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**THE FOOD AND  
YOU SURVEY**  
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.....  
**WAVE 5**  
.....

Secondary analysis  
Trust in Food and  
the UK Food System



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# Contents

.....

**KEY FINDINGS** **5**

.....

Trust in the Food Standards Agency 6

Trust in food supply chains 7

.....

**NOTES TO TEXT AND TABLES** **10**

.....

Notes to text and tables 11

.....

**INTRODUCTION** **12**

.....

Why trust matters 13

What is trust? 13

Levels and trends in measured trust in the FSA and food in the UK 14

Methodology 15

.....

**FINDINGS** **16**

.....

Trust in the FSA 17

Trust in food supply chains 19

Trust in the FSA by other trust questions 20

Trust in the food supply chain by other trust questions 22

Trust in the FSA and the food supply chain 22

Index of Recommended Practice (IRP) 23

Dietary restrictions, allergens and trust 23

Shopping, cooking and preparing food 24

Food safety 24

Information sources for preparing and cooking food 26

Food provenance 26  
The use of chemicals in food 27

.....  
**CONCLUSION 29**  
.....

Composite measure of trust 30  
Trust by demographic characteristics 30  
Trust by food behaviors and attitudes 30  
Trust by food hygiene knowledge 31

.....  
**ANNEX A: TECHNICAL DETAILS 32**  
.....

Trust as a concept 33  
Creating a composite measure 34

.....  
**ANNEX B: TABLES 40**  
.....



**KEY FINDINGS**

This paper provides more detailed analysis on items on trust included in Wave 5 of the Food Standards Agency (FSA) Food and You Survey. This includes the development of and reporting on two new composite measures: one measuring trust in the FSA and the other measuring trust in food supply chains. Key findings are summarised below.

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## Trust in the Food Standards Agency:

The average score of the composite measure of trust in the FSA was 7.7 out of 10 for all respondents.<sup>1</sup> When analysed by country, the average score was 7.6 for respondents in England; 7.8 for respondents in Wales and 8.1 for respondents in Northern Ireland. These scores are presented for information only as no differences between each country were identifiable.

Similarly, there were no significant differences between male and female respondents, averaging a score of 7.7 across both genders.

- The following groups of individuals were more likely than others to have high trust in the FSA:
  - Those aged 35-64 years old (37%);
  - White respondents and respondents from the mixed, multiple and other ethnic group (35% and 35%);
  - Married or cohabitating individuals with children (38%) and without children (36%);
  - Those with a degree qualification (34%) or a professional or vocational qualification (39%);
  - Those with high trust in most people

- (38%);
- Those who had high trust in Parliament (47%); and
- Those who were responsible for all or most of the food or grocery shopping (35%).
- Those who had high levels of trust in the FSA were less likely than those with low trust to:
  - Worry about food poisoning when eating out (39%); and
  - Worry that their food is safe to eat (19%), in comparison to those with low levels of trust.
- Those with high trust in the FSA were more likely than those with low trust to:
  - Use food TV shows and cooking programmes (36%) or food websites (25%) for information about food safety;
  - Use product packaging as sources of information about food safety (44%);
  - Check where their food was produced (17%);
  - Prefer to buy food produced in Britain/UK and Ireland (24%);
  - Agree that it is important to support farmers and food producers in Britain/UK and Ireland (64%); and
  - Be willing to pay more for food produced in Britain/UK and Ireland (16%).

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<sup>1</sup> Details of how the composite measure was computed are included in the Technical Annex.

## Trust in food supply chains:

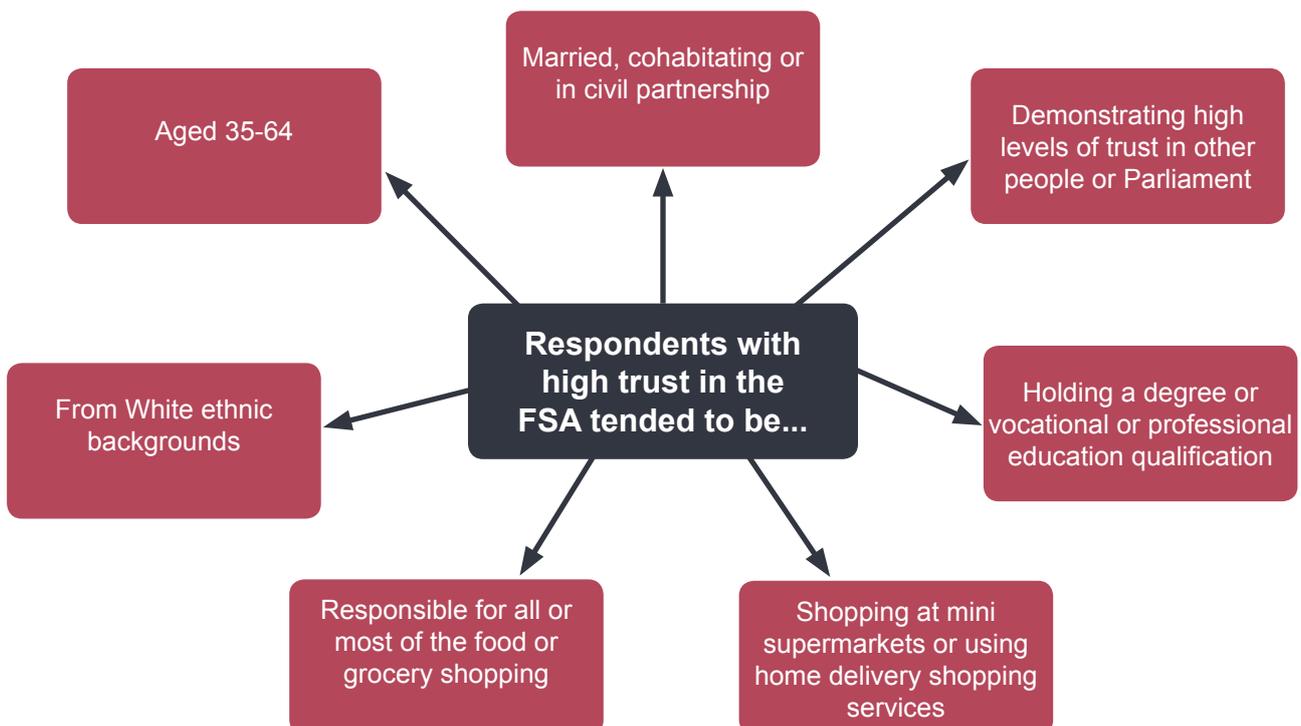
The average score of the composite measure of trust in food supply chains was 3.41 out of 5 for all respondents in the sample.

- The following groups of individuals were more likely than others to have high trust in food supply chains:
  - Male respondents (38% of men had high trust, compared to 33% of women);
  - White (36%), Asian/Asian British (36%) and those from mixed, multiple or other ethnic groups (38%);
  - Respondents who were married, in a civil partnership or cohabitating (37%); and
  - Those with a degree qualification (40%) and those with no qualifications (36%).

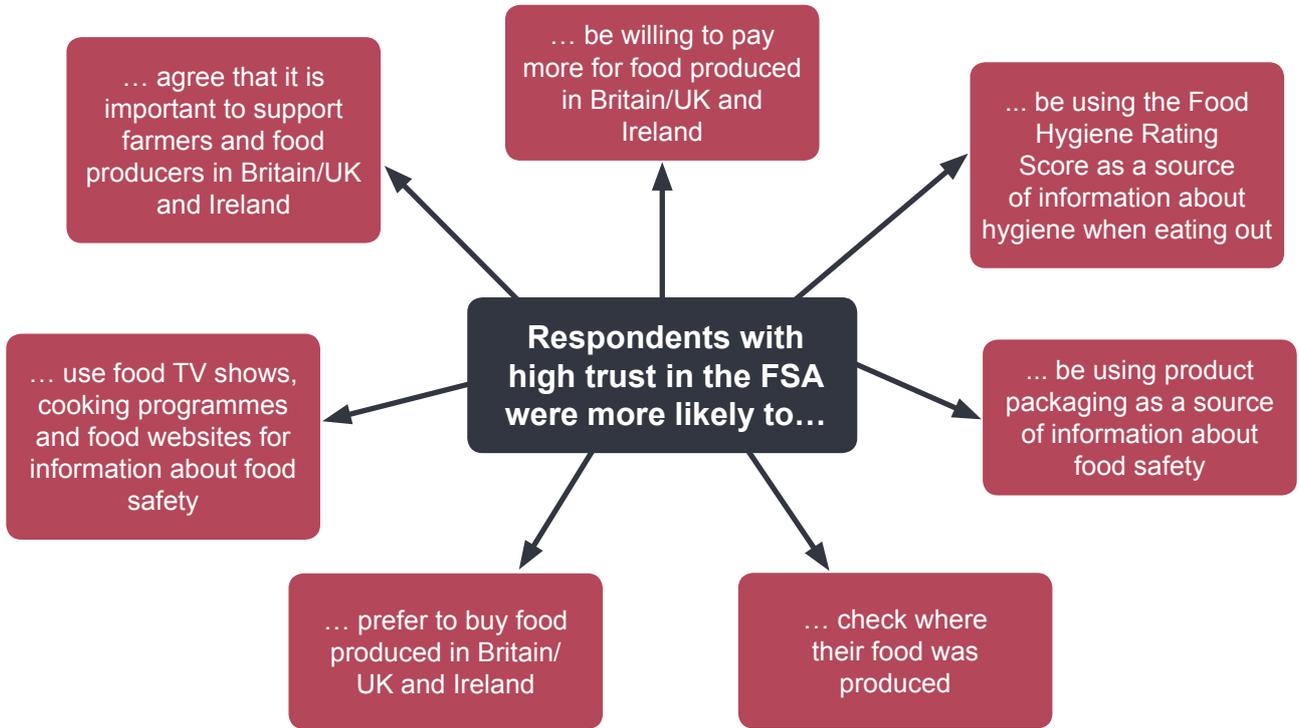
- Those with high trust in food supply chains were likely than those with low trust to:
  - Check where food was produced (16%);
  - Prefer to buy food produced in Britain/UK and Ireland (22%);
  - Agree that it is important to support farms in Britain/UK and Ireland (59%); and
  - Be willing to pay more for food and drink that is produced in Britain/UK and Ireland (16%).

Figures 1-4 below present the summary of the main findings of the report.

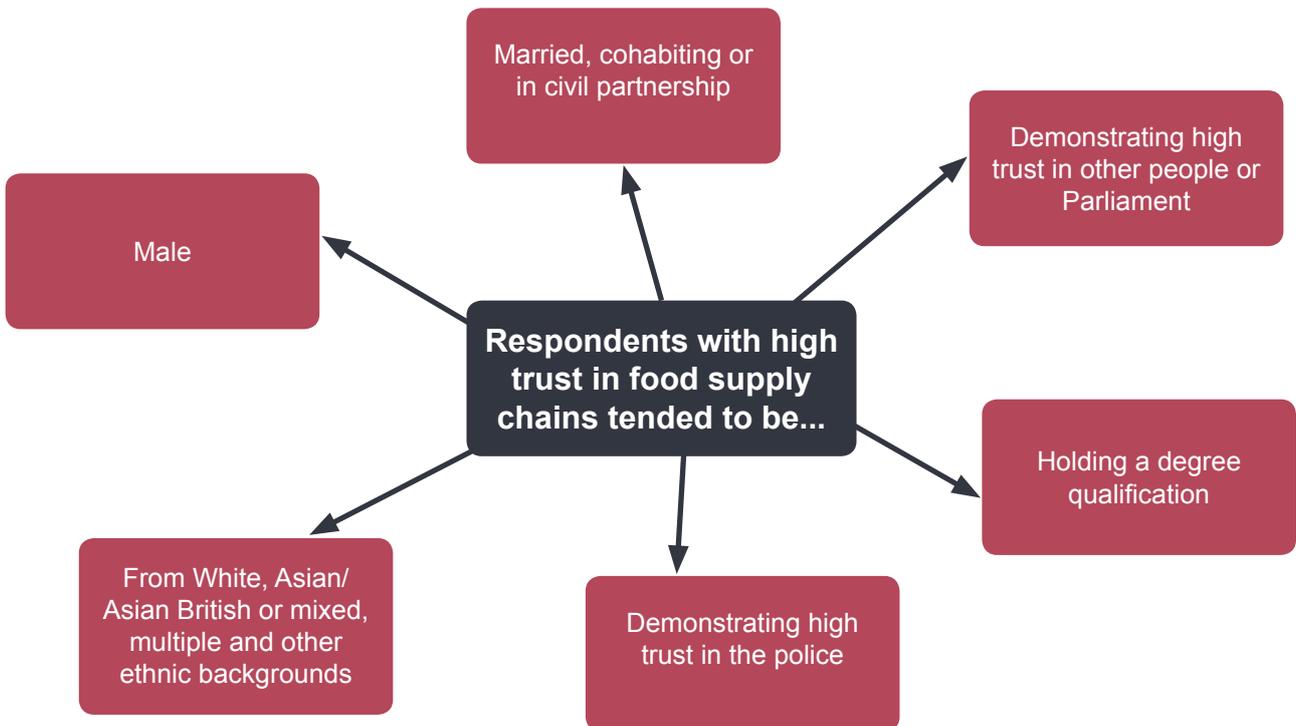
**Figure 1:** Demographics of respondents with high trust in the FSA



