

	Page	Table	Title	Base Description	Base
●	1	1	Q.1a What food issues, if any, are you concerned about? (Spontaneous)	Base: All adults UK	2105
●	39	2	Q.1b And which of these food issues are you concerned about, if any? -Total concerns	Base: All adults UK	2105
●	65	3	Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults UK	2105
●	78	4	Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults UK	2105
●	104	5	Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults UK	2105
●	130	6	Q.1b-Q.1d Food issues concerned about- Summary	Base: All adults UK	2105
●	168	7	Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?	Base: All adults UK	2105
●	181	8	Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?	Base: All adults UK	2105
●	194	9	Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?	Base: All adults UK	2105
●	207	10	Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?	Base: All adults who are at all aware of the standards of hygiene when they buy food UK	1674
●	226	11	Q.4 Which of the following, if any, have you heard of? - UK	Base: All adults UK	2105
●	265	12	Q.4 Which of the following, if any, have you heard of? - England	Base: All adults England	1752
●	287	13	Q.4 Which of the following, if any, have you heard of? - Scotland	Base: All adults Scotland	186
●	307	14	Q.4 Which of the following, if any, have you heard of? - Wales	Base: All adults Wales	103
●	329	15	Q.4 Which of the following, if any, have you heard of? - NI	Base: All adults NI	64
●	351	16	Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	1639
●	412	17	Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)	Base: All adults aware of Food Standards Scotland - Scotland	381
●	437	18	Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)	Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency	1670
●	476	19	Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	1639

	Page	Table	Title	Base Description	Base
●	536	20	Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness	Base: All adults aware of Food Standards Scotland - Scotland	381
●	561	21	Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1670
●	600	22	Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	834
●	613	23	Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.	Base: All adults aware of Food Standards Scotland - Scotland	381
●	623	24	Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.	Base: All adults aware of the Food Standards Agency - England/Wales/NI	1670

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

Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food prices	285 14%jk	294 15%jk	284 14%jk	324 16%hkl	433 22%abcdfghj kl	314 16%hkl	354 18%abchijkl	254 13%	286 14%jk	241 12%	240 12%	266 13%
The amount of salt in food	157 8%	149 7%	144 7%	159 8%	200 10%abcdk	202 10%abcdk	180 9%c	196 10%abcdk	198 10%abcdk	188 9%bck	148 7%	223 11%abcdjk
The amount of fat in food	155 8%	153 8%	155 8%	147 7%	200 10%abcdk	210 10%abcdk	187 9%dk	187 9%dk	202 10%abcdk	171 9%	147 7%	219 11%abcdjk
The use of additives (such as preservatives and colouring) in food products	146 7%	124 6%	119 6%	127 6%	134 7%	152 8%c	139 7%	136 7%	147 7%	152 8%c	132 7%	176 9%bcdeghk
Food hygiene when eating out	129 6%c	123 6%c	90 4%	124 6%c	184 9%abcdghjk	187 9%abcdghjk	128 6%c	124 6%c	178 9%abcdghk	148 7%c	131 7%c	186 9%abcdghjk
Animal welfare	117 6%cg	96 5%	79 4%	98 5%	134 7%bcdfg	102 5%	89 4%	142 7%bcdfg	149 7%abcdfg	154 8%abcdfg	154 8%abcdfg	226 11%abcdefghjk
The amount of sugar in food	113 6%	138 7%c	96 5%	135 7%c	169 8%acd	179 9%abcd	177 9%abcd	208 10%abcde	232 12%abcdefg	273 14%abcdefgh	236 12%abcdefg	358 18%abcdefghjk
Genetically Modified (GM) foods	106 5%c	102 5%c	73 4%	92 5%	96 5%	95 5%	95 5%	104 5%c	159 8%abcdefghk	131 7%cdefgk	94 5%	133 7%bcdefghk
The amount of saturated fat in food	105 5%c	90 5%	75 4%	87 4%	137 7%abcd	141 7%abcd	130 7%bcd	126 6%bcd	149 7%abcd	161 8%abcdh	135 7%abcd	195 10%abcdefghk
Food hygiene at home	95 5%cdgh k	81 4%	64 3%	58 3%	126 6%abcdghijkl	114 6%bcdghk	63 3%	63 3%	94 5%cdghk	93 5%cdghk	58 3%	96 5%cdghk
Food poisoning such as Salmonella and E.Coli	92 5%g	73 4%	82 4%	100 5%bgh	107 5%bgh	98 5%gh	66 3%	68 3%	101 5%bgh	86 4%	88 4%	115 6%bcghj
Date labels, such as "best before" and "use by" labels	88 4%	85 4%	67 3%	83 4%	121 6%abcdjk	125 6%abcdjk	112 6%cdjk	103 5%cj	121 6%abcdjk	70 3%	81 4%	97 5%cj

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

Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food miles (e.g. the distance food travels)	86 4%bc	60 3%	43 2%	67 3%c	77 4%c	65 3%c	76 4%c	81 4%c	80 4%c	100 5%bcdk	69 3%c	80 4%c
The use of pesticides to grow food	84 4%c	79 4%c	55 3%	64 3%	87 4%c	99 5%cd	95 5%cd	75 4%	108 5%bcdh	107 5%bdh	86 4%c	144 7%abcdefghijk
Food waste	81 4%b	55 3%	60 3%	69 3%	129 6%abcdh	120 6%abcd	162 8%abcdefh	97 5%bcd	148 7%abcdh	135 7%abcdh	176 9%abdefhij	210 11%abcdefghij
Hormones/steroids \antibiotics in food	50 3%	62 3%c	38 2%	43 2%	59 3%c	84 4%acdegk	52 3%	73 4%acd	101 5%abodeghk	76 4%acd	53 3%	111 6%abodeghk
The feed given to livestock	48 2%	68 3%cg	40 2%	47 2%	57 3%	79 4%acdghk	44 2%	51 3%	70 4%acd	64 3%cg	53 3%	103 5%abodeghk
Foods aimed at children including school meals	46 2%c	48 2%c	29 1%	49 2%c	63 3%c	69 3%abc	51 3%c	56 3%c	58 3%c	61 3%c	49 2%c	94 5%abodeghk
BSE ('mad cow disease')	37 2%	48 2%ck	26 1%	35 2%	31 2%	61 3%acdeghijkl	32 2%	32 2%	39 2%	35 2%	26 1%	41 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	106 5%abodefghi	86 4%abodefghi	148 7%abodefghijk
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	106 5%abodefghi	80 4%abodefghi	123 6%abodefghik
Other	106 5%l	90 4%	115 6%l	93 5%	119 6%bl	199 10%abcdeghijkl	115 6%l	141 7%abdkl	131 7%bdkl	114 6%l	102 5%l	71 4%
Net: Any	798 40%	793 40%	765 38%	846 42%c	922 46%abcdhk	877 44%abck	875 44%abck	842 42%c	871 44%abc	885 44%abck	811 41%	919 46%abcdhk
None	1062 53%ejl	1050 53%el	1088 54%defjl	1007 50%	985 49%	1019 51%	1035 52%	1053 53%el	1031 52%	994 50%	1041 52%l	975 49%
Don't know	140 7%efgh	157 8%efgh	147 7%efghil	148 7%efghil	93 5%	104 5%	90 5%	106 5%	100 5%	121 6%g	148 7%efghil	107 5%
Average number of mentions	2.79cd	2.66	2.41	2.48	3.00bcd	3.21abcdgh	2.80cd	2.88cd	3.27abcdgh	3.23abcdgh	3.07bcd	3.79abcdefghijk

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

Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Standard deviation	3.01	3.18	2.55	2.63	3.06	3.52	2.89	3.10	3.32	3.70	3.07	4.09
Standard error	0.10	0.11	0.09	0.09	0.10	0.10	0.09	0.10	0.10	0.11	0.11	0.13

