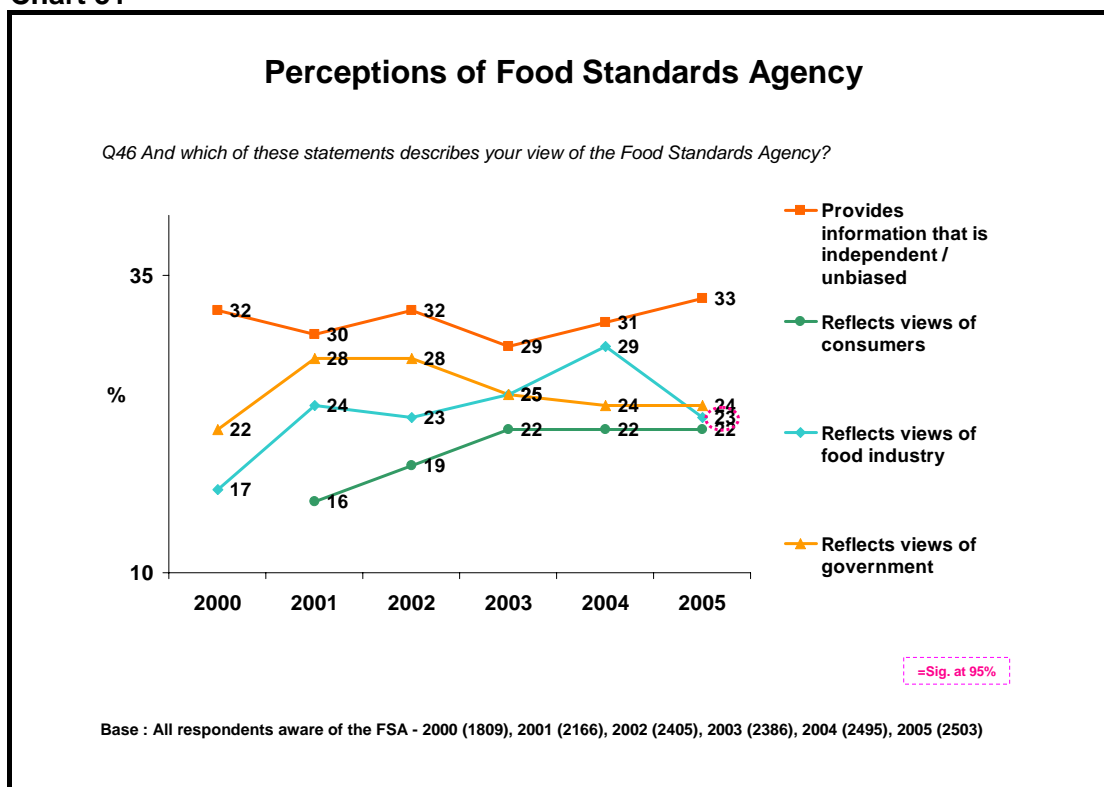
Those in younger age groups (16-25 – 3.79; 26-35 – 3.77) gave higher ratings on this measure than did their older counterparts (36-49 – 3.64; 50 -65 – 3.61; 66+ - 3.51).

It is worth noting that confidence in the FSA as expressed in the summary measure of the mean score has consistently been higher than confidence in 'all organisations' (see Section 8.4).

9.4 Perceptions of the Food Standards Agency

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

Chart 51



As in all previous years of the survey the most commonly used descriptor was ‘provides information that is independent/unbiased’, which around a third of respondents selected in each year. While there has been some fluctuation year-on-year in the number selecting this statement, there has been no discernable upward or downward trend.

As was the case in 2004, there was no change this year in the number who felt the FSA ‘reflects the views of consumers’ (22%). There was also no change this year in the proportion describing the FSA as reflecting the views of the government.

There was, however, a decrease in the number who considered the Agency reflected the views of the food industry – down to 23% in 2005 from a high of 29% in 2004.