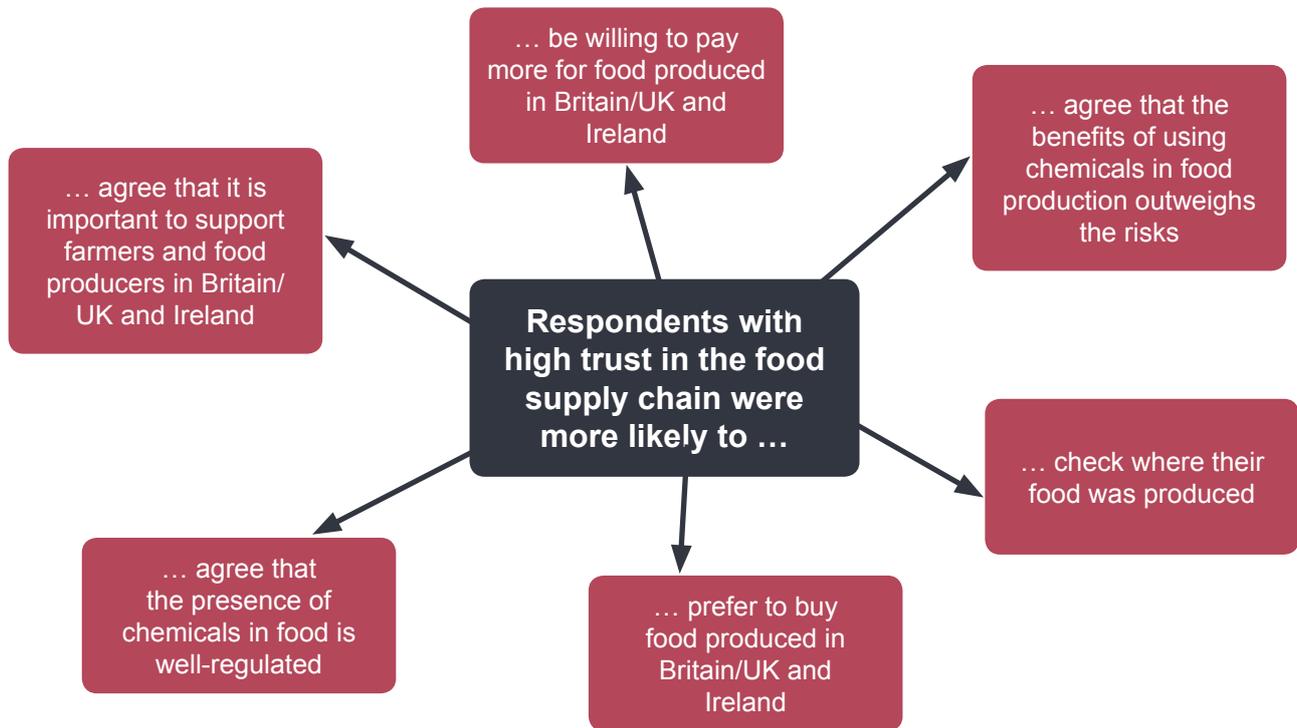
**Figure 2:** Behaviours of respondents with high trust in the FSA

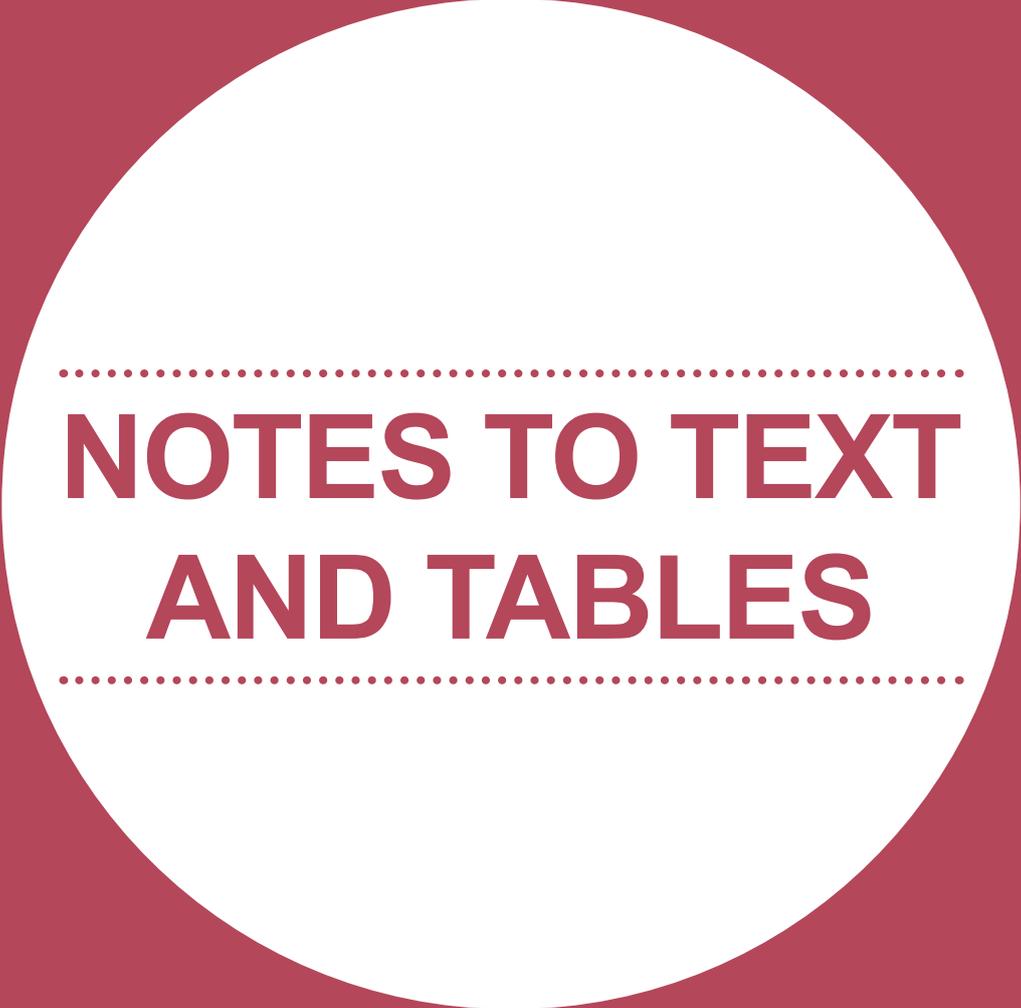


**Figure 3:** Demographics of respondents with high trust in food supply chains



**Figure 4:** Behaviours of respondents with high trust in food supply chains





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**NOTES TO TEXT  
AND TABLES**

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## Notes to text and tables

- 1.** Tables accompanying each chapter in this report can be found in the appendices. The chapter texts include references to the relevant tables.
- 2.** The data used in the report have been weighted. Weighted and unweighted sample sizes are shown at the foot of each table.
- 3.** Weights were applied to correct for the lower selection probabilities of adults aged 16 and over in multi-adult households and dwellings, as well as for the selection of one dwelling unit or household if two or more were found at the selected address.
- 4.** Unless stated otherwise, where comparisons are made in the text between different population groups or variables, only those differences found to be statistically significant at the 95% level are reported. In other words, differences as large as those reported have no more than a five per cent probability of occurring by chance.
- 5.** The following conventions have been used in tables:
  - no observations (zero value)
  - 0 non-zero values of less than 0.5% and thus rounded to zero
  - [ ] estimates based on 30 to 49 cases are presented in square brackets.
  - \* estimates based on fewer than 30 cases are not shown.
- 6.** Because of rounding, column percentages may not add exactly to 100%. For questions where respondents could give more than one response, the percentages will add up to more than 100%.
- 7.** 'Missing values' occur for several reasons, including refusal or inability to answer a particular question/section and cases where the question is not applicable to the participant.
- 8.** The term 'significant' refers to statistical significance (at the 95% level) and is not intended to imply substantive importance.
- 9.** Where a table contains more than one variable, the bases may not be exactly the same. Tables will usually show the bases for the first variable in the table, and for any other variables where the bases are not of a similar magnitude.



**INTRODUCTION**

## Why trust matters

The Food Standards Agency (FSA) was formed in 2000 as an independent non-ministerial government department and its overall goal is to protect public health from risks which may arise in connection with the consumption of food (including risks caused by the way in which it is produced or supplied), and otherwise to protect the interests of consumers in relation to food. It is responsible for food safety and hygiene in England, Wales and Northern Ireland and is also responsible for regulation pertaining to the national Food Hygiene Rating Scheme (FHRS)<sup>2</sup> which provides information about the hygiene standards in restaurants.

The FSA works to protect the interests of the consumer through the regulation of food businesses, the development and targeting of messages and initiatives for the public and providing information for the public. In addition to regulating the safety of the food supply, the FSA also provides information to consumers on food safety and hygiene practices, including advice on cleaning, cooking and preserving food. It similarly provides guidance on the use of food labels. One of the key priorities for the FSA is to maintain and increase the public trust in its activities and objectives.

## What is trust?

Trust is a highly complex phenomenon which takes different forms and operates at different levels. It enables the routines of daily life to continue smoothly allowing people to accomplish everyday tasks, such as shopping and eating even if the context is complex and sometimes uncertain. Trust can allow people to take “short cuts” when

making decisions about which foods to buy, where to eat and generally how to think and to act in all matters to do with food despite knowledge being incomplete.<sup>3</sup>

Trust in the FSA as a government agency is essential to ensure that the public endorse and respond to its policies and interventions relating to food safety described above. There is now an extremely large literature on trust that spans many different academic disciplines from philosophy, sociology and political science through to psychology and business studies.<sup>4</sup>

To better understand and monitor consumer trust in food and the FSA, the FSA has commissioned research on trust, including an evidence review, deliberative forums and questions on the bi-annual public attitudes tracker survey.<sup>5 6</sup> As part of this work, new questions exploring trust in the FSA were added to Wave 5 of the Food and You survey. These questions build on areas explored in Wave 4 of the survey looking at knowledge about and attitudes to the food production system as well as authenticity of food.

Given the complexity of trust and its many forms, measuring it in surveys is challenging. The OECD guidelines recommend an approach to measuring trust which comprises a core set of five questions which measure generalised trust, alongside three other types of trust questions

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2 <https://www.food.gov.uk/safety-hygiene/food-hygiene-rating-scheme>

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3 Community Research (2017) Trust in a changing world: deliberative forums research for FSA. Food Standards Agency, London.

4 Further information on this literature is available in the Technical Annex.

5 <https://www.food.gov.uk/research/research-projects/trust-in-a-changing-world>

6 <https://www.food.gov.uk/about-us/biannual-public-attitudes-tracker>

(evaluative, expectational and experiential).<sup>7</sup> Each set of questions can be further divided into interpersonal (for example trust in neighbours, trust in other people in general) and institutional trust (for example trust in Parliament or the police).

The trust questions asked in Wave 5 of the Food and You survey broadly followed the OECD guidelines, focusing on institutional trust as opposed to interpersonal trust. The questions were also guided by the OECD's five dimensions of trust in government: integrity, responsiveness, reliability, openness, and fairness.

The trust questions specifically focused on:

- Authenticity (that food is what it says it is);
- Trust in the food system (the production, distribution and sales of food);
- Trust in food regulation (that food is regulated effectively to protect consumers);
- Trust in the FSA itself as a department (that the department meets the five dimensions of trust).

These question categories cover individual, structural and relational trust, which are the three types of trust identified by the Trust in a Changing World project. The questions relating to trust in the FSA itself and trust in food authenticity were used to create two composite measures: trust in the FSA and trust in food supply chains.

Food and You is a survey of individuals and their responses. In general, due to their inherent methodological limitations, surveys enable measurement and analysis of variability in individuals' responses

regarding their opinions on and attitudes to different features on which they are being questioned. Surveys also enable linking individual's responses to their individual characteristics. However, surveys do not measure actual social relationships or institutional arrangements beyond merely reporting these.

## Levels and trends in measured trust in the FSA and food in the UK

While general levels of trust in Britain are now higher than ever,<sup>8</sup> levels of trust are declining in many societies.<sup>9</sup> Declining trust may compromise the willingness of the public to accept or respond to public policies and interventions. The FSA's biannual tracker survey that has been conducted since 2010 shows that levels of institutional trust in the FSA are not only largely stable, but also steadily rising.<sup>10</sup> The biannual tracker results demonstrate that 87% of respondents feel the main responsibility of the FSA is to ensure food bought in the UK is safe to eat, 67% of respondents trust the FSA and 69% of the respondents believe that the FSA provides truthful and reliable information to the public.

International surveys, such as Eurobarometer, and studies based on data from such surveys demonstrate differences in trust levels across countries as well as over time. However, the variations of trust within countries have been under-

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7 <http://www.oecd.org/governance/oecd-guidelines-on-measuring-trust-9789264278219-en.htm>

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8 Phillips, D.; Curtice, J.; Phillips, M.; Perry, J. (eds.) (2018), *British Social Attitudes: The 35th Report*, London: The National Centre for Social Research.