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Food prices	139 14%k	139 14%k	118 12%	149 15%chjk	203 21%abcd fgijkl	138 14%k	162 17%chij kl	112 12%	123 13%k	117 12%	94 10%	126 13%k	145 14%	155 15%v	166 16%v	175 17%tvx	230 22%mnop rstuvw	176 17%hx	192 19%mntv wx	141 14%
The amount of salt in food	68 7%	71 7%	67 7%	70 7%	86 9%	86 9%	78 8%	81 8%	93 10%ck	85 9%	65 7%	109 11%abcd ghk	88 9%	78 8%	78 8%	89 9%	114 11%now w	116 11%mnop	102 10%	115 11%mnopw
The amount of fat in food	67 7%	62 6%	66 7%	61 6%	89 9%bdk	82 8%	76 8%	86 9%bdk	81 8%	75 8%	61 6%	103 11%abcd gjk	87 8%	91 9%	89 9%	86 8%	112 11%w	128 12%mnop tw	111 11%	100 10%
Food hygiene when eating out	64 7%c	56 6%c	35 4%	68 7%c	93 10%abcdg hk	82 8%bcgh	51 5%	51 5%	90 9%abcgh k	76 8%cgh	61 6%c	90 9%abcg hk	64 6%	67 6%	55 5%	56 5%	91 9%mnop	105 10%mnop tw	77 7%	73 7%
The use of additives (such as preservatives and colouring) in food products	53 6%	53 5%	44 5%	53 5%	54 6%	56 6%	52 5%	56 6%	55 6%	67 7%c	48 5%	85 9%abcd efghk	92 9%	71 7%	74 7%	75 7%	80 8%	95 9%n	86 8%	80 8%
The amount of sugar in food	52 5%	61 6%	43 4%	58 6%	66 7%c	69 7%c	78 8%ac	82 8%acd	107 11%abcd efg	123 13%abcd efgh	102 10%abcd ef	165 17%abcd efghijk	61 6%	77 7%o	53 5%	76 7%o	103 10%mnop	111 11%mnop	100 10%mo	125 12%mnop
Food poisoning such as Salmonella and E.Coli	48 5%gh	32 3%	36 4%	49 5%gh	49 5%gh	41 4%	27 3%	25 3%	51 5%bgh	45 5%gh	39 4%	58 6%bcgh	43 4%	41 4%	46 4%	51 5%	58 6%	57 6%	39 4%	42 4%
Food hygiene at home	47 5%cdgh k	38 4% d	23 2%	22 2%	56 6%cdghk	52 5%cdghk	25 3%	24 2%	46 5%cdghk	43 4%cdgh	27 3%	46 5%cdgh k	48 5%	43 4%	41 4%	36 4%	70 7%mnop tw	63 6%nopst w	39 4%	40 4%
The amount of saturated fat in food	47 5% c	39 4%	25 3%	47 5% c	65 7% bc	59 6% bc	62 6% bc	58 6% c	76 8% abcd	73 8% abcd	65 7% bc	93 10% abcd efghk	58 6% c	51 5% c	49 5% c	41 4% c	73 7% nop	82 8% mnop	68 7% p	68 7% p



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Food prices	163 16%v	124 12%	146 14%	140 14%
The amount of salt in food	105 10%no	103 10%	83 8%	114 11%now
The amount of fat in food	121 12%mnopw	95 9%	86 8%	116 11%mpw
Food hygiene when eating out	88 9%mp	73 7%	70 7%	97 9%mnopvw
The use of additives (such as preservatives and colouring) in food products	92 9%	85 8%	83 8%	91 9%
The amount of sugar in food	125 12%mnop	151 15%mnop	134 13%mnop	194 19%mnoprstuvw
Food poisoning such as Salmonella and E.Coli	50 5%	41 4%	49 5%	57 5%
Food hygiene at home	48 5%w	51 5%w	31 3%	50 5%w
The amount of saturated fat in food	73 7%nop	88 8%mnop	71 7%op	102 10%mnopstuvw

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	989	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Animal welfare	46 5%	42 4%	32 3%	34 4%	53 5% <sup>c</sup>	37 4%	37 4%	59 6% <sup>cd</sup> <sup>fg</sup>	57 6% <sup>cd</sup> <sup>fg</sup>	59 6% <sup>cd</sup> <sup>fg</sup>	56 6% <sup>cd</sup> <sup>fg</sup>	98 10% <sup>abcd</sup> e <sup>ghijkl</sup>	71 7% <sup>o</sup>	54 5%	48 5%	63 6%	82 8% <sup>nos</sup>	65 6%	52 5%	82 8% <sup>nos</sup>
Genetically Modified (GM) foods	46 5%	50 5% <sup>c</sup>	29 3%	40 4%	37 4%	41 4%	46 5% <sup>c</sup>	42 4%	59 6% <sup>ce</sup>	64 7% <sup>cd</sup> <sup>ef</sup> <sup>h</sup>	53 5% <sup>c</sup>	57 6% <sup>ce</sup>	60 6%	52 5%	44 4%	52 5%	59 6%	54 5%	48 5%	62 6% <sup>w</sup>
Food miles (e.g. the distance food travels)	39 4% <sup>cd</sup> <sup>g</sup>	27 3% <sup>c</sup>	9 1%	21 2% <sup>c</sup>	36 4% <sup>c</sup>	25 3% <sup>c</sup>	24 2% <sup>c</sup>	32 3% <sup>c</sup>	31 3% <sup>c</sup>	42 4% <sup>cd</sup> <sup>fg</sup> <sup>k</sup>	25 3% <sup>c</sup>	36 4% <sup>cd</sup>	47 5%	33 3%	33 3%	46 4%	42 4%	40 4%	52 5% <sup>no</sup>	49 5%
Date labels, such as "best before" and "use by" labels	38 4%	40 4%	26 3%	32 3%	52 5% <sup>cd</sup>	47 5% <sup>c</sup>	55 6% <sup>cd</sup> <sup>j</sup>	51 5% <sup>cd</sup>	52 5% <sup>cd</sup>	35 4%	37 4%	50 5% <sup>cd</sup>	50 5%	45 4%	41 4%	51 5%	69 7% <sup>kn</sup> <sup>ow</sup> <sup>wx</sup>	78 8% <sup>lm</sup> <sup>no</sup> <sup>pt</sup> v <sup>wx</sup>	57 5% <sup>v</sup>	51 5%
Food waste	37 4%	24 2%	23 2%	37 4%	57 6% <sup>abcd</sup>	49 5% <sup>bc</sup>	68 7% <sup>abcd</sup> <sup>h</sup>	45 5% <sup>bc</sup>	68 7% <sup>abcd</sup> <sup>h</sup>	65 7% <sup>abcd</sup> <sup>h</sup>	72 7% <sup>abcd</sup> f <sup>ghijkl</sup>	109 11% <sup>abcd</sup> e <sup>ghijkl</sup>	44 4%	31 3%	37 4%	32 3%	72 7% <sup>lm</sup> <sup>no</sup> p <sup>q</sup>	70 7% <sup>lm</sup> <sup>no</sup> p <sup>q</sup>	95 9% <sup>lm</sup> <sup>no</sup> p <sup>q</sup> r <sup>s</sup>	53 5% <sup>np</sup>
The use of pesticides to grow food	34 4% <sup>c</sup>	35 4% <sup>c</sup>	16 2%	22 2%	41 4% <sup>cd</sup>	40 4% <sup>cd</sup>	38 4% <sup>cd</sup>	30 3% <sup>c</sup>	43 4% <sup>cd</sup>	48 5% <sup>cd</sup> <sup>h</sup>	34 4% <sup>c</sup>	74 8% <sup>abcd</sup> e <sup>ghij</sup> k	50 5%	44 4%	39 4%	41 4%	46 4%	59 6% <sup>o</sup>	57 6%	44 4%
Hormones/steroids /antibiotics in food	24 2%	32 3% <sup>cd</sup> <sup>g</sup>	13 1%	17 2%	24 3%	37 4% <sup>cd</sup> <sup>g</sup>	17 2%	34 4% <sup>cd</sup> <sup>g</sup>	32 3% <sup>cd</sup> <sup>g</sup>	31 3% <sup>cd</sup> <sup>g</sup>	23 2%	52 5% <sup>abcd</sup> e <sup>g</sup> <sup>h</sup> <sup>i</sup> k	26 3%	30 3%	25 2%	26 3%	35 3%	47 5% <sup>lm</sup> <sup>op</sup> w	35 3%	39 4%
Foods aimed at children including school meals	23 2% <sup>c</sup>	25 3% <sup>c</sup>	5 *	22 2% <sup>c</sup>	24 2% <sup>c</sup>	24 2% <sup>c</sup>	25 3% <sup>c</sup>	21 2% <sup>c</sup>	23 2% <sup>c</sup>	21 2% <sup>c</sup>	18 2% <sup>c</sup>	45 5% <sup>abcd</sup> e <sup>f</sup> <sup>g</sup> <sup>h</sup> i k	23 2%	23 2%	24 2%	27 3%	40 4% <sup>lm</sup> <sup>no</sup>	45 4% <sup>lm</sup> <sup>no</sup> p <sup>q</sup> r <sup>s</sup>	26 3%	35 3%
The feed given to livestock	21 2%	32 3% <sup>c</sup>	14 1%	21 2%	22 2%	32 3% <sup>c</sup>	22 2%	22 2%	23 2%	24 2%	19 2%	49 5% <sup>abcde</sup> f <sup>ghijk</sup>	27 3%	36 3% <sup>s</sup>	26 3%	26 3%	35 3%	47 5% <sup>lm</sup> <sup>op</sup> st	21 2%	28 3%