There was very little variation across the sub-groups on these measures. Those of AB social grade (33%) were more likely than the other social grade groups (C1C2 – 22%; DE – 20%) to state that the FSA reflects the views of Government.

10 Information requirements

10.1 Specific information requirements

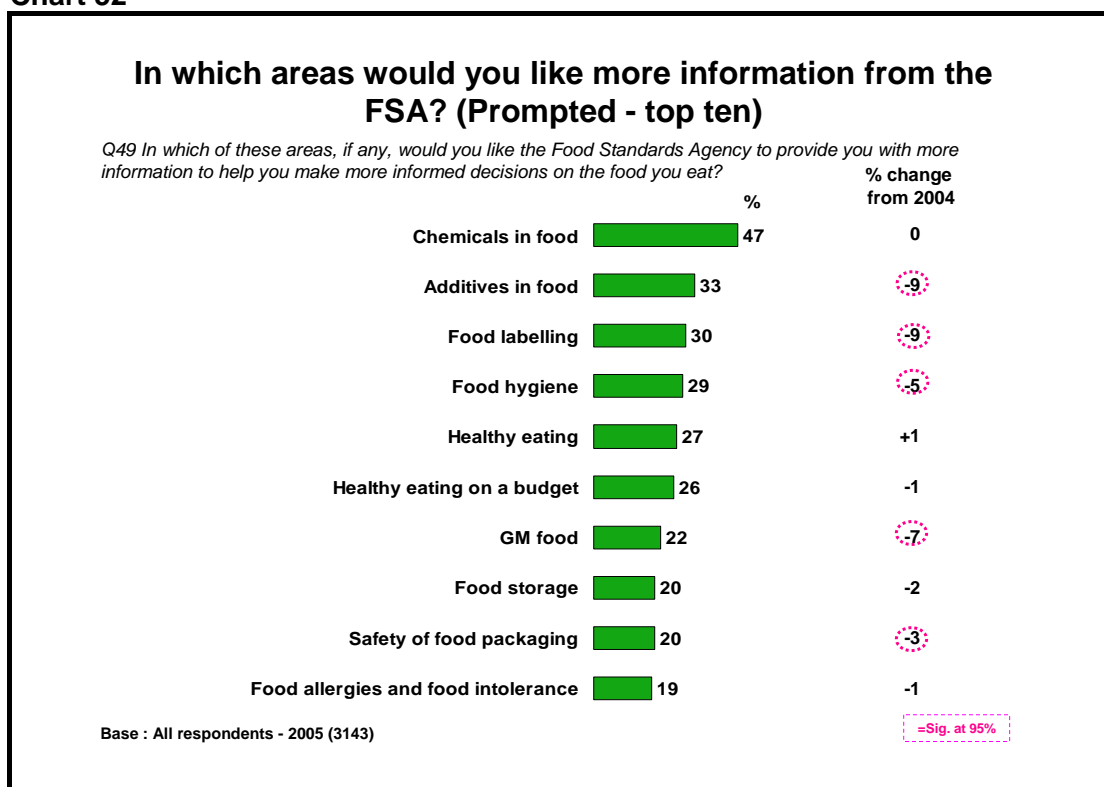
A list of topics where the public may need information was shown and respondents were asked to state in which, if any of these areas they would like the Food Standards Agency to provide more information.

Key findings:

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

Chart 52 shows the top ten topics selected from the list.