9 Edelman (2019). 2019 Edelman Trust Barometer: Executive Summary. [https://www.edelman.com/sites/g/files/aatuss191/files/2019-02/2019\\_Edelman\\_Trust\\_Barometer\\_Executive\\_Summary.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2019-02/2019_Edelman_Trust_Barometer_Executive_Summary.pdf)

10 [https://www.food.gov.uk/sites/default/files/media/document/attitudes-tracker-wave-17-november-2018-report\\_5.pdf](https://www.food.gov.uk/sites/default/files/media/document/attitudes-tracker-wave-17-november-2018-report_5.pdf)

researched. This report examines the demographics of measured trust in food systems in England, Northern Ireland and Wales. This is measured not only by analysing measures of public trust in food supply chains in general, but also by examining the demographics of measures of public trust in the FSA in particular.

## Methodology

The report is based on the data from Wave 5 of the FSA's Food and You survey. Food and You has been running on a biennial basis since 2010. It is the FSA's principal quantitative source of methodologically robust and representative evidence on consumers' self-reported food-related activities and attitudes.

Wave 5 of the Food and You includes data on 2,241 participants from a representative sample of adults aged 16 and over across England, Wales and Northern Ireland. The survey fieldwork was carried out between June and November 2018. Additional interviews were conducted in Wales and Northern Ireland to enable country-level analyses of the findings.

This report summarises secondary analysis conducted on the trust items, which were added to the Food and You questionnaire for Wave 5. This includes:

- The development of two composite measures on trust in the FSA and trust in the food supply chain;<sup>11</sup>
- Demographic analysis.

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11 The main limitation of the composite measures of trust in the FSA and trust in the food supply chain created for this report is that the analysis demonstrates that people who answered sufficient questions and who were included in the analysis are demographically different from the rest of the respondent sample. This indicates that the index is not representative of the population. Further details can be found in the Technical Annex.



**FINDINGS**

## Trust in the FSA

### Overall levels of trust

The average score of the composite measure of trust in the FSA was 7.7 out of 10 for all respondents in the sample. When analysed by country, the average score was 7.6 for respondents in England; 7.8 for respondents in Wales and 8.1 for respondents in Northern Ireland. These scores are presented for information only as no differences between each country were identifiable. Similarly, there were no significant differences between male and female respondents, averaging a score of 7.7 for both gender groups.

The distribution of scores was split into tertiles in order to create variables reflecting low, medium and high levels of trust in the FSA.<sup>12</sup>

### Age

Those with high levels of trust in the FSA were more likely to be 35-64 years old: 37%

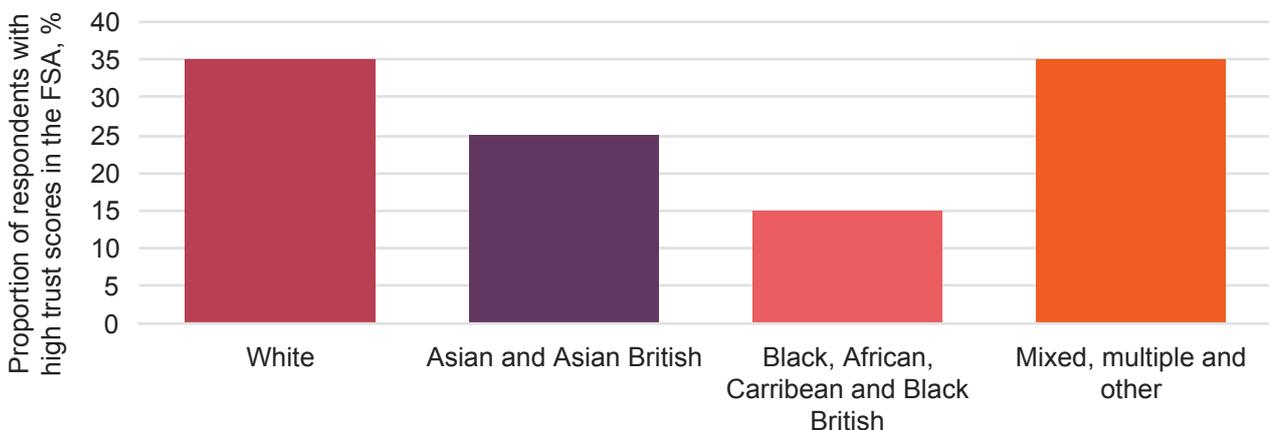
of this age group had high trust scores, in comparison to 33% of people aged 65+ and 28% of those aged 16-34 years old who also had a high level of trust in the FSA.

### Ethnicity

Trust also varied by self-reported ethnic background.<sup>13</sup> 35% of White respondents had high trust in the FSA, which was the same among respondents from the mixed, multiple and other ethnic group (35%). Trust levels were lower (25%) for Asian and Asian British respondents and only 15% for Black, African, Caribbean and Black British respondents (see Figure 5).

These scores may reflect broader trends in trust by ethnicity. For example, when looking at other areas of trust, Black, African, Caribbean and Black British respondents were less likely than other ethnic groups to have high trust in three fundamental domains of trust: 1) trust in other people; 2) trust in people they know and 3) trust in the police. For example,

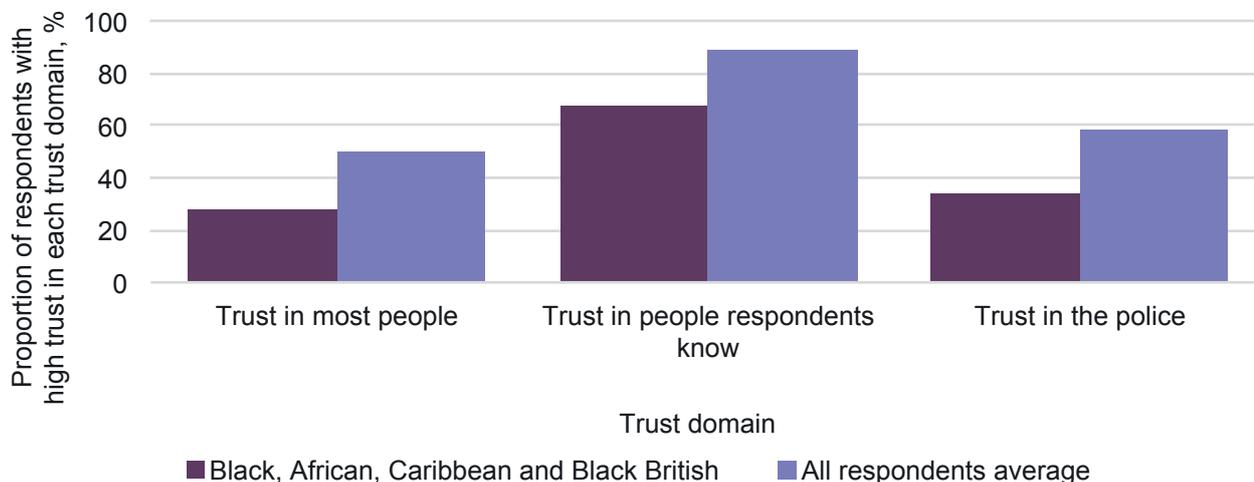
**Figure 5:** Proportion of respondents with high trust scores in the FSA by ethnicity



12 The cut-off points for each tertile are as follows: High: >85, Medium: 72.5<85, Low: <72.5. Further details can be found in the Technical Annex.

13 Individuals were asked to identify their ethnic background which was then grouped into four main categories: 1) White; 2) Asian and Asian British; 3) Black, African, Caribbean and Black British; and 4) mixed, multiple and other ethnic groups.

**Figure 6:** Proportion of respondents with high trust in most people, high trust in people known, and high trust in the police for Black, African, Caribbean and Black British respondents compared to all respondents



only 28% of Black, African, Caribbean and Black British respondents had trust in most people, compared to the average of 50% for all respondents; 67% had high trust in people they know personally compared to the average of 89% for all respondents; and 34% had high trust in the police, compared to the average of 58% for all respondents (see Figure 6). This suggests lower levels of trust among people from this ethnic group overall. It is important to note that high trust in Parliament is more likely to be observed among Asian and Asian British respondents (36%) with only 17% of White respondents reporting a high level of trust in Parliament (Table 6). While it is beyond the scope of this analysis to explain this finding, for the purposes of our analysis it is important to note overall that trust significantly varies by ethnic background.

## Family Type

People who were married or cohabiting<sup>14</sup> had higher levels of trust in the FSA: 38% of married/cohabiting individuals with children and 36% of married or cohabiting individuals without children had high trust scores, in comparison to single people with children (26%) and single people without children (27%) (see Figure 7).

When viewed by marital status only, trust in the FSA was significantly higher for those who were married or cohabiting, in a civil partnership or living with their partner in comparison to those who were single, widowed, divorced, separated or in another arrangement (see Table 8). However, trust in the FSA was not significantly different among respondents in households with children under 16 and households without

<sup>14</sup> Respondents were grouped by: 1) married/cohabiting with a partner with children; 2) single, with children; 3) married/cohabiting with a partner, with no children; and 4) single, with no children. Married includes those in civil partnership or those cohabiting with a partner; single includes those who are single, widowed or divorced.

children under 16.

## Qualifications

There was a relationship between levels of trust in the FSA and qualifications: 34% of those with a degree qualification and 39% of those with a professional or vocational qualification had a high level of trust in the FSA in comparison to only 26% of those with no qualifications (See Figure 8 and Table 9).

## Trust in food supply chains

### Overall levels of trust

When analysing trust in supply chains, the mean score was 3.41 out of 5. The distribution of scores was split into tertiles in order to create variables reflecting low, medium and high levels of trust in food supply chains.<sup>15</sup> Using the three categories of high, medium and low trust, analysis found that men were more likely to report high trust than women, with 38% of men having a high trust in the supply chains score compared to 33% of women (Figure 9

and Table 10).

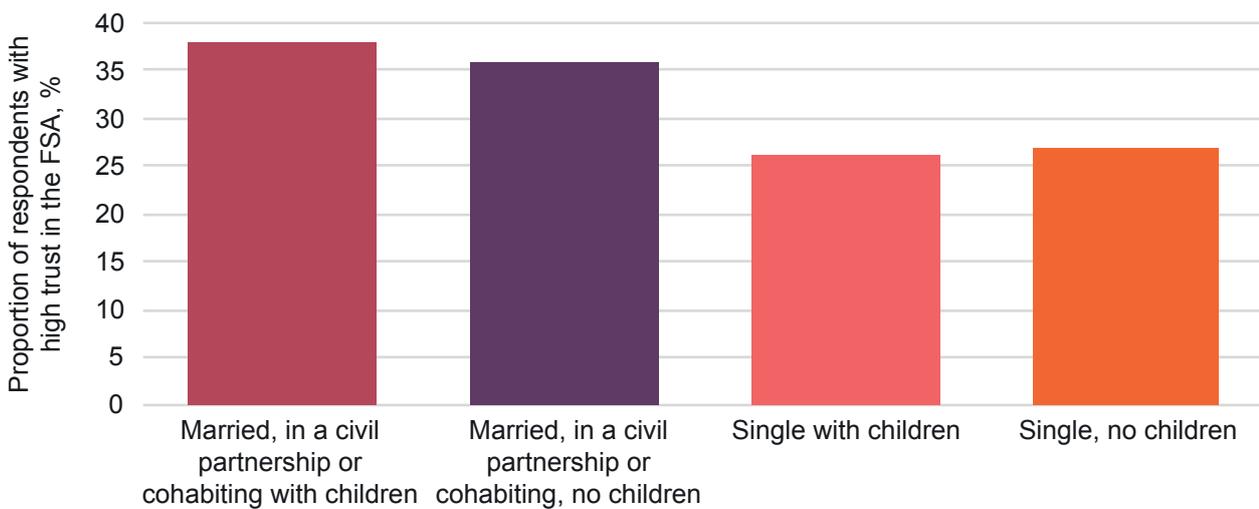
## Ethnicity

Similar to other findings above, when analysing the relationships between ethnicity and trust in supply chains, 36% of White, 36% of Asian/ Asian British and 38% of those from mixed, multiple or other ethnic groups had significantly higher trust levels than those from Black, African, Caribbean or Black British groups (18%) (Figure 10 and Table 11). This is consistent with previous findings regarding trust levels among respondents from Black, African, Caribbean or Black British groups in this report on trust in the FSA.