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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Animal welfare	92 9%noprs	95 9%noprs	97 9%mnop rs	128 12%mnoprstuvw
Genetically Modified (GM) foods	99 10%mnopq rstw	67 6%ow	42 4%	77 7%noprs
Food miles (e.g. the distance food travels)	49 5%	58 6%no	43 4%	44 4%
Date labels, such as "best before" and "use by" labels	69 7%novwx	35 3%	44 4%	46 5%
Food waste	80 8%mnopt	70 7%mnop	104 10%mnop qrv	101 10%mnopqrtv
The use of pesticides to grow food	65 6%nopt	59 6%o	52 5%	70 7%nopt
Hormones/steroids /antibiotics in food	69 7%mnopq rstw	45 4%mp	29 3%	59 6%mnopastw
Foods aimed at children including school meals	36 3%	40 4%mmo	31 3%	49 5%mnopsw
The feed given to livestock	47 5%mpost	40 4%e	34 3%	54 5%mnopastw

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
BSE ('mad cow disease')	20 2%	21 2%	13 1%	13 1%	16 2%	24 3% <i>cg</i> hk	12 1%	11 1%	17 2%	17 2%	12 1%	20 2%	17 2%	26 3% <i>o</i>	14 1%	22 2%	15 1%	36 4% <i>moqst</i> <i>uw</i> x	20 2%	20 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	44 5% <i>abcde</i> <i>fghi</i>	44 5% <i>abcde</i> <i>fghi</i>	72 7% <i>abcd</i> <i>efghij</i> <i>k</i>	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	51 5% <i>abcde</i> <i>fghi</i>	38 4% <i>abcde</i> <i>fghi</i>	57 6% <i>abcd</i> <i>efghik</i>	-	-	-	-	-	-	-	-
Other	44 5%	39 4%	41 4%	34 3%	53 5% <i>dl</i>	85 9% <i>abcde</i> <i>ghijkl</i>	49 5% <i>l</i>	57 6% <i>d</i> kl	61 6% <i>b</i> dkl	51 5% <i>l</i>	36 4%	29 3%	62 6% <i>x</i>	51 5%	74 7% <i>nx</i>	59 6%	66 6% <i>x</i>	114 11% <i>mnopq</i> <i>stuvwx</i>	66 6% <i>x</i>	84 8% <i>mno</i> x
Net: Any	351 36%	350 36%	332 34%	370 38%	420 43% <i>abcd</i> <i>hk</i>	389 40% <i>c</i>	389 40% <i>c</i>	366 38%	402 41% <i>ab</i> ck	409 42% <i>ab</i> ch <i>k</i>	351 36%	427 44% <i>abc</i> <i>d</i> hk	447 43%	443 43%	433 42%	476 46%	502 49% <i>mno</i>	488 47% <i>no</i>	486 47% <i>o</i>	476 46%
None	561 58% <i>ejl</i>	542 56% <i>kl</i>	564 58% <i>ejl</i>	527 54%	500 52%	529 54%	538 56%	550 57% <i>ejl</i>	533 55%	499 52%	551 57% <i>ejl</i>	496 51%	501 49%	508 49%	524 51% <i>x</i>	480 47%	485 47%	490 48%	497 48%	503 49%
Don't know	59 6%	78 8% <i>ef</i> gl <i>l</i>	75 8% <i>egil</i>	74 8% <i>egil</i>	50 5%	54 6%	41 4%	56 6%	41 4%	57 6%	71 7% <i>g</i> il	45 5%	81 8% <i>qrst</i>	79 8% <i>qrst</i>	72 7% <i>qrst</i>	75 7% <i>qrst</i>	42 4%	50 5%	49 5%	51 5%
Average number of mentions	2.86c	2.73c	2.17	2.45	2.92cd	2.98cd	2.69c	2.81c	3.07cd	3.17cdg	3.04cd	3.87ab <i>cdefgh</i> <i>jk</i>	2.73	2.62	2.59	2.51	3.06nop	3.39mno <i>pst</i>	2.89p	2.93p
Standard deviation	3.12	3.32	2.20	2.54	2.91	3.18	2.63	2.99	2.98	3.64	2.81	4.29	2.92	3.06	2.77	2.69	3.18	3.77	3.08	3.17
Standard error	0.17	0.18	0.12	0.13	0.14	0.14	0.12	0.14	0.13	0.16	0.15	0.20	0.13	0.14	0.13	0.12	0.14	0.15	0.13	0.13

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
BSE ('mad cow disease')	22 2%	17 2%	14 1%	20 2%
Chemicals from the environment, such as lead, in food	-	62 6%mnopq rstuw	42 4%mnopq rstu	76 7%mnopqrstuw
Food not being what the label says it is	-	55 5%mnopq rstu	42 4%mnopq rstu	66 6%mnopqrstuw
Other	70 7%x	63 6%x	66 6%x	42 4%
Net: Any	469 46%	476 46%	460 45%	492 48%no
None	498 49%	496 48%	490 48%	479 46%
Don't know	59 6%	64 6%q	78 8%qrst	62 6%
Average number of mentions	3.44mno pst	3.28mno p	3.10nop	3.72mnopqstuw
Standard deviation	3.58	3.76	3.26	3.91
Standard error	0.14	0.15	0.15	0.17