Chart 52



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

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

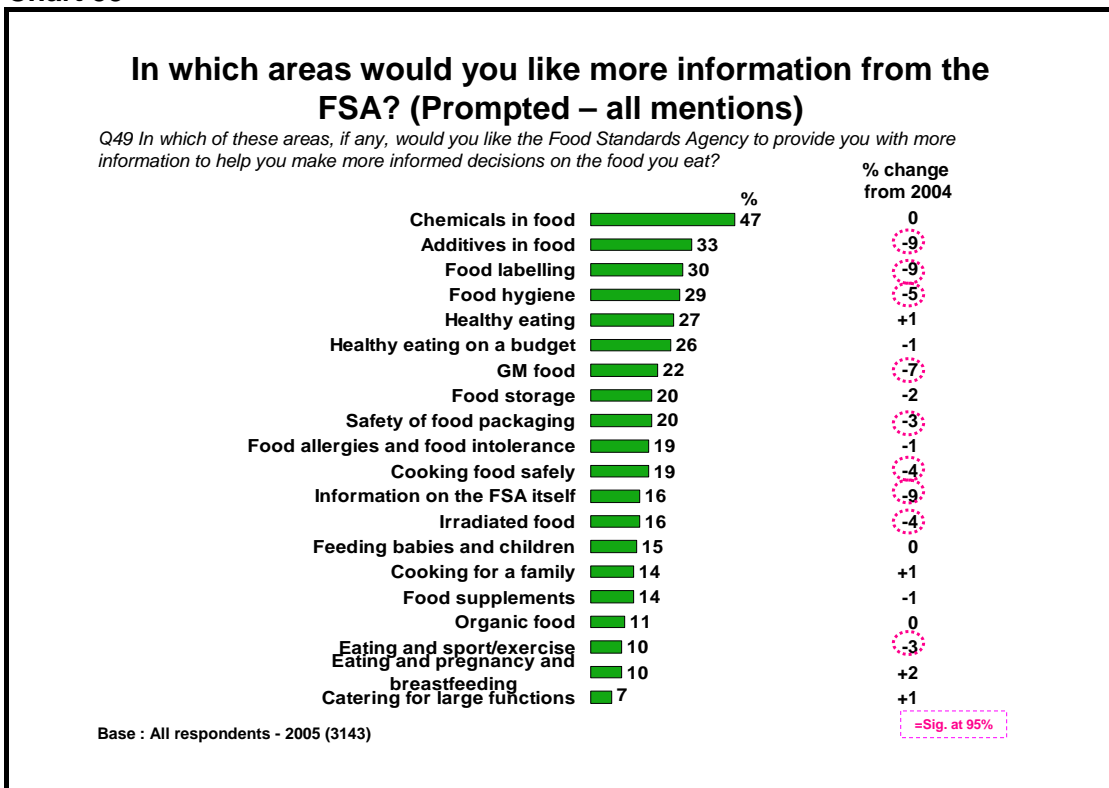
Interest in information about chemicals in food has remained stable for the last three years. Additives in food, food labelling and food hygiene were all mentioned by rather

more respondents in 2004, but in 2005 the number selecting each of these issues is close to its pre-2004 level. For GM food, interest has fallen this year after several years when it was stable.

Nevertheless, there remained a widespread requirement indicated here for more information on many aspects of food safety and related issues. Only 12% of the UK sample did not want information on any of the topics shown. Clearly, as this study has shown each year, there is still considerable scope to improve consumer understanding of a variety of issues.

Chart 53 shows the full list of issues which respondents could choose from. There is therefore some overlap between the information on this chart and that shown in chart 52.

Chart 53



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

This year those in Northern Ireland were less likely to request information on almost all of these topics.

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

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

APPENDIX 1

Questionnaire and Show Material

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

TNS Consumer Job No. 125341
19 August 2005

Section 1: General Information on Shopping Habits

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

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

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

IF MORE THAN ONE ASK Q2; OTHERS GO TO Q4

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

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

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

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

[Q1-Q3 CHECKED FOR INTERNAL CONSISTENCY]

ASK ALL

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

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

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

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

SHOW SCREEN

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

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

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

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

SHOW SCREEN

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

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

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

SHOWSCREEN

Q7b And which others do you also use for your household food shopping?