### Highest qualification

Those with a degree level qualification were more likely than those with a professional or vocation qualification to have high trust in food supply chains: 40% of those with a degree qualification had high trust scores in comparison to 36% of with a professional or vocation qualification. Those with a degree

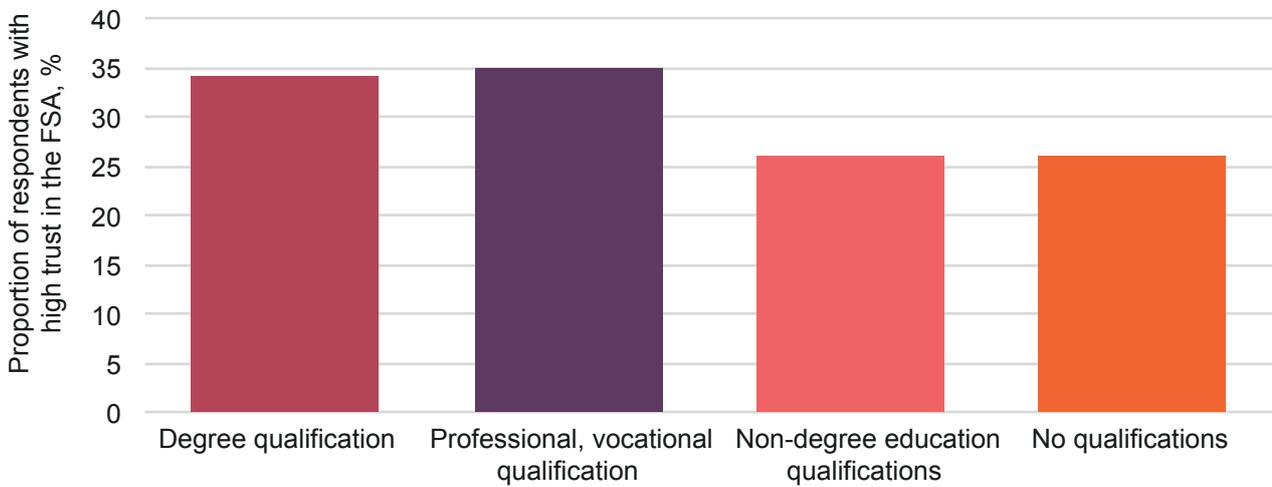
**Figure 7:** Proportion of respondents with high trust in the FSA by family type



<sup>15</sup> The cut-points for each tertile are as follows: High, >3.8; Medium, 3.2<3.8; Low: <3.2. Further details can be found in the Technical Annex.

level qualification (40%) were more likely

**Figure 8:** Proportion of respondents with high trust in the FSA by educational qualification



than those with a professional or vocation qualification (36%) to have high trust in food supply chains. (Figure 11 and Table 12).

### Family type

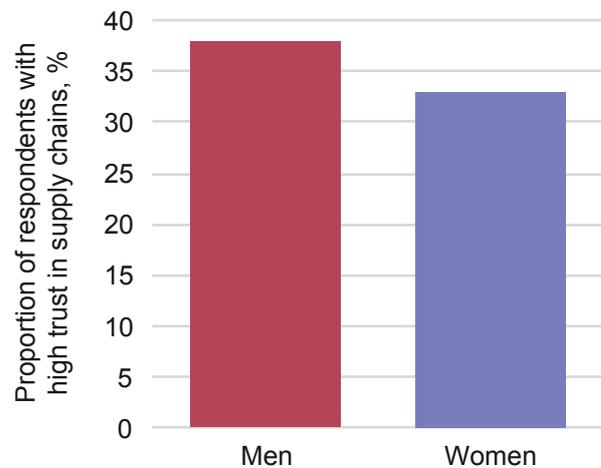
Respondents who were married, in a civil partnership or living with their partner were more likely than those who were single, widowed, divorced or separated (referred to hereafter as 'single') to have high trust in food supply chains. (Figure 12 and Table 13). This is consistent with findings when looking at levels of trust in the FSA, in which married or cohabiting respondents were more likely to have a high level of trust in the FSA in comparison to single respondents. It is difficult to assess whether this is again related to greater trust in institutions or whether this might be due to other factors.

### Trust in the FSA by other trust questions

The Food and You survey (Wave 5) asked respondents questions relating to the following domains:

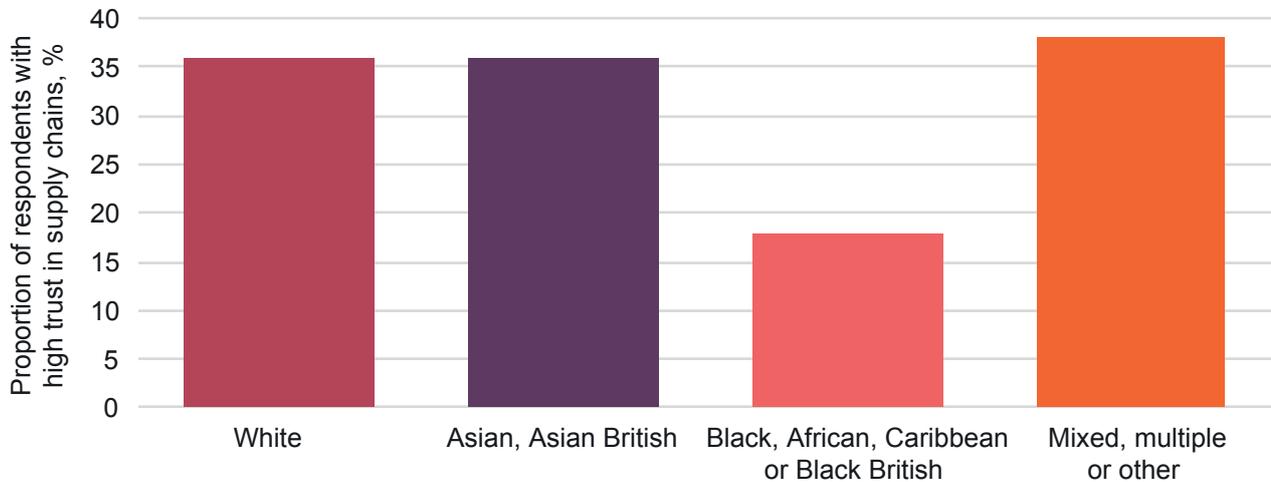
- Authenticity (that food is what it says it is);

**Figure 9:** Proportion of respondents with high trust in supply chains by gender



- Trust in the food system (the production, distribution and sale of food);
- Trust in food regulation (that food is regulated effectively to protect consumers); and
- Trust in the FSA itself as a department (that the department meets the five dimensions of trust).

**Figure 10:** Proportion of respondents with high trust in supply chains by ethnicity



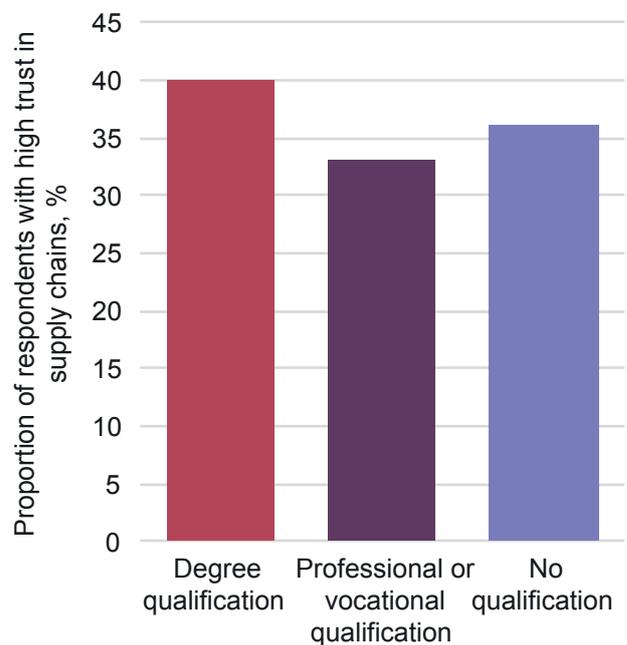
While this report focuses on trust in the FSA itself as a department, it was important to consider the relationship between trust in the FSA and other domains of trust. The findings of this analysis are reported below.

Perhaps unsurprisingly, people who were aware of the FSA and its responsibilities prior to taking part in the survey were more likely to have a high trust score than those who had not heard of the FSA before, and also more likely to have high trust than those who heard of the FSA but who were unsure of its responsibilities. Trust in the FSA is highest among those who are aware of the FSA and its duties (Table 14) – and suggests that communication and knowledge of institutions influence the level of trust among respondents.

Those who had high trust in most people (38%) were more likely to have high trust in the FSA – compared to, 19% of those with low trust in most people (Table 15).

Those who had high trust in people they know personally (35%) were also more likely to have high trust in the FSA in

**Figure 11:** Proportion of respondents with high trust in supply chains by educational qualification



comparison to those who had medium or low trust in people they know personally (23%) (Table 16).

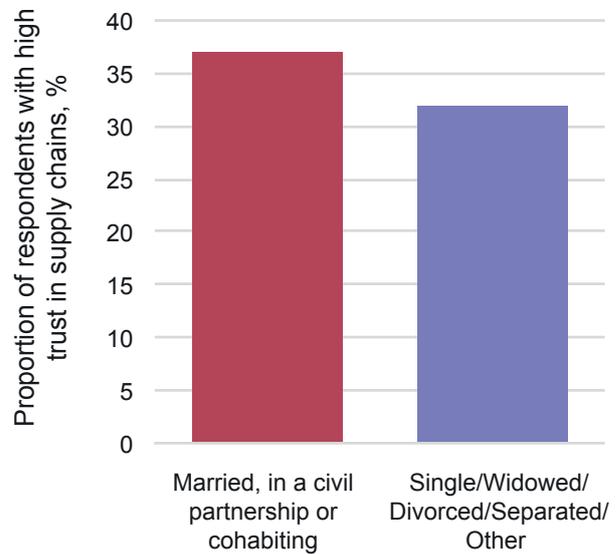
This pattern is similar when looking at the relationship between trust in the FSA and trust in other institutions such as the police and the British Parliament. For example, those who had high trust in Parliament were more likely to have high trust in the FSA than those who had low trust in Parliament (47% and 26% respectively) (Table 17).

Similarly, those who had high trust in the police, were also more likely to have high trust in the FSA compared to those who had low trust in the police (41% and 22% respectively) (Table 18). It should be noted that, as discussed above, trust in institutions varied significantly between people of different ethnicities.

## Trust in the food supply chain by other trust questions

Trust in the food supply chain had a positive relationship with trust in other people. Of those who had low trust in most people, 21% reported high trust in the food supply chain. In comparison, of those who had medium trust in most people, 35% had high trust in the food supply chain, rising to 40% of those who had high trust in most people (Table 19). This pattern was similar to the findings for both trust in the British Parliament and trust in the police. Only 27% of individuals with low trust in Parliament had high trust in the food supply chain while 49% of those with high trust in Parliament had high trust in the food supply (Table 20). Of those with low trust in the police, 19% had high trust in the food supply chain, which increased to 42% of those with high trust in the police (Table 21). This indicates a positive relationship between trust in the police, parliament and the food supply chain.

**Figure 12:** Trust in food supply chains by marital status



## Trust in the FSA and the food supply chain

Those who had low trust in the supply chain were less likely to have high trust in the FSA than those who had high trust in the supply chain (Table 22). This may be because those with a high trust in the food supply chain have a high trust in the regulatory frameworks within the food supply chain, which ensure food is safe to eat, and therefore have a greater trust in the agencies that manage this regulation.

In addition to food provenance, respondents were asked a series of questions about their level of trust in food supply chains. These questions form the basis of the trust in food supply chains composite measure but are analysed here individually to provide a picture of individual responses by trust in the FSA. These questions were tested to establish whether those who had high, medium or low trust were very sure about the food supply chains in the UK.

This analysis found that those with high trust were more likely than those with low trust to state that they were “very sure” about the food supply chains. For example, those with high trust in the FSA were:

- Very sure that they knew where food bought in Britain was from (17%), compared to 10% of those with medium trust and 7% of those with low trust;
- Very sure that the food was prepared to the highest quality (19%), compared to 6% of those with medium trust and 4% of those with low trust;
- Very sure that they knew where food that comes from abroad was prepared to the highest level of quality (5%), compared to 2% of those with medium trust and 1% of those with low trust;
- Very sure that when buying food in Britain all the guidelines have been properly followed at all stages in bringing food from the farm to the house (13%), compared to 3% of those with medium trust and 4% of those with low trust; and
- Very sure that food bought in Britain was safe to eat (30%), compared to 13% of those with medium trust and 11% of those with low trust.

These results are significant and suggest that high trust is related to greater levels of confidence in food supply chains overall. It should be noted, however, that high trust in the FSA did not always mean a high level of confidence in food supply chains. For example, only 5% of those with high trust were very sure that food from abroad was prepared to the highest quality standards, with an average of 3% across all respondents. Just 13% of those with high trust reported that they were very sure that all guidelines have been followed when bringing food from farm to table, with an average of 6% across all respondents (Table 23). This again indicates that trust in the FSA as an institution may not be

associated with other seemingly similar measures of trust, such as trust that imported food is of the same standard as British food or trust in food producers and manufacturers in the UK.

## Index of Recommended Practice (IRP)

To get an overall picture of people’s food safety behaviour, the FSA has developed the Index of Recommended Practice (IRP). The IRP is a composite measure of food hygiene knowledge and behaviours within the home, which includes questions from each of the five food safety domains.<sup>16</sup>

Individuals who are aware of the recommended practices for food safety may use sources such as the FSA to learn more about these practices and as demonstrated in this report, high trust in the FSA is associated with knowledge of the FSA’s roles and responsibilities. However no statistically significant relationship was found between high trust in the FSA and higher IRP scores. Those with low IRP scores were not more or less likely than those with higher IRP scores to have high trust in the FSA. There was also no statistically significant relationship between high trust in the food supply chain and higher IRP scores.