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Food prices	33 10%	41 13% <sup>dh</sup>	31 10%	24 7%	37 11%	38 12% <sup>dh</sup>	43 14% <sup>dh</sup>	23 7%	31 9%	32 10%	30 9%	44 14% <sup>dh</sup>	57 16%	63 19%	56 17%	73 20%	70 20%	59 16%	62 18%	56 16%
Food hygiene when eating out	20 7%	16 5%	10 3%	13 4%	31 10% <sup>abcd</sup>	33 10% <sup>lbcdej</sup>	22 7% <sup>c</sup>	23 7% <sup>c</sup>	25 8% <sup>c</sup>	18 5%	23 7% <sup>c</sup>	32 10% <sup>lbcdej</sup>	20 6%	29 9% <sup>c</sup>	16 5%	29 8%	34 10% <sup>ot</sup>	38 10% <sup>mot</sup>	28 8%	18 5%
The amount of fat in food	17 5%	29 9% <sup>cdek</sup>	12 4%	13 4%	14 4%	19 6%	23 7%	22 7%	25 8% <sup>cdk</sup>	17 5%	12 4%	24 8% <sup>ck</sup>	26 7%	30 9%	24 7%	21 6%	35 10%	36 10%	27 8%	27 7%
Food hygiene at home	11 3%	14 4%	8 3%	8 3%	20 6% <sup>cdhij</sup>	16 5%	10 3%	9 3%	7 2%	7 2%	12 4%	22 7% <sup>cdgh</sup>	16 4%	22 7% <sup>ostw</sup>	7 2%	13 4%	23 7% <sup>ostw</sup>	27 7% <sup>opstw</sup>	11 3%	10 3%
Animal welfare	11 3%	17 5% <sup>c</sup>	5 2%	8 2%	15 5% <sup>c</sup>	10 3%	12 4%	23 7% <sup>cdf</sup>	16 5% <sup>c</sup>	18 6% <sup>c</sup>	26 8% <sup>acdf</sup>	35 11% <sup>abcd</sup>	13 4%	20 6% <sup>cr</sup>	8 2%	14 4%	14 4%	7 2%	15 4%	20 5% <sup>or</sup>
Food poisoning such as Salmonella and E.Coli	10 3%	12 4%	10 3%	14 5%	21 6% <sup>fi</sup>	9 3%	11 4%	10 3%	9 3%	10 3%	11 3%	19 6% <sup>fi</sup>	9 3%	20 6% <sup>m</sup>	10 3%	25 7% <sup>mo</sup>	22 6% <sup>m</sup>	23 6% <sup>m</sup>	13 4%	14 4%
Date labels, such as "best before" and "use by" labels	10 3% <sup>c</sup>	12 4% <sup>c</sup>	1 *	6 2% <sup>c</sup>	11 3% <sup>c</sup>	15 5% <sup>c</sup>	19 6% <sup>cdj</sup>	10 3% <sup>c</sup>	12 4% <sup>c</sup>	8 3% <sup>c</sup>	10 3% <sup>c</sup>	11 3% <sup>c</sup>	18 5%	25 7% <sup>ovx</sup>	7 2%	15 4%	17 5%	26 7% <sup>ovx</sup>	20 6% <sup>ov</sup>	15 4%
The amount of salt in food	9 3%	21 7% <sup>a</sup>	15 5%	12 4%	13 4%	17 6%	19 6%	18 6%	22 7% <sup>a</sup>	16 5%	17 5%	15 5%	25 7%	36 11% <sup>o</sup>	18 6%	28 8%	37 11% <sup>o</sup>	33 9%	31 9%	29 8%
Food waste	8 3%	11 3% <sup>cd</sup>	3 1%	3 1%	18 5% <sup>cd</sup>	8 3%	29 9% <sup>abcdf</sup>	13 4% <sup>cd</sup>	13 4% <sup>cd</sup>	13 4% <sup>cd</sup>	17 5% <sup>cd</sup>	33 10% <sup>abcd</sup>	12 4%	10 3%	9 3%	12 3%	21 6%	21 6%	24 7% <sup>nop</sup>	14 4%
The amount of sugar in food	8 3%	20 6% <sup>acde</sup>	8 2%	8 2%	9 3%	15 5%	20 6% <sup>acde</sup>	19 6% <sup>c</sup>	18 6% <sup>cd</sup>	22 7% <sup>acde</sup>	17 5%	35 11% <sup>abcd</sup>	14 4%	28 9% <sup>mo</sup>	12 4%	20 6%	35 10% <sup>mop</sup>	34 9% <sup>mo</sup>	28 8% <sup>mo</sup>	28 8% <sup>mo</sup>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Food prices	69 19%	54 15%	62 16%	56 15%
Food hygiene when eating out	39 10% <i>mot</i>	34 9% <i>ot</i>	30 8%	40 11% <i>mot</i>
The amount of fat in food	38 10% <i>p</i>	28 8%	33 9%	32 9%
Food hygiene at home	27 7% <i>opstw</i>	26 7% <i>ostw</i>	11 3%	22 6% <i>o</i>
Animal welfare	23 6% <i>or</i>	17 5% <i>r</i>	26 7% <i>or</i>	42 12% <i>mnoporstuw</i>
Food poisoning such as Salmonella and E.Coli	27 7% <i>motw</i>	16 4%	14 4%	24 7% <i>mo</i>
Date labels, such as "best before" and "use by" labels	30 8% <i>optw</i> x	9 2%	16 4%	11 3%
The amount of salt in food	26 7%	27 8%	33 9%	35 10%
Food waste	22 6% <i>o</i>	28 8% <i>mnopt</i>	36 9% <i>mnopt</i>	34 9% <i>mnopt</i>
The amount of sugar in food	40 11% <i>mop</i>	49 13% <i>mnop</i> st	43 11% <i>mop</i>	68 19% <i>mnoporstuw</i>

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
The use of pesticides to grow food	7 2%	10 3%h	6 2%	5 1%	10 3%h	8 3%	18 6%acdhj k	3 1%	8 3%	5 2%	8 2%	17 6%acdh jk	13 4%o	13 4%o	3 1%	6 2%	16 5%op	11 3%o	12 4%o	14 4%o
Food miles (e.g. the distance food travels)	6 2%	6 2%	5 2%	3 1%	7 2%	4 1%	6 2%	5 1%	7 2%	7 2%	10 3%	14 4%cdh	11 3%	8 2%	9 3%	11 3%	7 2%	4 1%	8 2%	12 3%r
The amount of saturated fat in food	6 2%	20 6%acd	4 1%	8 2%	11 3%	15 5%ac	22 7%acde	19 6%acd	18 6%ac	22 7%acd	12 4%c	22 7%acde	9 3%	19 6%o	6 2%	17 5%o	29 8%mot	25 7%mo	20 6%o	15 4%
Genetically Modified (GM) foods	5 2%	6 2%	9 3%	12 4%	8 2%	5 1%	8 2%	8 3%	10 3%	11 3%	15 5%af	15 4%	23 7%oq	8 2%	14 4%	11 3%	14 4%	18 5%	14 4%	24 7%oq
Foods aimed at children including school meals	4 1%	4 1%	6 2%	2 1%	6 2%	5 1%	2 1%	4 1%	3 1%	2 1%	3 1%	2 1%	9 4%	13 4%	14 4%	7 4%	15 5%	16 6%o	21 5%	17 5%
Hormones/steroids \antibiotics in food	2 1%	5 2% <sup>d</sup>	4 1%	-	5 2% <sup>d</sup>	7 2% <sup>d</sup>	4 1%	4 1%	7 2% <sup>d</sup>	5 2% <sup>d</sup>	7 2% <sup>d</sup>	16 5%abcd efghij	6 2%	17 5% <sup>mnopq</sup>	3 1%	2 1%	6 2%	10 3% <sup>p</sup>	8 2%	15 4% <sup>op</sup>
The use of additives (such as preservatives and colouring) in food products	2 1%	11 3% <sup>a</sup>	7 2%	7 2%	4 1%	14 4% <sup>ae</sup>	16 5% <sup>aeh</sup>	6 2%	8 2%	9 3%	13 4% <sup>ae</sup>	16 5% <sup>adeh</sup>	27 8% <sup>s</sup>	17 5%	15 5%	27 8% <sup>s</sup>	26 7% <sup>s</sup>	23 6% <sup>s</sup>	10 3%	31 9% <sup>os</sup>
BSE ('mad cow disease')	2 1%	9 3% <sup>aceh</sup> k	1 *	4 1%	1 *	7 2% <sup>cek</sup>	4 1%	2 1%	4 1% <sup>k</sup>	2 1%	-	5 2% <sup>k</sup>	5 2%	10 3% <sup>qrsu</sup> v	3 1%	5 1%	3 1%	3 1%	3 1%	5 1%
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	14 4% <sup>abcde</sup>	11 3% <sup>abcde</sup>	15 5% <sup>abcd</sup> efghi	-	-	-	-	-	-	-	-
The feed given to livestock	-	9 3% <sup>a</sup>	5 2% <sup>a</sup>	2 1%	2 1%	6 2% <sup>a</sup>	4 1%	5 1% <sup>a</sup>	9 3% <sup>ade</sup>	3 1%	9 3% <sup>ae</sup>	14 5% <sup>acde</sup> ghi	6 2%	20 6% <sup>mopq</sup> rstuw	3 1%	6 2%	9 3%	6 2%	6 2%	7 2%



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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
The use of pesticides to grow food	18 5%op	22 6%op	16 4%op	28 8%mnoprst
Food miles (e.g. the distance food travels)	13 4%r	14 4%r	7 2%	17 5%lw
The amount of saturated fat in food	27 7%mo	26 7%mo	25 7%mo	33 9%mopt
Genetically Modified (GM) foods	23 6%o	21 6%o	18 5%	22 6%o
Foods aimed at children including school meals	12 3%	12 3%	16 4%	21 6%o
Hormones/steroids/antibiotics in food	11 3%p	13 4%op	8 2%	21 6%mnopqrs
The use of additives (such as preservatives and colouring) in food products	22 6%	22 6%	23 6%	28 8%e
BSE ('mad cow disease')	3 1%	1 *	5 1%	5 1%
Food not being what the label says it is	-	16 4%mnopq rstu	15 4%mnopq rstu	25 7%mnopqrstu
The feed given to livestock	8 2%	12 3%o	6 1%	19 5%mnoprstuw