MULTICHOICE (Exclude code mentioned at Q7a)

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

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

SHOWSCREEN

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

(ALLOW D/K - DO NOT SHOW)

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

SHOWSCREEN

Q9 On average, how often, if at all, do you prepare or cook a meal from raw or fresh ingredients?

(ALLOW D/K - DO NOT SHOW)

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

IF CODES 3-7 at Q9, ASK:

DO NOT SHOW SCREEN

Q10 Why do you not prepare or cook a meal from raw or fresh ingredients more often?

MULTICODE, (ALLOW D/K)

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

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

SHOWSCREEN

Q11 On average, how often, if at all, do you sit down for your main meal at home with all the other members of your household?

(ALLOW D/K - DO NOT SHOW)

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

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

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

Section 2: Eating Habits

ASK ALL

SHOW SCREEN

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

Fresh vegetables/salads/fruits
Eggs

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

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

Organic food

None

Meals you have prepared from any of the following raw

ingredients:

Fresh chicken

Fresh fish

Other fresh meat

SHOW SCREEN

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

LIST OF THOSE NOT MENTIONED AT Q13a

SHOW SCREEN

Q13c And which of these do you never eat?
MULTICODE

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

SHOW SCREEN

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

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

ASK ALL WITH CONCERNS AT Q14

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

1. Yes
2. No

DO IF YES AT Q15 ASK Q16

DO NOT SHOW SCREEN

Q16 Who did you report your concerns to? MULTICHOICE
(ALLOW D/K)

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

ASK ALL
SHOW SCREEN

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

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

Section 3: Healthy Eating and Nutrition

ASK ALL
SHOW SCREEN

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

1. More healthy
2. Unchanged
3. Less healthy

SHOW SCREEN

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

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

SHOW SCREEN

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

LIST OF THOSE NOT MENTIONED AT Q19a

SHOW SCREEN

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

LIST AS Q19a

SHOW SCREEN

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

LIST OF THOSE NOT MENTIONED AT Q20a

SHOW SCREEN

Q21 These are all portions of fruit and vegetables. Using these definitions how many portions of fruit and vegetables did you eat yesterday? TYPE IN NUMBER

(ALLOW D/K - DO NOT SHOW), MAXIMUM - 97

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

Q22 How many portions of fruit and vegetables do you think you **should** eat every day? TYPE IN NUMBER

(ALLOW D/K - DO NOT SHOW), MAXIMUM - 97

Section 4: General Food Safety and Hygiene

Now turning towards issues regarding food safety.

SHOW SCREEN

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

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

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

DO NOT SHOW SCREEN

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

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

SHOW SCREEN

Q24b Do you have concerns about the safety of any of **these** types of food?
MULTICODE, INVERTED RANDOMLY, (ALLOW D/K - DO NOT SHOW)

LIST TO EXCLUDE THOSE MENTIONED AT Q24a.

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

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

TYPE IN VERBATIM IN FULL

SHOW SCREEN

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

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

ASK ALL

SHOWSCREEN

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

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

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

Section 5: Food Labelling

ASK ALL

SHOW SCREEN

Q28 Thinking about the information provided on the food that you purchase, how frequently, if at all, do you refer to the labelling information?

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

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

IF EVER REFER (CODES 2-5 AT Q28) ASK Q29; OTHERS GO TO Q30

SHOW SCREEN

Q29 When you refer to information on food labels what information do you usually look for?

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

Nutritional Information

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

Information about Ingredients

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

Ethical Information

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

General Information

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

ASK ALL

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

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

ASK ALL

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

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

IF YES AT Q31 ASK Q32. OTHERS GO TO Q33

SHOW SCREEN

Q32 How concerned are you about this?