## Dietary restrictions, allergens and trust

Respondents in the Food and You (Wave 5) survey were asked about their dietary restrictions (including vegetarian or vegan diets), adverse reactions to certain foods and the avoidance of certain foods due to potential reactions. Respondents who reported adverse reactions or intolerances

16 <https://www.food.gov.uk/sites/default/files/media/document/fs409012-2finalreport.pdf>

to certain foods were also asked about whether these were clinically diagnosed. Only a small proportion of respondents said they were completely vegetarian or vegan<sup>17</sup> and there was no relationship found between high trust in the FSA and vegetarian or vegan dietary restrictions.

It was hypothesised that those who suffered an adverse reaction to certain foods or who avoided certain foods due to the reaction they might cause would have a different level of trust in the FSA than those who did not suffer adverse reactions or avoid certain foods. Those who suffer adverse reactions or avoid certain foods may have a higher awareness of the FSA due to recent campaigns such as the Easy to ASK campaign, run by the FSA and AllergyUK, which encourages individuals to speak up about allergens when purchasing or ordering food. This could lead to higher level of trust among this group. Conversely, individuals with reactions to certain foods may be more cautious about food standards in everyday life and therefore be more cautious about trusting organisations concerned with food safety, which could lead to lower levels of trust. There was no relationship between suffering an adverse reaction or avoiding foods and trust in the FSA or food supply chains.

Potentially, this might be explained by the fact that people with allergies and food hypersensitivities might be more sensitive when it comes to trust in the food systems, so the levels of trust are not significantly higher for this population.

## Shopping, cooking and preparing food

Respondents were asked to rate their level of responsibility for food shopping within the household and for preparing and cooking food in the household. Those who were responsible for all or most of the food or grocery shopping were more likely than those who were responsible for less than half of the food or grocery shopping to have high trust in the FSA (35% compared to 24% reporting high trust). However, a higher percentage of those who had no responsibility for food or grocery shopping had high trust in the FSA compared to those who did all or most of the food or grocery shopping (35% and 33%) (Table 24).

Respondents were also asked where they shopped. Respondents who shopped at mini supermarkets were more likely to report a high level of trust in the FSA (43%), as did those who ordered home delivery from supermarkets (11%). There were no significant differences in trust levels among those who shopped at large supermarkets or independent shops such as butchers, bakers or fishmongers (Table 25).<sup>18</sup>

## Food safety

Respondents were asked about the extent to which they agreed or disagreed with the following statements:

- I always avoid throwing food away;
- I am unlikely to get food poisoning in my own home;
- If you eat out a lot, you are more likely to get food poisoning;
- Restaurants and catering establishments

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17 3% of respondents reported being completely vegetarian and 1% reported being completely vegan. These groups of respondents are combined in this report due to the low number of vegan respondents which prevents analysis by this group alone.

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18 The hypothesis that those shopping at larger supermarkets would display higher trust in the FSA than those shopping at independent stores was the focus of this analysis and not all answer options were tested.

should pay more attention to food safety and hygiene;

- I often worry about whether the food I have is safe to eat.

Analysis found that trust in the FSA was related to agreement with the statements. Those who had high levels of trust in the FSA were: more likely to agree that they would avoid throwing food away (71%); less likely to agree that if you eat out a lot you are more likely to get food poisoning (39%); less likely to agree that restaurants and catering establishments should pay more attention to food safety and hygiene (77%); and were less likely to agree that they often worried that their food is safe to eat (19%), in comparison to those with low levels of trust (Table 26).

These results suggest that low trust in the FSA is linked to concerns about food safety outside of the home: people with low trust in the FSA are concerned about food safety, food poisoning and attention paid to food safety when eating outside of the home, while people with high trust do not have the same level of concern. This suggests that greater awareness of the role of the FSA in regulating food safety outside of the home might increase trust levels among these individuals. This can be seen in our next questions regarding awareness of the Food Hygiene Rating System (FHRS).

Respondents were asked if they recognised the FHRS sticker for their country. Of those who recognised the sticker, 34% had high trust in the FSA, compared to 26% of those who did not recognise it (Table 27). However trust in the FSA is clearly multi-factorial and cannot be predicted only by looking at knowledge of the FHRS labels, as can be seen in the fact that the same percentage (33%) of those who recognised the FHRS

sticker and those who did not recognise it had medium trust in the FSA. It may also suggest that either individuals are not aware that the FHRS sticker are managed by the FSA or that individuals do not trust the FHRS sticker themselves. Further work is required to test these hypotheses.

Finally, when investigating whether using the hygiene score (FHRS sticker) for awareness of the hygiene in a restaurant or catering establishment was associated with trust in the FSA, analysis found that people with high trust in the FSA were more likely (67%) than those with low trust (56%) to use hygiene rating or scores to learn more about the hygiene of restaurant or catering establishment when eating out (Table 28). While, as discussed above, knowledge of the FHRS is not associated with high trust, this finding suggests that those with high trust are using the scores when eating out in the UK. In addition, those with low trust were more likely than those with high trust to report using 'word of mouth' as a source of information about hygiene standards and to use customer reviews on websites or mobile phone apps. This suggests that unofficial sources of information about hygiene are used over official sources such as the hygiene rating or score by those who do not have high trust in the FSA.

Further analysis on food safety was conducted, using the trust in food supply chains measure. Respondents who had high trust in the food supply chain were more likely than those with low trust to avoid throwing food away (71% and 64% respectively). Those with low trust in the food supply chain were less likely than those with high trust to agree that they were unlikely to get food poisoning from food prepared in their own homes (70% and 80% respectively) and were also more likely to agree that if you eat out a lot, you are

more likely to get food poisoning, although the differences were small (45% of people with low trust, compared to 37% of those with medium trust and 42% of people with high trust). Finally, people who had low trust in the food supply chain were more likely to agree that restaurants and catering establishments should pay more attention to food safety and hygiene than those with high trust (80% and 72% respectively) (Table 29). This suggests that having high trust in the food supply chain overall decreases people's worries about the food that they consume both at home and when eating out.

## Information sources for preparing and cooking food

Respondents were asked to identify all sources that they used to find information about how to safely prepare and cook food. It was hypothesised that people with lower levels of trust in the FSA would be more likely to seek information about food safety through popular media – such as social media, food television shows and food websites – as these may be seen as independent or 'unofficial' sources of information, as opposed to more official sources like the FSA. It was further hypothesised that those with higher levels of trust in the FSA would use product packaging and information from retailers as these sources of information may be more likely to follow official FSA guidance or refer to appropriate guidance. Finally, it was suggested that those with higher levels of trust may seek food safety information from other institutional sources such as doctors or courses, due to the respondent displaying broader trust in institutions.

The results suggest variance from these hypotheses. Using social media, doctors and school, colleges or courses as sources of information did not differ by level of trust in the FSA. Those with high levels of trust in the FSA were more likely than those with low levels of trust in the FSA to use product packaging (44% and 31% respectively) but not more likely to use retailers as sources of information. Additionally, those with high trust in the FSA were more likely than those with low trust to use food TV shows and cooking programmes (36% and 26% respectively) or food websites (25% and 19% respectively) for information about food safety (Table 30). This could suggest that interest in 'food' and 'foodie culture', expressed through watching food shows or visiting food websites, might be related to trust in the FSA. Further analysis (which is outside the scope of this report) might also potentially reveal a relationship with socio-economic status based on the target audience for these types of programmes and websites.

There were no significant findings when the same sources of information were analysed by trust in the food supply chains.

## Food provenance

Food provenance is an important issue for both the consumer and the FSA. Analysis found that those with high trust in the FSA were more likely than those with low trust in the FSA to: check where their food was produced (17% and 11% respectively); prefer to buy food produced in Britain or the UK and Ireland<sup>19</sup> (24% and 19% respectively); agree that it is important to support farmers and food producers in Britain/the UK and Ireland (64% and 51%

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<sup>19</sup> Respondents in England and Wales were asked about food from Britain; respondents in Northern Ireland were asked about food from the UK and Ireland.

respectively); and to be prepared to pay more for food produced in Britain/the UK and Ireland (16% and 10% respectively) (Table 31). This suggests that those with high trust are more concerned overall with provenance than those with low or medium trust in the FSA.

When analysing the statements on provenance by trust in food supply chains, it is clear that those with high trust in food supply chains had similar preferences to those with high trust in the FSA. Those with high trust in food supply chains were more likely than those with low trust to check where food was produced (16% and 10% respectively); prefer to buy food produced in Britain/the UK and Ireland (22% and 16% respectively); agree that it is important to support farms in Britain, the UK and Ireland (59% and 52% respectively) and would be prepared to pay more for food and drink that is produced in Britain/the UK and Ireland (16% and 12% respectively).

However, one difference was that those with low trust in food supply chains were more likely than their high trust counterparts to agree that food produced in Britain/the UK and Ireland tends to be more expensive than food imported from overseas (16% and 12% respectively) (Table 32) which suggests that those with low trust may be more likely to purchase food from overseas for reasons of cost. Trust in food supply chains was not related with trust in the quality of food produced overseas, suggesting perhaps that those who express high trust in the supply chain are primarily focused on non-imported foods.

## The use of chemicals in food

Respondents were asked to state their level of agreement or disagreement with a series of statements referring to the use of unwanted chemicals in food. While chemicals were not defined by the interviewers, previous questions in the series referred to chemicals in the following way:

- Chemicals deliberately added to food by producers for example as colouring, sweeteners preservatives;
- Chemical residues from the food production process for example pesticides, veterinary medicines;
- Chemicals that can occur naturally in food for example fungal toxins, heavy metals;
- Chemicals that can be formed during the cooking process for example through cooking at high temperatures, smoking of food.

Therefore, these definitions may have been used by respondents when answering the questions below.

Overall, the response patterns below suggest that respondents, regardless of their level of trust in the FSA or the food chain,<sup>20</sup> are concerned about chemicals in food: for example, just 4% of all respondents agree that the benefits of using chemicals in food production outweigh the risks, while 69% definitely agree or tend to agree that they would like more information about what they can do to limit the presence of chemicals in food and 60% definitely agree or tend to agree that they are concerned about the possible long-term health effects of chemicals in food. However,

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20 Only those who were included in the composite measure for the FSA or for the composite measure for trust in the supply chain are included in this section; responses for all respondents will be addressed in the Wave 5 report.

when analysed using the trust in the FSA composite measure, there were few significant differences between those with low or high trust in the FSA, suggesting that these concerns do not vary significantly by levels of trust in the FSA. The exception was in responses to the statement: “I believe the presence of chemicals in food is well regulated”. Those who had high trust in the FSA were more likely than those with low trust in the FSA to definitely agree with this statement – 5% of those with high trust in comparison to 1% of those with low trust (Table 33). However, the differences are small and suggest again that overall, concerns about the use of chemicals in food is low among the general population.

Among those who had high trust in the supply chain, there were some different findings. Those who had high trust in the food supply chain were more likely to definitely agree that the benefits of using chemicals in food production outweigh the risks than those with medium or low trust (6% of those with high trust definitely agreed with the statement, in comparison to 2% of those with medium trust versus 3% of those with low trust). Respondents with high trust were also more likely to believe that the presence of chemicals in food is well regulated, with 6% of people with high trust definitely agreeing with this statement, in comparison to 2% of those with medium trust and 3% of low trust (Table 34). This may be because those who trust the supply chain also trust those involved – such as farmers and manufacturers – to safely use chemicals in food. However, while these differences are significant, it should again be noted that the results are low among the total respondents overall.



**CONCLUSION**

This report presents secondary analysis conducted on the trust-related questions asked in Wave 5 of the FSA's Food and You Survey by focusing on the demographic variables associated with trust.

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## Composite measure of trust

The average score of the composite measure of trust in the FSA was 7.7 out of 10 for all respondents.<sup>21</sup> Analysis by demographic variables found that those with high trust in the FSA were mostly: aged 35-64 years old; white respondents and respondents from the mixed, multiple and other ethnic group; those who were married or cohabiting; and those with degree qualifications. These findings are similar with the findings of the British Social Attitudes survey results:<sup>22</sup> further education is associated with generally higher degree of social trust. The composite measure of trust in food supply chains found an average trust score of 3.41 out of 5 for all respondents. Men were more likely than women to have high trust in food supply chains, while Black, African, Caribbean and Black British respondents were less likely than other groups to have high trust in food supply chains. Those who were married or cohabiting also had higher trust in food supply chains than single people, but there was no significant difference in trust between families with and without children aged 16 or under.

## Trust by demographic characteristics

The analysis of trust by demographic

characteristics can be related to previous work commissioned by the FSA. This analysis found that the presence of children in a household does not seem to be significantly associated with trust in the FSA. Additionally, no association was found between domestic food safety activities and food hypersensitivities (including allergies and intolerances). This analysis has demonstrated no relationship between suffering an adverse reaction or avoiding foods and level of trust in the FSA. These results similarly suggest that more emphasis on communication with consumers and raising awareness of the FSA and its activities could not only increase people's trust in the FSA, but it would also increase the likelihood of people following the FSA guidance on allergies, food intolerances and food safety practices.