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

Base: All adults UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	9	13	13	-	-	-	-	-	-	-	-
Other	8	8	13	6	11	16	14	15	13	9	10	8	14	16	16	17	18	32	15	21
	3%	3%	4%	2%	3%	5%	5%	5%	4%	3%	3%	3%	4%	5%	5%	5%	5%	9% <sup>mnpstv</sup>	4%	6%
Net: Any	80	88	89	71	103	94	96	100	102	104	100	122	137	135	118	165	151	156	142	136
	26%	28%	27%	22%	32% <sup>d</sup>	30% <sup>d</sup>	31% <sup>d</sup>	30% <sup>d</sup>	31% <sup>d</sup>	32% <sup>d</sup>	30% <sup>d</sup>	39% <sup>abc</sup>	39%	41%	36%	46% <sup>ot</sup>	43%	42%	41%	38%
None	204	200	206	212	184	200	194	211	203	193	193	173	186	167	185	173	188	199	186	186
	65% <sup>el</sup>	63%	63%	66% <sup>el</sup>	57%	63% <sup>d</sup>	62%	64% <sup>d</sup>	63%	60%	59%	55%	53%	50%	56% <sup>p</sup>	48%	54%	53%	54%	55%
Don't know	27	28	32	38	35	21	21	18	20	27	35	17	25	30	26	22	10	20	15	26
	9%	9%	10% <sup>hl</sup>	12% <sup>fhil</sup>	11% <sup>hil</sup>	7%	7%	5%	6%	8%	11% <sup>hil</sup>	5%	7% <sup>q</sup>	9% <sup>qs</sup>	8% <sup>q</sup>	6%	3%	5%	4%	7% <sup>q</sup>
Average number of mentions	2.38	3.31 <sup>c</sup>	1.95	2.26	2.53	2.90 <sup>c</sup>	3.25 <sup>cd</sup>	2.53	2.73 <sup>c</sup>	2.57	2.92 <sup>c</sup>	3.58 <sup>ac</sup>	2.46	3.32 <sup>mo</sup>	2.13	2.36	3.01 <sup>op</sup>	3.02 <sup>op</sup>	2.69	2.95 <sup>o</sup>
Standard deviation	0.26	0.44	0.19	0.23	0.28	0.29	0.31	0.19	0.24	0.29	0.28	0.32	0.24	0.34	0.16	0.19	0.23	0.23	0.22	0.25





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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Chemicals from the environment, such as lead, in food	-	16 4%mnopq rstu	17 4%mnopq rstu	27 7%mnopqrstu
Other	23 6%	16 4%	14 4%	16 4%
Net: Any	151 41%	161 44%o	152 40%	163 45%o
None	188 51%	183 50%	205 53%	183 50%
Don't know	31 8%qs	23 6%	27 7%q	20 5%
Average number of mentions	3.41mop s	3.00o	3.19mop	3.89mopqrst
Standard deviation	3.12	3.17	2.94	4.23
Standard error	0.24	0.25	0.25	0.35

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food prices	75 15%	83 17%	80 16%	80 19%k	136 29%abcd	89 18%k	100 21%ajk	75 16%	82 18%k	66 14%	52 12%	76 17%	69 14%	63 13%	73 15%	91 18%nuvw x	115 23%lmnor tuwx	72 15%	97 20%lmnot uwxx	69 14%
The amount of salt in food	47 10%	41 8%	39 8%	44 10%	61 13%bck	50 10%	45 9%	51 11%	60 13%bck	55 12%bc	35 8%	62 14%bckg	43 9%	33 7%	43 9%	43 9%	57 11%nw	58 12%npw	48 10%	58 12%nw
The use of additives (such as preservatives and colouring) in food products	46 9%	41 8%	36 7%	33 7%	36 8%	45 9%	33 7%	33 7%	49 11%gk	35 8%	27 6%	59 13%bcd eghk	50 10%p	46 9%p	37 7%	29 6%	41 8%	42 9%p	55 11%op	47 9%p
The amount of fat in food	44 9%	40 8%	43 9%	45 10%	65 14%abcf k	46 10%	48 10%	50 11%	54 12%	49 11%	34 8%	61 14%abck	39 8%	29 6%	49 10%n	35 7%	56 11%np	63 14%mpnu vw	49 10%n	53 11%np
Animal welfare	34 7%	32 6%	22 5%	26 6%	37 8%c	32 7%	25 5%	30 7%	49 11%abcdf gh	40 9%cg	35 8%c	61 13%abcd efghk	44 9%ns	14 3%	28 6%n	34 7%n	40 8%n	34 7%n	25 5%	50 10%nosu
The amount of saturated fat in food	32 7%	21 4%	23 5%	24 5%	42 9%bcd	33 7%	36 7%b	26 6%	40 9%bcd	39 9%bcd	31 7%	57 13%abcd fghk	39 8%np	21 4%	27 5%	23 5%	39 8%np	38 8%np	32 7%	40 8%np
Food hygiene when eating out	32 7%c	38 8%c	13 3%	36 8%c	52 11%acghk	44 9%ch	31 6%c	25 6%c	50 11%acghk	36 8%c	28 7%c	48 11%acgh	36 7%	25 5%	33 7%	31 6%	40 8%	39 8%n	32 6%	42 8%n
The amount of sugar in food	28 6%	33 7%	22 4%	37 8%c	52 11%abc	44 9%c	39 8%c	56 12%abcd	68 15%abcd	85 19%abcd	57 14%abcd	104 23%abcd efghk	40 6%	38 8%	37 6%	41 8%	41 8%	45 10%	53 11%	67 13%mnopq
Genetically Modified (GM) foods	25 5%	29 6%	23 5%	24 5%	29 6%	33 7%	28 6%	26 6%	48 11%abcde fghk	35 8%	25 6%	39 9%cd	47 9%nopr w	28 6%	24 5%	30 6%	33 7%	26 6%	35 7%	31 6%



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food prices	59 12%	62 13%	60 12%	57 11%
The amount of salt in food	50 10%	50 10%	38 7%	75 15% <i>mnpsuvw</i>
The use of additives (such as preservatives and colouring) in food products	45 9% <i>p</i>	61 12% <i>opq</i>	46 9%	50 10% <i>p</i>
The amount of fat in food	46 9%	47 10% <i>n</i>	44 9%	70 14% <i>mnpesuvw</i>
Animal welfare	33 7% <i>n</i>	54 11% <i>noprsu</i>	44 9% <i>ns</i>	57 11% <i>noprsu</i>
The amount of saturated fat in food	34 7%	49 10% <i>nops</i>	42 8% <i>np</i>	56 11% <i>nopsu</i>
Food hygiene when eating out	34 7%	40 8%	32 6%	45 9% <i>n</i>
The amount of sugar in food	62 13% <i>mnop</i> <i>q</i>	65 13% <i>mnop</i> <i>q</i>	78 15% <i>mnop</i> <i>qrs</i>	100 20% <i>mnoprstuv</i>
Genetically Modified (GM) foods	52 11% <i>nopq</i> <i>rstw</i>	52 11% <i>nopqr</i> <i>stw</i>	30 6%	44 9% <i>so</i>