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

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

ASK ALL

ROTATE ORDER OF ASKING Q33 AND Q34

SHOW SCREEN

Q33 Thinking about specific information on food labelling. If the 'use by' date on a food product passed yesterday, do you think;

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

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

Q34 If the 'best before' date on a food product passed yesterday, do you think;

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

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

SHOW EXAMPLE LABEL A

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

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

1. A lot
2. A little

SHOW EXAMPLE LABEL B **DO NOT SHOWSCREEN**

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

SINGLECODE, (ALLOW D/K)

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

SHOW EXAMPLE LABEL A

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

SINGLECODE, (ALLOW D/K)

1. A lot
2. A little

SHOW EXAMPLE LABEL C **DO NOT SHOWSCREEN**

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

SINGLECODE, (ALLOW D/K)

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

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

DO NOT SHOW SCREEN

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

MULTICODE, (ALLOW D/K)

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

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

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

11. Other (WRITE IN)

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

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

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

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

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

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

DO NOT SHOW SCREEN

Q40a And where do you personally get information about food standards and safety?

PROBE: Where else?

MULTICODE, (ALLOW D/K)

LIST AS Q39

SHOW SCREEN

Q40b Do you get information about food standards and safety from any of these?

EXCLUDE ANSWER AT Q40a

LIST AS Q39

None

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

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

SHOW SCREEN

Q41 How reliable do you think that information is?

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

1. Very reliable
2. Fairly reliable
3. Neither reliable nor unreliable
4. Fairly unreliable
5. Very unreliable

ASK ALL

SHOW SCREEN

Q42 If there was a food scare who would you expect to give you the most reliable information and advice? (CODE FIRST MENTION THEN OTHERS MENTIONS SEPARATELY)

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

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

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

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

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

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

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

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

SHOW SCREEN

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

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

Section 7: Awareness of the Food Standards Agency

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

1. Yes
2. No

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

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

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

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

1. Yes
2. No

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

ROTATE ORDER OF ASKING Q45a-Q45d

SHOW SCREEN

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

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

SHOW SCREEN

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

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

SHOW SCREEN

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

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

SHOW SCREEN

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

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

SHOW SCREEN

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

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

ASK ALL RESPONDENTS IN SCOTLAND

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

1. Yes
2. No

Section 8: Information Requirements

ASK ALL

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

SHOW SCREEN

Q48 How confident are you about the role played by the Food Standards Agency in protecting your health in this way?

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

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

SHOW SCREEN

Q49 In which of these areas, if any, would you like the Food Standards Agency to provide you with more information to help you make more informed decisions on the food you eat?

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

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

CLASSIFICATION

Finally, a few questions about yourself....

QD1 Sex of Respondent

1. MALE
2. FEMALE

QD2 Marital status of respondent

1. MARRIED\LIVING AS MARRIED
2. SINGLE
3. WIDOWED\DIVORCED\SEPARATED
4. REFUSED

QD3 Tenure

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

SHOWSCREEN

QD4 Which of these best describes your ethnic group?

Choose one section from (A) to (E) then tick the appropriate box to indicate your cultural background.

a) White

- British
- Irish
- Any other White background please write in below

b) Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed background please write in below

c) Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Any other Asian background please write in below

d) Black or Black British

- Caribbean
- African
- Any other Black background please write in below

e) Chinese or Other ethnic group

- Chinese
- Any other please write in below

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

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

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

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

QD6 Working status

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

QD7 Social Class

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

QD8 Confirmation of postcode

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

1. Yes
2. No

RECORD SIGNATURE

LABEL A

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

LABEL B



LABEL C

INGREDIENTS

BEEF LASAGNE

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

APPENDIX 2

Sample Profile

2000 SAMPLE PROFILE (WEIGHTED)

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

2001 SAMPLE PROFILE (WEIGHTED)

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

2002 SAMPLE PROFILE (WEIGHTED)

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

2003 SAMPLE PROFILE (WEIGHTED)

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

2004 SAMPLE PROFILE (WEIGHTED)

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

2005 SAMPLE PROFILE (WEIGHTED)

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

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Consumer Attitudes to Food Standards (wave 6) – United Kingdom