## Trust by food behaviors and attitudes

In addition to differences in trust by demographics, this report found that high trust in the FSA was also associated with certain behaviors and attitudes. For example, those with high trust were more likely than those with low trust to use food TV shows, cooking programmes or websites as sources of information about food safety. They were also more likely to use product packaging as a source of information about food safety and check where their food was produced. When purchasing food, those with high trust in the FSA prefer to buy food from Britain/the UK and Ireland, agree it is important to support

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21 Details of how the composite measure was computed are included in the Technical Annex.

22 Phillips, D.; Curtice, J.; Phillips, M.; Perry, J. (eds.) (2018), British Social Attitudes: The 35th Report, London: The National Centre for Social Research.

farmers and food producers from Britain/ the UK and Ireland, and are willing to pay more for food from Britain/UK and Ireland. These findings were replicated among those with high trust in food supply chains and corroborate the findings of the Food Journeys study<sup>23</sup> which demonstrated that shorter food supply chains were seen as more trustworthy. However, people were willing to make exceptions for some foods, such as bananas. These foods have to be imported and while they may have been subject to unknown farming, processing or preservation methods, they nevertheless are preferred by British consumers. There was no relationship found between trust in food supply chains and trust in the quality of food produced overseas, which may stem from the fact that those who express high trust in the supply chain are primarily focused on non-imported foods.

## Trust by food hygiene knowledge

Other key findings include that people with high levels of trust in the FSA tend to think that they are not likely to get food poisoning when eating out, therefore, this indicates they have a higher degree of trust

in restaurants complying with food safety regulations. Since previous work indicates food hygiene when eating out being one of the biggest contemporary food safety concerns,<sup>24</sup> the FSA can play a fundamental role in people trusting restaurants. Findings also indicate that the more people are aware of the FSA, the more they seem to trust the FSA as the main regulator of the UK food system and British food supply chains. This means that the FSA succeeds in its most important mission: to be a trusted provider of food information and food safety education.

Deliberative forum work previously conducted for the FSA has demonstrated that the public would like to continue seeing a powerful, proactive FSA that would be capable of protecting their interest and maintaining proactive and accessible consumer communication.<sup>25</sup> More efforts to increase the FSA's credibility and the public trust in the FSA coupled with proactive consumer education that would allow them to make informed decisions should be made. Similarly, more protection from potential violation of food safety recommendations by restaurants and food establishments could be an important area for future development for the FSA.

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23 <https://www.bl.uk/britishlibrary/~media/bl/global/social-welfare/pdfs/non-secure/f/o/o/food-journeys-and-the-public-understanding-what-people-want.pdf>

24 [https://www.food.gov.uk/sites/default/files/media/document/attitudes-tracker-wave-17-november-2018-report\\_5.pdf](https://www.food.gov.uk/sites/default/files/media/document/attitudes-tracker-wave-17-november-2018-report_5.pdf)

25 <https://www.food.gov.uk/research/research-projects/trust-in-a-changing-world>

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**ANNEX A:  
TECHNICAL  
DETAILS**

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This annex discusses the development of two variables that indicate the level of trust in the FSA and level of trust in food supply chains, described as composite measures of trust. This annex discusses trust as a concept; the theory behind the creation of the composite measure of trust; the questions included as components in the composite measure of trust; and the limitations of using the composite measure of trust in analysis.

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## Trust as a concept

The concept of trust was reviewed by Etienne et al.<sup>26</sup> for the FSA in 2018. As they state, trust is not a stable concept. There are many definitions of trust that are largely linked to different disciplinary perspectives. Within this, a key distinction is whether trust is conceptualised as a characteristic of individuals and determined by their psychological attributes, or whether trust is conceptualised as a feature of particular sets of social relationships and institutional contexts. Etienne et al. identify the latter trust concepts as most relevant to understanding consumers and their relationship with the food system, including the FSA. More specific concepts relevant to this analysis are: generalised trust which indicates trust in people as a whole and sometimes unknown others; and institutional trust in organisations and their activities. Many consumers have little knowledge of the wider food system, of who regulates it and how, but generalised and institutional trust (or the lack thereof) enables their routine actions in relation to food.

The factors that promote trustworthiness and the decisions about who or what to trust are equally complex. While some acts of trust have a basis in routine and may be unreflective, trust is not necessarily blind. Rather, trust is bestowed upon people, objects and institutions only under certain conditions. Factors that appear to promote trustworthiness were identified in Etienne et al.'s review as perceived ability, benevolence and integrity. The wider context of particular socio-political configurations can also influence levels of trust and different 'regimes of trust'<sup>27</sup> can be identified.

International surveys, such as Eurobarometer,<sup>28</sup> and those included in a study of trust in food such as that of Kjaernes et al.,<sup>29</sup> show great variability across countries in the levels of measured trust generally as well as in trust in food and food systems actors. Kjaernes et al. found wide differences between the six European countries they included (Denmark, Germany, Italy, Portugal, UK and Norway) and the UK ranking midway in terms of levels of trust in food. Such

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26 Etienne, J.; McEntaggart, K.; Rigoni, M. (2018) Trust in a changing world: rapid evidence assessment 2018. ICF consulting for The Food Standards Agency, London.

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27 Salvatore, A.; Sassatelli, R. (2004) Consumer trust in food: a theoretical discussion. Working paper 1 from consumer trust in food – a European study of the social and institutional conditions for the production of trust. University of Bologna, Italy.

28 <http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm>

29 Kjaernes, U.; Harvey, M.; Warde, A. (2007) Trust in food: a comparative and institutional analysis. Palgrave MacMillan, Basingstoke.

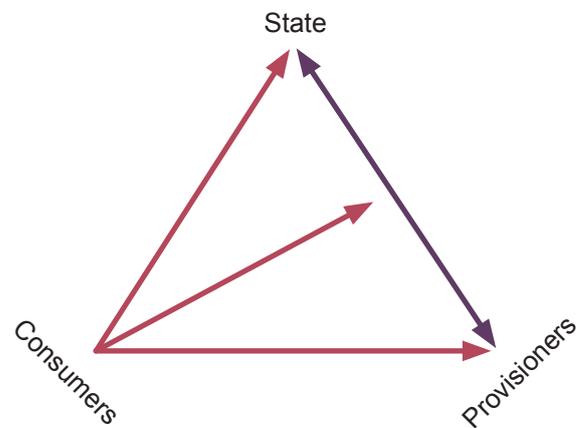
variability between countries is not easily accounted for in terms of individual psychological tendencies. Kjaernes et al. turn to examine political and institutional contexts illuminating divergences in respect to national differences in how the food systems, food governance and political institutions are structured. They identify a triangular configuration between consumers and different actors within the food system that is illustrated in figure 13.<sup>30</sup> Consumer trust in food and the wider food system is the outcome of their trust in the state and industry and also how they perceive the relationship between the two. The authors emphasise the importance of “fit” between state and provisioners in terms of consumer expectations to ensure trust in food. Kjaernes et al. found very different configurations of trust in each of the countries studied. In the UK, trust in the state and food providers as such was weak, but trust in the relationship between the two was strong.

## Creating a composite measure

The discussions of trust above supported the construction of composite measures to assess trust in the FSA and trust in food supply chains.

The composite measures of trust in the FSA and trust in food supply chains are both formatively-indicated constructs. A formatively-indicated construct is made up of items that are multi-dimensional in nature, but together form a composite which reflects a recognisable collection of behaviours or attitudes. In this case, the underlying

**Figure 13:** Triangular trust in the food system



concept that is being measured is trust. The questions may or may not be related and are not necessarily interchangeable with each other.

The questions and statistical methodology used for the trust in the FSA composite measure and the trust in supply chains composite measure are related and are listed below.

## Trust in the FSA composite measure

Table 1 summarises the questions, responses to which were used to compute the composite measure of trust.

30 Etienne, J.; McEntaggart, K.; Rigoni, M. (2018) Trust in a changing world: rapid evidence assessment 2018. ICF consulting for The Food Standards Agency, London. Page 31.

**Table 1:** Composite measure of trust in the FSA

Trust in the FSA composite measure questions	Answered	Refusal/ Don't know <sup>31</sup>
If you wanted to report a food related issue to the FSA, how likely or unlikely do you think it would be that the problem would be looked into?	2,714	355
If there was a food poisoning outbreak, how likely or unlikely do you think it would be that the FSA would take action to protect the public?	2,843	226
If new evidence about food safety came to light, how likely or unlikely do you think it would be that the FSA would inform the public?	2,804	265
If new evidence about food safety came to light, how likely or unlikely do you think it would be that the FSA would respond as soon as possible?	2,800	269
If new evidence about food safety came to light, how likely or unlikely do you think it would be that the FSA would tell the truth about it to the public?	2,772	297
In general, how likely or unlikely do you think it is that the FSA is impartial? By this we mean that the FSA acts independently of external sources?	2,605	464
In general, how likely or unlikely do you think it would be that the FSA puts the public first?	2,775	294

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Each question used the same response options: a 1-10 scale, from Very Unlikely (0) to Very Likely (10).

To ensure that the questions were suitable for the inclusion in a composite measure, a Kaiser-Meyer-Olkin (KMO) Test was run. The KMO is a measure of the proportion of variance among variables that might be common variance. These questions received a score of 0.897 which indicates that the variables are highly adequate for dimension reduction, i.e. summarising the content of the questions using a composite measure. The score also means that they are highly correlated with each other and measure very similar concepts (the composite scale will be unidimensional). The score also reflected that the questions are

interchangeable to some extent. This meant that a score could be created even in cases where respondents had missing answers to some of the questions.

Further testing using Cronbach's alpha indicated a very high level of internal consistency, suggesting that the set of items were closely related. The high score (0.9) indicates a high level of scale reliability. Tests revealed that the internal consistency score would not change significantly if one or more questions were dropped, which further supported the inclusion of respondents who had answered five or six questions, rather than the full set of seven questions. It was therefore agreed that the threshold for inclusion was answering at least five questions. All respondents who answered five, six or seven questions had their responses included in the composite measure and received a corresponding score. In total 2,776 cases were included in

31 For the purposes of this analysis, 'Don't know' and 'Refusal' responses to these questions were excluded from this analysis.

the composite measure.

The score was computed using a mean: each of the seven questions was asked on a 10-point scale; therefore, the total score is a mean score based on the number of questions answered by each respondent. The raw score (ranging from 0 to 10) was multiplied by 10 and divided into tertiles.<sup>32</sup> The tertiles have been labelled as Low, Medium and High trust in this report for ease of reading. It is worth noticing that while the low trust group is labelled low and is lower in relation to other tertiles, the values are still relatively high; therefore, the level of trust in the low trust group is relatively high. This reflects the distribution of the raw score which is positively skewed with mean weighted score 7.73.

### Limitations of the trust in the FSA composite measure

The main limitation of the composite measures of trust in the FSA created for this report is that the analysis demonstrates that people who answered at least five questions are significantly demographically different from the rest of the respondent sample. This indicates that the index is not representative of the population. The measure for trust in the FSA was not significantly different by country, sex or work status, but using Pearson Chi-Square tests, significant differences were found by age,<sup>33</sup> ethnicity,<sup>34</sup>

family status,<sup>35</sup> food security status<sup>36</sup> and general health status.<sup>37</sup>

Further analysis was conducted to identify potential reasons for people to answer “Don’t know” to three or more of the questions that were included in the composite measure and thus be excluded from the analysis. This found that those who answered “Don’t know” were significantly more likely not to have heard of the Food Standards Agency prior to the interview, with 49% of those who answered “Don’t know” to three or more questions reporting that they had not heard of the FSA in comparison to 10% of those who answered “Don’t know” to two or fewer questions (Table 2). It can therefore be assumed that some of the reasons for responding “Don’t know” to these questions is a lack of knowledge about the FSA itself. It is important to note, however, that respondents were only asked about their level of knowledge prior to being invited to interview. Respondents were provided with general information about the FSA in the recruitment materials and may have sought further information from other sources (such as family and friends, news media and online) between recruitment into the study and the interview. This could explain why 10% of those who had not heard of the FSA prior to interview continued to answer the questions on trust in the FSA.

Overall, the findings that there are significant differences based on demographic differences indicate that the composite measure is not generalisable due to item

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32 The cut-off points for each tertile are as follows: High: >85, Medium: 72.5<85, Low: <72.5.

33 For example, people aged 34-65 were overrepresented among those who answered five or more questions: p=.023.

34 For example, people who described themselves as White were overrepresented among those who did answer five or more questions: p=.000.

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35 For example, people who were married were overrepresented among those who answered five or more questions: p=.001.

36 For example, people who had a low food security status were underrepresented among those who answered five or more questions: p=.000.

37 For example, people who reported a good health status were overrepresented among those who answered five or more questions: p=.006.

**Table 2:** Missing answers to Food Supply questions

Base: All aged 16+	Number of missing answers in Food Supply questions		Total
	Answered Don't Know to 0, 1 or 2 trust in FSA composite measure questions	Answered Don't Know to 3 or more trust in FSA composite measure questions	
	%	%	%
No, I hadn't heard of the Food Standards Agency at all	10	49	14
Yes, I had heard of the Food Standards Agency but didn't know much about them and/or their responsibilities	55	38	53
Yes, I had heard of the Food Standards Agency and know about their responsibilities	35	13	33
	n	n	n
Unweighted base	2,776	286	3,062
Weighted base	2,771	295	3,066

non-response bias. Future research should consider computing non-response weights to account for the observable bias resulting from item non-response to the questions used to create the composite measure.