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
The use of pesticides to grow food	24 5%	25 5%	14 3%	18 4%	27 6%ch	31 6%sch	21 4%	13 3%	35 8%cdghk	27 6%sch	16 4%	41 9%abcd ghk	25 5%	22 5%	20 4%	18 4%	20 4%	29 6%p	31 6%p	28 6%
Food miles (e.g. the distance food travels)	22 5%c	23 5%c	7 1%	15 3%	22 5%c	21 4%c	17 3%c	21 5%c	23 5%c	29 6%cdgkl	12 3%	14 3%	34 7%knoru	15 3%	15 3%	24 5%	31 6%no	18 4%	30 6%no	31 6%no
Food waste	22 4%	14 3%	16 3%	23 5%	38 8%abch	36 7%bch	31 6%bc	19 4%	41 9%abcd h	48 11%abcdg h	34 8%abch	64 14%abcd efghik	21 4%	12 2%	23 5%	31 4%	29 6%n	29 6%n	52 11%mnopq rtv	31 6%n
Date labels, such as "best before" and "use by" labels	20 4%	21 4%	16 3%	23 5%	36 8%abcj	26 5%j	23 5%	21 5%	34 8%abcj	11 2%	18 4%	31 7%cj	21 4%	17 3%	26 5%	24 5%	34 7%nu	29 6%n	38 8%mpuw	36 7%nuw
Food poisoning such as Salmonella and E.Coli	20 4%	16 3%	18 4%	25 5%h	26 6%h	25 5%h	16 3%	10 2%	28 6%bgh	20 4%	27 6%bgh	29 6%bgh	29 6%n	13 3%	25 5%	23 4%	23 5%	20 4%	18 4%	23 5%
Food hygiene at home	19 4%	19 4%	15 3%	17 4%	45 10%abcdf ghijkl	25 5%h	14 3%	10 2%	25 6%ghk	21 5%	12 3%	16 4%	26 5%p	16 3%	21 4%	12 2%	19 4%	24 5%p	18 4%	24 5%p
Hormones/steroids \antibiotics in food	18 4%c	19 4%c	7 1%	17 4%c	18 4%c	26 5%c	17 3%c	16 3%c	38 8%abcde ghjk	21 5%c	12 3%	33 7%abcd eghk	16 3%	16 3%	17 3%	15 3%	17 3%	22 5%	18 4%	28 6%p
The feed given to livestock	17 3%h	18 4%cgh	7 1%	13 3%	20 4%cgh	24 5%cgh	7 1%	6 1%	28 6%cdghk	16 4%h	10 2%	31 7%abcd ghjk	18 4%u	17 3%	17 3%	14 3%	15 3%	22 5%u	21 4%u	23 5%u
Foods aimed at children including school meals	13 3%	19 4%c	6 1%	12 3%	29 6%acd	21 4%c	18 4%c	17 4%c	22 5%c	20 4%c	18 4%c	41 9%abcd fghijk	10 2%	7 1%	7 1%	12 2%	6 1%	14 3%q	11 2%	14 3%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
The use of pesticides to grow food	27 5%	37 7% <i>opq</i>	33 6% <i>p</i>	37 7% <i>opq</i>
Food miles (e.g. the distance food travels)	18 4%	38 8% <i>noru</i>	29 6% <i>n</i>	25 5%
Food waste	37 7% <i>mn</i>	29 6% <i>n</i>	52 10% <i>mnp</i> <i>qrv</i>	52 10% <i>mnpqrv</i>
Date labels, such as "best before" and "use by" labels	18 4%	27 5%	21 4%	29 6%
Food poisoning such as Salmonella and E.Coli	18 4%	26 5% <i>n</i>	25 5%	32 6% <i>nsu</i>
Food hygiene at home	17 3%	24 5% <i>p</i>	14 3%	28 6% <i>pw</i>
Hormones/steroids \antibiotics in food	24 5%	26 5% <i>p</i>	19 4%	25 5%
The feed given to livestock	8 2%	25 5% <i>u</i>	20 4% <i>u</i>	27 5% <i>u</i>
Foods aimed at children including school meals	8 2%	20 4% <i>noquw</i>	6 1%	19 4% <i>noquw</i>

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
BSE ('mad cow disease')	9 2%	8 2%	5 1%	7 1%	10 2%	23 5%abcde ghjkl	10 2%	4 1%	12 3%	10 2%	7 2%	7 2%	14 3%	11 2%	9 2%	12 2%	13 3%	16 3%	11 2%	14 3%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	26 6%abcde fghi	20 5%abcd efghij	47 10%abcd efghijk	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	31 7%abcde fghi	20 5%abcde fghi	32 7%abcd efghi	-	-	-	-	-	-	-	-
Other	29 6%	24 5%	30 6%	26 6%	31 7%	55 11%abcde ghjkl	29 6%	39 9%bl	31 7%	24 5%	26 6%	19 4%	36 7%nx	21 4%	33 7%lx	30 6%	44 9%nx	69 15%mnopq stuvwx	39 8%nx	45 9%nx
Net: Any	214 44%	235 47%	207 42%	226 49%	255 55%abck	247 51%ac	241 49%c	227 50%c	229 51%ac	224 49%c	189 45%	235 52%ac	225 46%	196 40%	218 44%	249 49%n	258 51%no	229 49%n	255 52%mnov	245 50%n
None	238 49%e	233 47%	258 53%defh ij	211 45%	191 41%	211 44%	228 47%	209 46%	201 45%	201 44%	193 46%	197 43%	239 48%	260 53%qqs tx	235 48%	226 45%	231 46%	215 46%	223 45%	226 46%
Don't know	32 7%	29 6%	24 5%	27 6%	20 4%	27 6%	18 4%	20 4%	20 4%	28 6%	36 9%ceqhi l	21 5%	30 6%qsu	37 8%rsu v	40 8%rsuv x	30 6%qsu	13 3%	21 4%u	15 3%	25 5%u
Average number of mentions	2.81	2.50	2.33	2.58	3.30bcd gh	3.11bcg	2.55	2.56	3.65abc dgh	3.43bcd gh	3.03c	4.24ab cdefgh jk	3.07p	2.50	2.77	2.41	2.89p	3.31np	2.96p	3.23np
Standard deviation	2.95	2.88	2.29	2.79	3.35	3.37	2.68	2.65	3.70	3.64	3.10	4.13	3.37	2.86	3.17	2.48	2.89	3.84	3.07	3.64
Standard error	0.21	0.19	0.16	0.19	0.22	0.20	0.17	0.17	0.23	0.23	0.23	0.28	0.22	0.21	0.22	0.15	0.18	0.22	0.17	0.21

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
BSE ('mad cow disease')	8 2%	15 3%	9 2%	14 3%
Chemicals from the environment, such as lead, in food	-	41 8% <i>mnopq</i> <i>rstuw</i>	21 4% <i>mnopq</i> <i>rstu</i>	45 9% <i>mnopqrstuw</i>
Food not being what the label says it is	-	27 6% <i>mnopq</i> <i>rstu</i>	20 4% <i>mnopq</i> <i>rstu</i>	34 7% <i>mnopqrstuw</i>
Other	46 9% <i>rx</i>	47 10% <i>npwx</i>	31 6%	18 4%
Net: Any	244 49% <i>n</i>	251 51% <i>no</i>	233 45%	260 52% <i>no</i>
None	241 49%	221 45%	251 49%	219 44%
Don't know	9 2%	20 4% <i>u</i>	28 5% <i>qu</i>	24 5% <i>u</i>
Average number of mentions	2.76	3.61 <i>nop</i> <i>qsu</i>	3.18 <i>np</i>	3.71 <i>nopqsu</i>
Standard deviation	2.54	4.38	3.35	4.39
Standard error	0.15	0.24	0.23	0.27

