

Campaigns trackers: General perceptions and awareness about food safety

Area of research interest: [Behaviour and perception](#)

Study duration: 2015-05-01

We monitored our marketing campaign activity using TNS BMRB's online omnibus surveys between 2015 and 2017.

The surveys were conducted among an online panel in England, Wales and Northern Ireland with samples weighted to represent the adult population of the three countries.

The surveys looked at:

- general perceptions and awareness about food safety
- the reach and recall of our campaigns

We monitored campaign key performance indicators (KPIs) around awareness, concern, and propensity to share information and change behaviours as a result of our campaign activity. We also tracked the effects of our publicity to see how behaviour and awareness differed between those who can recall our campaign publicity and those who cannot recall any media activity.

Research report

PDF

[View Campaigns tracker: February 2017 as PDF\(Open in a new window\)](#) (284.98 KB)

PDF

[View Campaigns tracker: June 2016 as PDF\(Open in a new window\)](#) (295.26 KB)

PDF

[View Campaigns tracker: March 2016 as PDF\(Open in a new window\)](#) (286.22 KB)

PDF

[View Campaigns tracker: November 2015 as PDF\(Open in a new window\)](#) (338.22 KB)

PDF

[View Campaigns tracker: September 2015 as PDF\(Open in a new window\)](#) (325.16 KB)

PDF

[View Campaigns tracker: May 2015 as PDF\(Open in a new window\)](#) (201.59 KB)

CSV

[View Campaigns tracker: February 2017 Data Tables as CSV\(Open in a new window\)](#) (2.24 MB)

CSV

[View Campaigns tracker: June 2016 Data Tables as CSV\(Open in a new window\)](#) (1.8 MB)