### Trust in the food supply chains composite measure

Table 3 summarises the questions, responses to which were used to comprise the composite measure of trust in supply chains.

Each question used the same response options: a 1-5 scale, from very sure (1) to very unsure (5). As with the trust in the FSA composite measure, similar tests were run to ensure that the questions were suitable for the inclusion in the composite

measure of trust in the food supply chain.<sup>38</sup> Tests revealed that the internal consistency score would not change significantly if one question was dropped, which further supported the inclusion of respondents who had answered at least four out of five questions. All those who answered four or five questions had their responses included in the composite measure and received a corresponding score. In total 2,915 cases were included in the composite measure.

Although the original scale was based on a five-point scale in which 1 represented very sure and 5 represented very unsure, for ease of calculation and interpretation the scores were reversed, as shown in Table 4: Interpretation of the scores. Reversing the scale meant that, similarly to the trust

<sup>38</sup> The Kaiser-Meyer-Olkin (KMO) test for common variance was 0.8 and the Cronbach's alpha score was 0.9. These indicate high correlation in the score and a high level of internal consistency.

**Table 3:** Composite measure of trust in supply chains

Trust in the Food Supply chains composite measure questions	Answered	Refusal/ Don't know
If you were buying food and groceries in Britain, how sure or unsure would you be that you know where the food has come from?	2,944	125
If you were buying food and groceries in Britain, how sure or unsure would you be that the food that comes from Britain has been prepared to the highest quality standards?	2,947	122
If you were buying food and groceries in Britain, how sure or unsure would you be that the food that comes from abroad has been prepared to the highest quality standards?	2,889	180
If you were buying food and groceries in Britain, how sure or unsure would you be that all the guidelines have been properly followed at all stages in bringing food from the farm to your house?	2,888	181
If you were buying food and groceries in Britain, how sure or unsure would you be that foods bought for your household are safe to eat?	2,995	74

**Table 4:** Interpretation of the scores

	Scoring scale in questionnaire	Scoring scale in composite measure
Very unsure	5	1
Quite unsure	4	2
Neither sure nor unsure	3	3
Quite sure	2	4
Very sure	1	5

in the FSA composite score, the higher the score the higher the level of trust in the food supply chain. The final score was computed as follows: each of the five questions was asked on a 5-point scale. The total score is a mean score based on the number of questions answered by each respondent. The raw score was 3.41 out of 5 and is presented in tertiles named as Low, Medium and High trust in this report for ease of reading.<sup>39</sup>

### Limitations of the composite measure of trust in supply chains

Tests were conducted to understand whether there were significant differences in the demographics of those who received a score of their trust in the food supply chain. It was found that those who answered at least four questions and who were included in the composite measure for trust in the food supply chain are significantly demographically different from the rest of the respondent sample. The measure was not significantly different by country, sex, age, ethnicity or work status but using Pearson Chi-Square tests, significant

<sup>39</sup> The cut-points for each tertile are as follows: High, >3.8; Medium, 3.2<3.8; Low: <3.2.

differences were found by family type,<sup>40</sup> food security status and general health status.<sup>41</sup> This indicates that the composite measure is not generalisable due to item non-response bias.<sup>42</sup> Future research should consider computing non-response weights to account for the observable bias resulting from item non-response to the questions used to create the composite measure.

### Other measures of trust

The respondents were asked about their trust in the FSA as well as about their trust in other people and institutions. Specifically, the respondents were asked how much they trust:

- Other people (in general);
- Other people they know personally;

- The British parliament; and
- The police.

Questions regarding the British parliament were not asked of respondents from Northern Ireland, therefore the scores for this question do not include respondents from Northern Ireland. Each of these was scored on a scale from 0 (not at all) to 10 (complete trust). These have been grouped into three categories:

- Low trust (0 to 3);
- Medium trust (4 to 6);
- High trust (7 to 10).<sup>43</sup>

These scores were not computed as part of the composite measure and instead are presented as individual scores.

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40 For example, people who were married without children were overrepresented among those who did answered five or more questions:  $p=.000$ .

41 For example, people who had a low food security status were underrepresented among those who did answered four or more questions:  $p=.001$ .

42 For example, people who reported a good health status were overrepresented among those who did answered four or more questions:  $p=.000$ .

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43 Small numbers of respondents answered 'don't know' to each of these and have been excluded from the analysis.

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**ANNEX B:  
TABLES**

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**Table 5:** Trust in the FSA by self-reported ethnicity

Base: All aged 16+	Ethnicity			
	White	Asian, Asian British	Black, African, Caribbean and Black British	Mixed, multiple, other ethnic group
	%	%	%	%
Low trust	32	32	62	48
Medium Trust	33	44	23	17
High trust	35	25	15	35
	n	n	n	n
Unweighted base	2,547	114	64	[48]
Weighted base	2,402	204	94	67

**Table 6: Trust in different trust domains by ethnicity**

Base: All aged 16+		Ethnicity				Total
		White	Asian, Asian British	Black, African, Caribbean and Black British	Mixed, multiple, other ethnic group	
		%	%	%	%	
In general, how much do you trust most people? (summary)	Low	12	13	22	25	13
	Medium	34	48	49	43	36
	High	53	38	26	29	50
	Don't know	1	1	2	2	1
In general, how much do you trust most people you know personally? (summary)	Low	1	4	6	7	2
	Medium	7	13	22	25	9
	High	91	82	73	67	89
	Don't know	0	1	-	0	1
In general, how much do you trust the British Parliament? (summary)	Low	40	24	31	35	38
	Medium	40	32	41	22	39
	High	17	36	27	35	19
	Don't know	4	8	1	8	4
In general, how much do you trust the police? (summary)	Low	11	6	24	17	11
	Medium	29	34	41	32	30
	High	59	57	34	50	58
	Don't know	1	3	2	1	1
		n	n	n	n	n
Unweighted base		2,787	133	69	65	3,067
Weighted base		2,623	235	98	103	3,068

**Table 7: Trust in the FSA by family type**

Base: All aged 16+	Family Type			
	Married, in a civil partnership or cohabiting, with kids	Single, with kids	Married, in a civil partnership or cohabiting, no kids	Single, no kids
	%	%	%	%
Low trust	27	45	32	39
Medium trust	35	29	32	34
High trust	38	26	36	27
	n	n	n	n
Unweighted base	515	195	1,064	991
Weighted base	638	182	1,131	810

**Table 8: Trust in the FSA by marital status**

Base: All aged 16+	Marital status	
	Married, in a civil partnership or cohabiting	Single/ Widowed/ Divorced/ Separated/Other
	%	%
Low trust	30	40
Medium trust	33	33
High trust	37	27
	n	n
Unweighted base	1,580	1,186
Weighted base	1,769	992

**Table 9: Trust in the FSA by educational qualification**

Base: All aged 16+	Highest Qualification			
	Degree qualification	Professional, vocational qualifications	Non-degree educational qualifications	No qualifications
	%	%	%	%
Low trust	30	34	33	41
Medium trust	36	27	32	34
High trust	34	39	35	26
	n	n	n	n
Unweighted base	819	147	1,274	531
Weighted base	905	112	1,343	407

**Table 10: Trust in supply chains by gender**

Base: All aged 16+	Sex	
	Male	Female
	%	%
Low trust	36	39
Medium trust	26	28
High trust	38	33
	n	n
Unweighted base	1,191	1,724
Weighted base	1,426	1,499

**Table 11: Trust in supply chains by ethnicity**

Base: All aged 16+	Highest Qualification			
	White	Asian, Asian British	Black, African, Caribbean, Black British	Mixed, multiple, other ethnic group
	%	%	%	%
Low trust	37	38	48	36
Medium trust	27	26	34	25
High trust	36	36	18	38
	n	n	n	n
Unweighted base	2,658	128	63	61
Weighted base	2,510	228	86	94

**Table 12:** Trust in supply chains by educational qualification

Base: All aged 16+	Highest Qualification			
	Degree qualification	Professional, vocational qualifications	Non-degree educational qualifications	No qualifications
	%	%	%	%
Low trust	33	48	39	39
Medium trust	28	26	28	26
High trust	40	26	33	36
	n	n	n	n
Unweighted base	849	152	1,324	585
Weighted base	942	119	1,396	464

**Table 13:** Trust in supply chains by marital status

Base: All aged 16+	Marital status	
	Married, in a civil partnership or cohabiting	Single/ Widowed/ Divorced/ Separated/Other
	%	%
Low trust	36	40
Medium trust	27	27
High trust	37	32
	n	n
Unweighted base	1,647	1,258
Weighted base	1,868	1,047

**Table 14:** Trust in the FSA by awareness of the FSA

Base: All aged 16+	Had you heard of the Food Standards Agency before you were contacted to take part in this interview?			Total
	No, I hadn't heard of the Food Standards Agency at all	Yes, I had heard of the Food Standards Agency but didn't know much about them and/or their responsibilities	Yes, I had heard of the Food Standards Agency and know about their responsibilities	
	%	%	%	%
Low trust	48	34	29	34
Medium trust	25	34	35	33
High trust	27	32	37	33
	n	n	n	
Unweighted base	265	1,591	920	2,776
Weighted base	277	1,517	977	2,771

**Table 15:** Trust in the FSA by trust in other people

Base: All aged 16+	In general, how much do you trust most people? (summary)			
	Low	Medium	High	Don't know
	%	%	%	%
Low trust	56	35	27	63
Medium trust	25	34	35	10
High trust	19	31	38	26
	n	n	n	n
Unweighted base	313	972	1,467	*
Weighted base	350	980	1,424	*

**Table 16:** Trust in the FSA by trust in people respondents know

Base: All aged 16+	In general, how much do you trust most people you know personally? (summary)			
	Low	Medium	High	Don't know
	%	%	%	%
Low trust	54	55	31	64
Medium trust	24	27	34	11
High trust	23	18	35	25
	n	n	n	n
Unweighted base	[48]	201	2,519	*
Weighted base	[45]	217	2,505	*

**Table 17:** Trust in the FSA by trust in Parliament

Base: All aged 16+	The British Parliament (summary)				Total
	Low	Medium	High	Don't know	
	%	%	%	%	%
Low Trust	44	31	18	32	34
Medium Trust	30	37	35	28	33
High Trust	26	32	47	39	33
	n	n	n		
Unweighted base	963	957	391	52	2,776
Weighted base	1,033	1,079	516	59	2,771

**Table 18:** Trust in the FSA by trust in the police

Base: All aged 16+	In general, how much do you trust the police? (summary)			
	Low	Medium	High	Don't know
	%	%	%	%
Low trust	61	42	24	36
Medium trust	17	36	35	6
High trust	22	22	41	58
	n	n	n	n
Unweighted base	289	802	1,664	*
Weighted base	303	823	1,632	*

**Table 19:** Trust in supply chains by trust in most people

Base: All aged 16+	In general, how much do you trust most people? (summary)			
	Low	Medium	High	Don't know
	%	%	%	%
Low trust	54	38	32	45
Medium trust	26	27	28	27
High trust	21	35	40	28
	n	n	n	n
Unweighted base	333	1,028	1,526	*
Weighted base	376	1,049	1,479	*

**Table 20:** Trust in supply chains by trust in the British Parliament

Base: All aged 16+	In general, how much do you trust the British Parliament? (summary)			
	Low	Medium	High	Don't know
	%	%	%	%
Low trust	48	34	24	41
Medium trust	25	29	28	30
High trust	27	37	49	29
	n	n	n	n
Unweighted base	1,006	993	410	71
Weighted base	1,086	1,116	544	91

**Table 21:** Trust in supply chains by trust in the police

Base: All aged 16+	In general, how much do you trust the police? (summary)			
	Low	Medium	High	Don't know
	%	%	%	%
Low trust	58	42	31	39
Medium trust	23	29	27	36
High trust	19	28	42	24
	n	n	n	n
Unweighted base	308	832	1,739	[34]
Weighted base	316	862	1,722	*

**Table 22:** Trust in the FSA by trust in food supply chains

Base: All aged 16+	Trust in the supply chain tertiles			Total
	Low trust	Medium trust	High trust	
	%	%	%	%
Low trust	46	32	22	34
Medium trust	33	34	32	33
High trust	21	33	46	33
	n	n	n	
Unweighted base	956	743	991	2,776
Weighted base	994	732	963	2,771