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

Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Food prices	52 14% <sup>hjk</sup> i	44 12% <sup>j</sup>	44 12% <sup>j</sup>	46 13% <sup>hjl</sup>	76 21% <sup>abcdfghij</sup> kl	628 16% <sup>hijkl</sup>	52 14% <sup>hijkl</sup>	31 9%	45 12% <sup>j</sup>	27 7%	36 10%	34 9%
The amount of salt in food	34 9% <sup>b</sup>	19 5%	28 8%	31 9% <sup>b</sup>	33 9% <sup>b</sup>	43 12% <sup>bck</sup>	37 10% <sup>ab</sup>	40 11% <sup>bk</sup>	39 11% <sup>bk</sup>	39 11% <sup>bk</sup>	25 7%	37 10% <sup>b</sup>
The amount of fat in food	29 8%	24 7%	26 7%	33 10%	30 8%	45 13% <sup>abcejk</sup>	41 11% <sup>bck</sup>	35 10%	38 11% <sup>bk</sup>	30 8%	23 6%	32 9%
Food hygiene at home	23 6% <sup>bcgd</sup> hkl	9 3%	12 3%	8 2%	18 5% <sup>bdkl</sup>	21 6% <sup>bdghkl</sup>	10 3%	10 3%	17 5% <sup>dl</sup>	15 4%	9 2%	9 2%
Food poisoning such as Salmonella and E.Coli	23 6% <sup>bghk</sup> i	12 3%	18 5% <sup>g</sup>	13 4%	15 4%	21 6% <sup>gl</sup>	8 2%	12 3%	19 5% <sup>gl</sup>	15 4%	11 3%	11 3%
The amount of sugar in food	23 6%	19 5%	17 5%	29 8% <sup>c</sup>	31 9% <sup>bc</sup>	41 11% <sup>abc</sup>	37 10% <sup>abc</sup>	38 11% <sup>abc</sup>	43 12% <sup>abcd</sup>	52 14% <sup>abcdeg</sup>	42 12% <sup>abc</sup>	52 14% <sup>abcde</sup>
The use of additives (such as preservatives and colouring) in food products	21 6% <sup>b</sup>	10 3%	23 6% <sup>b</sup>	32 9% <sup>bh</sup>	26 7% <sup>b</sup>	28 8% <sup>b</sup>	25 7% <sup>b</sup>	20 5% <sup>b</sup>	23 6% <sup>b</sup>	25 7% <sup>b</sup>	22 6% <sup>b</sup>	22 6% <sup>b</sup>
Food hygiene when eating out	21 6%	14 4%	18 5%	16 4%	27 7% <sup>bgh</sup>	33 9% <sup>abcdghijkl</sup>	16 4%	15 4%	31 8% <sup>abcdghk</sup>	21 6%	18 5%	21 6%
Date labels, such as "best before" and "use by" labels	20 6% <sup>b</sup>	10 3%	17 5%	15 4%	24 7% <sup>bg</sup>	28 8% <sup>bdgkl</sup>	12 3%	21 6% <sup>b</sup>	27 8% <sup>bdgkl</sup>	15 4%	16 5%	15 4%
The amount of saturated fat in food	19 5% <sup>b</sup>	10 3%	15 4%	16 5%	17 5%	30 8% <sup>bode</sup>	20 5% <sup>b</sup>	25 7% <sup>b</sup>	30 8% <sup>bode</sup>	25 7% <sup>b</sup>	26 7% <sup>bc</sup>	27 7% <sup>bc</sup>
Food waste	17 5% <sup>b</sup>	8 2%	9 2%	9 2%	22 6% <sup>bcd</sup>	25 7% <sup>bcd</sup>	26 7% <sup>bcd</sup>	21 6% <sup>bcd</sup>	35 10% <sup>abcdehj</sup>	17 5%	36 10% <sup>abcdehj</sup>	28 7% <sup>bcdj</sup>
Animal welfare	16 4%	13 4%	16 4%	15 4%	29 8% <sup>abcdg</sup>	19 5%	12 3%	19 5%	28 8% <sup>abcdg</sup>	26 7% <sup>bdg</sup>	22 6% <sup>g</sup>	31 8% <sup>abcdfgh</sup>



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

Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
The use of pesticides to grow food	16 4%	9 3%	13 4%	17 5%	15 4%	19 5%b	13 4%	17 5%	20 6%b	16 4%	13 4%	21 6%b
Genetically Modified (GM) foods	14 4%	16 4%	8 2%	12 4%	15 4%	13 4%	11 3%	14 4%	26 7%acdefghjkl	12 3%	10 3%	14 4%
Food miles (e.g. the distance food travels)	13 4%	9 2%	6 2%	13 4%c	11 3%	18 5%bc	15 4%c	12 3%	20 5%bckl	13 3%	10 3%	10 3%
Hormones/steroids \antibiotics in food	8 2%	6 2%	8 2%	9 3%	14 4%bg	19 5%abcdghk	6 2%	10 3%	21 6%abcdghjk	11 3%	7 2%	14 4%bg
BSE ('mad cow disease')	7 2%	10 3%	8 2%	8 2%	5 1%	12 3%egk	5 1%	6 2%	12 3%gk	7 2%	5 1%	8 2%
The feed given to livestock	7 2%	4 1%	8 2%	12 3%b	10 3%	21 6%abcdeghjk	6 2%	10 3%	18 5%abcgjk	8 2%	9 2%	12 3%b
Foods aimed at children including school meals	5 1%	4 1%	3 1%	8 2%	6 2%	9 2%c	5 1%	4 1%	14 4%abcdeghkl	8 2%	6 2%	4 1%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	14 4%abcdefghi	14 4%abcdefghi	17 4%abcdefghi
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	17 5%abcdefghi	13 4%abcdefghi	17 5%abcdefghi
Other	19 5%l	21 6%l	23 6%l	13 4%	16 4%	27 7%del	18 5%	21 6%l	19 5%l	17 5%	20 6%l	10 3%
Net: Any	141 39%	139 38%	133 37%	135 38%	155 43%h	150 42%	141 39%	133 37%	145 40%	146 40%	137 38%	139 38%
None	195 54%	190 53%	203 56%	185 53%	190 53%	194 54%	204 56%	210 56%	197 54%	196 54%	199 55%	204 55%
Don't know	25 7%e	32 9%efgh	25 7%e	31 9%efgh	14 4%	15 4%	20 5%	17 5%	21 6%	23 6%	22 6%	25 7%e
Average number of mentions	2.86b	2.13	2.49	2.74	2.97b	3.61abcdgk	2.74b	2.96b	3.75abcdeghj k	2.99b	2.92b	3.26bc
Standard deviation	3.11	2.54	2.81	3.11	3.22	3.95	2.94	3.08	4.19	3.35	2.85	3.48
Standard error	0.23	0.19	0.22	0.23	0.22	0.24	0.19	0.21	0.25	0.20	0.20	0.24

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Food prices	237 14% <sub>ij</sub>	247 15% <sub>hjk</sub>	252 15% <sub>hjk</sub>	267 16% <sub>hjk</sub>	368 22% <sub>abcd</sub>	265 16% <sub>hjk</sub>	286 17% <sub>ahij</sub>	207 12%	241 14% <sub>jk</sub>	192 11%	200 12%	234 14% <sub>ij</sub>	30 18%	27 15%	18 11%	34 20% <sub>owx</sub>	32 18% <sub>o</sub>	22 14%	34 19% <sub>onuv</sub>	28 16%
The amount of salt in food	138 8%	125 7%	131 8%	132 8%	176 11% <sub>abcd</sub>	174 10% <sub>abcdk</sub>	151 9%	163 10% <sub>bk</sub>	172 10% <sub>abcdk</sub>	160 9% <sub>bk</sub>	126 8%	200 12% <sub>abcd</sub>	10 6%	13 7% <sub>o</sub>	4 2%	16 10% <sub>o</sub>	13 7% <sub>o</sub>	13 8% <sub>o</sub>	17 9% <sub>o</sub>	18 10% <sub>o</sub>
The amount of fat in food	136 8%	128 8%	135 8%	117 7%	175 11% <sub>abcd</sub>	185 11% <sub>abcdk</sub>	152 9% <sub>d</sub>	156 9% <sub>d</sub>	178 11% <sub>abcdk</sub>	151 9% <sub>d</sub>	127 8%	196 12% <sub>abcd</sub>	10 6%	17 9% <sub>v</sub>	7 4%	16 10% <sub>v</sub>	13 7% <sub>v</sub>	12 7% <sub>v</sub>	17 10% <sub>ov</sub>	16 9% <sub>ov</sub>
The use of additives (such as preservatives and colouring) in food products	127 8%	106 6%	100 6%	106 6%	115 7%	129 8%	118 7%	109 7%	125 7%	128 8%	103 6%	162 10% <sub>abcd</sub>	6 3%	8 4%	6 3%	11 7%	7 4%	9 5%	13 8% <sub>mo</sub>	18 10% <sub>moqrv</sub>
Food hygiene when eating out	115 7% <sub>c</sub>	114 7% <sub>c</sub>	81 5%	100 6%	164 10% <sub>abcd</sub>	169 10% <sub>abcdg</sub>	108 7% <sub>c</sub>	102 6%	158 10% <sub>abcdg</sub>	125 7% <sub>c</sub>	114 7% <sub>c</sub>	171 10% <sub>abcd</sub>	5 3%	5 3%	1 1%	14 8% <sub>mnov</sub>	14 8% <sub>mnov</sub>	7 5% <sub>ov</sub>	13 7% <sub>mnov</sub>	12 7% <sub>mnov</sub>
The amount of sugar in food	101 6%	113 7% <sub>c</sub>	86 5%	110 7%	143 9% <sub>acd</sub>	154 9% <sub>abcd</sub>	143 9% <sub>acd</sub>	169 10% <sub>abcd</sub>	203 12% <sub>abcd</sub>	241 14% <sub>abcd</sub>	208 12% <sub>abcd</sub>	319 19% <sub>abcd</sub>	7 4%	12 7% <sub>o</sub>	1 1%	18 11% <sub>mo</sub>	13 7% <sub>o</sub>	11 7% <sub>o</sub>	18 10% <sub>mo</sub>	18 10% <sub>mo</sub>
Animal welfare	99 6% <sub>c</sub>	77 5%	69 4%	89 5%	120 7% <sub>bcdfg</sub>	90 5%	76 5%	116 7% <sub>bog</sub>	129 8% <sub>abcdf</sub>	126 7% <sub>bodfg</sub>	140 8% <sub>abcd</sub>	209 12% <sub>abcd</sub>	5 3%	14 8% <sub>mopr</sub>	2 1%	5 3%	6 3%	5 3%	10 6% <sub>o</sub>	16 9% <sub>moprs</sub>
The amount of saturated fat in food	93 6% <sub>d</sub>	78 5%	70 4%	67 4%	123 7% <sub>abcd</sub>	123 7% <sub>abcd</sub>	110 7% <sub>bcd</sub>	98 6% <sub>cd</sub>	132 8% <sub>abcdh</sub>	136 8% <sub>abcdh</sub>	115 7% <sub>bcd</sub>	177 11% <sub>abcd</sub>	6 4% <sub>o</sub>	7 4% <sub>o</sub>	-	14 8% <sub>oq</sub>	5 3% <sub>o</sub>	8 5% <sub>o</sub>	12 7% <sub>oq</sub>	13 8% <sub>oq</sub>
Food hygiene at home	88 5% <sub>cdgh</sub>	76 5% <sub>cdgh</sub>	53 3%	47 3%	113 7% <sub>bcdgh</sub>	106 6% <sub>bcdgh</sub>	53 3%	48 3%	78 5% <sub>cdghk</sub>	77 5% <sub>cdghk</sub>	53 3%	86 5% <sub>cdgh</sub>	2 1%	3 1%	1 *	6 4% <sub>o</sub>	4 2%	3 2%	8 5% <sub>mnorv</sub>	6 3% <sub>ov</sub>