**Table 23:** Trust in the FSA by trust in supply chains statements

Base: All aged 16+		Trust in FSA Scale Tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
If you were buying food and groceries in Britain, how sure or unsure would you be that you know where the food has come from?	Very sure	7	10	17	12
	Quite sure	44	54	52	49
	Neither sure nor unsure	29	21	19	23
	Quite unsure	13	12	10	11
	Very unsure	7	3	2	5
If you were buying food and groceries in Britain, how sure or unsure would you be that the food that comes from Britain has been prepared to the highest quality standards?	Very sure	4	6	19	10
	Quite sure	42	54	52	49
	Neither sure nor unsure	37	27	22	29
	Quite unsure	12	11	5	9
	Very unsure	5	2	2	3
If you were buying food and groceries in Britain, how sure or unsure would you be that the food that comes from abroad has been prepared to the highest quality standards?	Very sure	1	2	5	3
	Quite sure	16	20	26	21
	Neither sure nor unsure	42	44	38	41
	Quite unsure	26	24	23	24
	Very unsure	15	10	8	11
If you were buying food and groceries in Britain, how sure or unsure would you be that all the guidelines have been properly followed at all stages in bringing food from the farm to your house?	Very sure	4	3	13	6
	Quite sure	33	46	48	42
	Neither sure nor unsure	35	30	27	32
	Quite unsure	19	14	8	14
	Very unsure	8	7	3	6
If you were buying food and groceries in Britain, how sure or unsure would you be that foods bought for your household are safe to eat?	Very sure	11	13	30	18
	Quite sure	61	68	59	63
	Neither sure nor unsure	20	13	9	15
	Quite unsure	5	4	2	4
	Very unsure	2	2	1	1
		n	n	n	n
Unweighted base		846	873	980	2,944
Weighted base		899	887	896	2,940

**Table 24:** Trust in the FSA by degrees of responsibility for shopping

Base: All aged 16+	Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for shopping in your household?					Total
	Responsible for all or most of the food/grocery shopping	Responsible for about half of the food/grocery shopping	Responsible for less than half of the food/grocery shopping	Not responsible for any of the food/grocery shopping	Each person is responsible for their own food/grocery shopping	
	%	%	%	%		%
Low trust	33	30	35	39	35	34
Medium trust	31	34	40	29	43	33
High trust	35	36	24	33	22	33
	n	n	n			
Unweighted base	1,697	523	302	230	*	2,776
Weighted base	1,338	615	419	344	55	2,771

**Table 25:** Trust in the FSA by preferred place to shop for food

Base: All aged 16+	Trust in FSA Scale Tertiles			Total
	Low trust	Medium trust	High trust	
	%	%	%	%
Large supermarket	96	96	97	96
Mini supermarket	39	47	43	43
Local/corner shop	29	32	29	30
Garage forecourt	6	5	7	6
Independent greengrocer	14	18	15	15
Independent butcher	33	33	32	31
Independent baker	16	15	15	15
Independent fishmonger	6	9	8	7
Market	21	19	20	20
Farm	10	9	11	10
Home delivery - from a supermarket	14	21	19	17
Home delivery - (including vegetable boxes, Hello Fresh, Amazon Fresh) – not from a supermarket	3	4	3	3
Other shop	2	3	3	2
	n	n	n	
Unweighted base	877	892	1,007	3,065
Weighted base	930	920	921	3,066

**Table 26:** Trust in the FSA by food safety statements

Base: All aged 16+		Trust in FSA Scale Tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
I always avoid throwing food away - net agree/disagree	Agree	65	66	71	68
	Neither agree nor disagree	13	13	9	12
	Disagree	22	21	20	21
I am unlikely to get food poisoning from food prepared in my own home - net agree/disagree	Agree	75	75	77	75
	Neither agree nor disagree	9	10	9	10
	Disagree	16	15	15	15
If you eat out a lot you are more likely to get food poisoning - net agree/disagree	Agree	47	39	39	42
	Neither agree nor disagree	26	26	25	26
	Disagree	27	35	35	32
Restaurants and catering establishments should pay more attention to food safety and hygiene - net agree/disagree	Agree	80	72	77	76
	Neither agree nor disagree	14	21	17	17
	Disagree	6	6	6	6
I often worry about whether the food I have is safe to eat - net agree/disagree	Agree	25	19	19	22
	Neither agree nor disagree	14	16	12	15
	Disagree	60	64	69	63
		n	n	n	n
Unweighted base		877	892	1,007	3,063
Weighted base		930	920	921	3,066

**Table 27:** Trust in the FSA by having previously seen FHRS labels

Base: All aged 16+		Have you ever seen any of these before?		Total
		Yes	No	
		%	%	%
Low trust		33	41	34
Medium trust		33	33	33
High trust		34	26	33
		n	n	n
Unweighted base		1,957	307	2,776
Weighted base		2,308	307	2,771

**Table 28:** Trust in the FSA by sources of knowledge about the hygiene standards of places respondents eat out at or buy food from

Base: All aged 16+	Trust in FSA Scale Tertiles			Total
	Low trust	Medium trust	High trust	
	%	%	%	%
Word of mouth	33	26	29	30
Reputation	40	36	39	38
Appearance of staff	40	40	44	42
General appearance of premises	58	58	61	60
Hygiene rating / score (FHRS)	56	65	67	61
Customer reviews on websites / mobile apps	28	26	20	24
	n	n	n	
Unweighted base	724	753	882	2,552
Weighted base	755	763	786	2,498

**Table 29:** Trust in food supply chains by attitudes to food hygiene

Base: All aged 16+		Trust in the supply chain tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
I always avoid throwing food away - net agree/disagree	Agree	64	70	71	68
	Neither agree nor disagree	13	10	10	12
	Disagree	23	20	19	21
I am unlikely to get food poisoning from food prepared in my own home - net agree/disagree	Agree	70	76	80	75
	Neither agree nor disagree	11	10	8	10
	Disagree	19	14	12	15
If you eat out a lot you are more likely to get food poisoning - net agree/disagree	Agree	45	37	42	42
	Neither agree nor disagree	25	33	22	26
	Disagree	29	31	36	32
Restaurants and catering establishments should pay more attention to food safety and hygiene - net agree/disagree	Agree	80	77	72	76
	Neither agree nor disagree	16	16	20	17
	Disagree	4	7	8	6
I often worry about whether the food I have is safe to eat - net agree/disagree	Agree	23	20	21	22
	Neither agree nor disagree	17	15	12	15
	Disagree	60	65	67	63
		n	n	n	n
Unweighted base		877	892	1,007	3,063
Weighted base		930	920	921	3,066

**Table 30:** Trust in the FSA by sources of information about cooking and preparing food respondents use

Base: All aged 16+	Trust in FSA Scale Tertiles			Total
	Low trust	Medium trust	High trust	
	%	%	%	%
Family and friends	47	45	48	46
School / college / a course	12	10	13	11
Work	11	10	14	11
Retailers (e.g. supermarkets)	10	13	15	12
Newspapers	6	8	10	8
News websites	3	6	6	5
Food TV shows / cooking programmes	26	32	36	30
Food magazines	13	13	15	13
Food websites	19	25	25	22
TV / radio campaigns	11	12	11	11
Books	20	25	27	23
Internet search engine	28	33	28	29
Social media	13	12	12	12
Product packaging	31	38	44	36
Doctor / GP	5	3	3	4
Other (specify)	2	2	2	2
I don't look for information on food safety	22	21	19	22
None	-	0	0	0
	n	n	n	
Unweighted base	877	892	1,007	3,064
Weighted base	930	920	921	3,067

**Table 31:** Trust in the FSA by food provenance attitudes

Base: All aged 16+		Trust in FSA Scale Tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
When buying food, I check to see where it was produced	Definitely agree	11	11	17	13
	Tend to agree	29	27	27	28
	Neither agree nor disagree	16	17	12	14
	Tend to disagree	21	24	24	23
	Definitely disagree	22	21	21	22
	Don't know	0	0	-	0
Where possible, I prefer to buy food produced in Britain/the UK and Ireland	Definitely agree	19	18	24	20
	Tend to agree	33	34	30	31
	Neither agree nor disagree	22	22	22	22
	Tend to disagree	14	16	15	15
	Definitely disagree	12	11	10	11
	Don't know	0	0	-	0
It is important to support British farmers and food producers/farmers and food producers in the UK and Ireland	Definitely agree	51	52	64	54
	Tend to agree	35	39	29	34
	Neither agree nor disagree	9	7	5	8
	Tend to disagree	2	2	1	2
	Definitely disagree	2	1	1	2
	Don't know	0	-	-	0
I would be prepared to pay more for food and drink that is produced in Britain/the UK and Ireland	Definitely agree	10	13	16	13
	Tend to agree	32	34	33	32
	Neither agree nor disagree	25	25	23	24
	Tend to disagree	22	18	20	21
	Definitely disagree	10	9	7	9
	Don't know	1	0	0	1
		n	n	n	n
Unweighted base		877	892	1,007	3,069
Weighted base		930	920	921	3,069

**Table 32:** Trust in supply chains by food provenance attitudes

Base: All aged 16+		Trust in the supply chains tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
When buying food, I check to see where it was produced	Definitely agree	10	15	16	13
	Tend to agree	24	29	33	28
	Neither agree nor disagree	14	17	12	14
	Tend to disagree	24	23	22	23
	Definitely disagree	28	16	17	22
	Don't know	0	0	-	0
Where possible, I prefer to buy food produced in Britain/the UK and Ireland	Definitely agree	16	21	22	20
	Tend to agree	28	37	33	31
	Neither agree nor disagree	23	22	23	22
	Tend to disagree	18	15	13	15
	Definitely disagree	15	5	8	11
	Don't know	0	0	0	0
	Don't know	1	2	1	2
It is important to support British farmers and food producers/farmers and food producers in the UK and Ireland	Definitely agree	52	58	59	54
	Tend to agree	36	33	32	34
	Neither agree nor disagree	9	6	6	8
	Tend to disagree	2	2	2	2
	Definitely disagree	2	1	1	2
	Don't know	0	0	-	0
Food produced in Britain/the UK and Ireland tends to be more expensive than food imported from overseas	Definitely agree	16	10	12	13
	Tend to agree	29	28	29	28
	Neither agree nor disagree	42	42	38	41
	Tend to disagree	8	16	13	12
	Definitely disagree	2	2	4	3
	Don't know	4	2	3	4
I would be prepared to pay more for food and drink that is produced in Britain/the UK and Ireland	Definitely agree	12	10	16	13
	Tend to agree	30	35	35	32
	Neither agree nor disagree	25	27	21	24
	Tend to disagree	22	20	20	21
	Definitely disagree	12	7	8	9
	Don't know	0	1	0	1
		n	n	n	n
Unweighted base		1,056	804	1,055	3,069
Weighted base		1,093	798	1,034	3,069

**Table 33:** Trust in the FSA by concerns about chemicals in food

Base: All aged 16+		Trust in FSA Scale Tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
The benefits of using chemicals in food production outweigh the risks	Definitely agree	3	3	5	4
	Tend to agree	18	22	24	21
	Neither agree nor disagree	32	34	32	32
	Tend to disagree	22	20	16	19
	Definitely disagree	12	9	9	9
	Don't know	13	13	14	16
I would like more information about what I can personally do to limit the presence of chemicals in food	Definitely agree	30	29	34	30
	Tend to agree	39	41	39	39
	Neither agree nor disagree	15	16	12	14
	Tend to disagree	9	7	10	9
	Definitely disagree	3	3	3	4
	Don't know	3	3	2	4
I am concerned about possible long-term health effects of chemicals in food	Definitely agree	27	23	26	25
	Tend to agree	38	36	33	35
	Neither agree nor disagree	16	21	17	18
	Tend to disagree	11	10	14	11
	Definitely disagree	4	6	4	5
	Don't know	4	3	5	6
I believe the presence of chemicals in food is well regulated	Definitely agree	1	3	5	4
	Tend to agree	22	28	38	28
	Neither agree nor disagree	26	28	20	25
	Tend to disagree	21	18	12	16
	Definitely disagree	13	7	5	8
	Don't know	17	16	20	20
		n	n	n	n
Unweighted base		877	892	1,007	3,069
Weighted base		930	920	921	3,069

**Table 34:** Trust in supply chains by concerns about chemicals in food

Base: All aged 16+		Trust in the supply chain tertiles			Total
		Low trust	Medium trust	High trust	
		%	%	%	
The benefits of using chemicals in food production outweigh the risks	Definitely agree	3	2	6	4
	Tend to agree	16	20	28	21
	Neither agree nor disagree	31	35	31	32
	Tend to disagree	20	20	17	19
	Definitely disagree	12	8	7	9
	Don't know	17	13	11	16
I would like more information about what I can personally do to limit the presence of chemicals in food	Definitely agree	34	28	29	30
	Tend to agree	35	43	41	39
	Neither agree nor disagree	15	15	13	14
	Tend to disagree	9	8	10	9
	Definitely disagree	4	3	3	4
	Don't know	3	3	3	4
I am concerned about possible long-term health effects of chemicals in food	Definitely agree	29	23	24	25
	Tend to agree	33	39	35	35
	Neither agree nor disagree	18	18	19	18
	Tend to disagree	10	13	12	11
	Definitely disagree	5	3	5	5
	Don't know	4	4	5	6
I believe the presence of chemicals in food is well regulated	Definitely agree	3	2	6	4
	Tend to agree	18	29	39	28
	Neither agree nor disagree	25	29	23	25
	Tend to disagree	20	18	12	16
	Definitely disagree	12	6	4	8
	Don't know	22	16	15	20
		n	n	n	n
Unweighted base		1,056	804	1,055	3,069
Weighted base		1,093	798	1,034	3,069