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Food prices	25 14%	18 12%	21 12%	21 12%
The amount of salt in food	16 9%o	11 7%o	14 8%o	18 10%o
The amount of fat in food	15 9%v	6 3%	9 5%	18 10%ov
The use of additives (such as preservatives and colouring) in food products	12 7%	9 6%	15 8%	10 6%
Food hygiene when eating out	19 11%mnort wx	3 2%	8 4%o	9 5%o
The amount of sugar in food	16 9%mo	11 7%o	15 8%o	26 15%mnqrv
Animal welfare	18 10%mpqpr s	10 6%o	10 6%o	14 8%opr
The amount of saturated fat in food	12 7%o	7 4%o	10 6%o	14 8%oq
Food hygiene at home	11 6%mnorv w	2 1%	3 2%	6 3%o

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Genetically Modified (GM) foods	88 5%	91 5% <sup>c</sup>	66 4%	75 4%	82 5%	82 5%	82 5%	87 5%	145 9% <sup>abcde</sup>	112 7% <sup>cddefg</sup>	78 5%	118 7% <sup>acde</sup>	9 5% <sup>o</sup>	6 3%	1 *	8 5% <sup>o</sup>	5 3%	6 4% <sup>o</sup>	7 4% <sup>o</sup>	10 6% <sup>o</sup>
Food poisoning such as Salmonella and E.Coli	81 5% <sup>gh</sup>	69 4% <sup>g</sup>	69 4% <sup>g</sup>	80 5% <sup>gh</sup>	86 5% <sup>gh</sup>	82 5% <sup>gh</sup>	46 3%	53 3%	88 5% <sup>gh</sup>	67 4%	75 4% <sup>gh</sup>	100 6% <sup>bcdgh</sup>	2 1%	1 1%	1 *	10 6% <sup>mnov</sup>	6 3% <sup>o</sup>	8 5% <sup>mnov</sup>	13 7% <sup>mnov</sup>	11 6% <sup>mnov</sup>
Date labels, such as "best before" and "use by" labels	77 5% <sup>j</sup>	79 5% <sup>cdj</sup>	56 3%	56 3%	91 5% <sup>cdj</sup>	106 6% <sup>acdjk</sup>	88 5% <sup>cdj</sup>	80 5% <sup>cdj</sup>	104 6% <sup>acdjk</sup>	53 3%	69 4%	85 5% <sup>cdj</sup>	2 1%	3 2%	4 2%	10 6% <sup>mn</sup>	20 11% <sup>mnnow</sup>	11 7% <sup>mnov</sup>	16 9% <sup>mnovx</sup>	13 7% <sup>mnov</sup>
The use of pesticides to grow food	73 4% <sup>c</sup>	71 4% <sup>c</sup>	48 3%	56 3%	77 5% <sup>c</sup>	82 5% <sup>cd</sup>	76 5% <sup>c</sup>	60 4%	100 6% <sup>abcdh</sup>	89 5% <sup>cdh</sup>	69 4%	137 8% <sup>abcd</sup>	5 3%	4 2%	2 1%	4 2%	2 1%	8 5% <sup>oqv</sup>	14 8% <sup>mnopq</sup>	8 4% <sup>oq</sup>
Food waste	71 4% <sup>b</sup>	48 3%	54 3%	51 3%	106 6% <sup>abcdh</sup>	103 6% <sup>abcd</sup>	135 8% <sup>abcdf</sup>	79 5% <sup>bcd</sup>	130 8% <sup>abcdh</sup>	118 7% <sup>abcdh</sup>	154 9% <sup>abcd</sup>	191 11% <sup>abcd</sup>	4 2%	6 3%	2 1%	11 6% <sup>o</sup>	10 5% <sup>o</sup>	8 5% <sup>o</sup>	17 10% <sup>mnort</sup>	8 5% <sup>o</sup>
Food miles (e.g. the distance food travels)	71 4% <sup>c</sup>	51 3%	38 2%	57 3% <sup>c</sup>	71 4% <sup>c</sup>	53 3%	65 4% <sup>c</sup>	66 4% <sup>c</sup>	73 4% <sup>bc</sup>	84 5% <sup>bodf</sup>	63 4% <sup>c</sup>	72 4% <sup>c</sup>	7 4%	4 2%	2 1%	4 2%	3 2%	7 4% <sup>o</sup>	9 5% <sup>oq</sup>	8 4% <sup>o</sup>
Foods aimed at children including school meals	43 3% <sup>c</sup>	40 2%	24 1%	40 2%	50 3% <sup>c</sup>	60 4% <sup>ck</sup>	42 3% <sup>c</sup>	42 2% <sup>c</sup>	52 3% <sup>c</sup>	48 3% <sup>c</sup>	35 2%	86 5% <sup>abcd</sup>	-	4 2%	1 1%	6 4% <sup>m</sup>	3 2%	4 2% <sup>m</sup>	6 3% <sup>m</sup>	7 4% <sup>mov</sup>
Hormones/steroids /antibiotics in food	40 2%	57 3% <sup>c</sup>	30 2%	39 2%	50 3% <sup>c</sup>	70 4% <sup>acdjk</sup>	41 2%	60 4% <sup>acd</sup>	90 5% <sup>abcde</sup>	58 3% <sup>c</sup>	40 2%	99 6% <sup>abcd</sup>	5 3% <sup>o</sup>	4 2%	-	3 2%	2 1%	7 4% <sup>oqv</sup>	8 5% <sup>oqv</sup>	8 4% <sup>oqv</sup>
The feed given to livestock	39 2%	63 4% <sup>acgh</sup>	36 2%	44 3%	49 3%	65 4% <sup>acdgh</sup>	33 2%	42 3%	64 4% <sup>acdgh</sup>	52 3%	43 3%	93 6% <sup>abcd</sup>	2 1%	2 1%	-	2 1%	2 1%	7 5% <sup>mnopq</sup>	8 4% <sup>mnovq</sup>	5 3% <sup>ov</sup>



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Genetically Modified (GM) foods	11 6%o	5 3%o	6 4%o	12 7%o
Food poisoning such as Salmonella and E.Coli	10 6%mnov	3 2%	7 4%no	8 5%no
Date labels, such as "best before" and "use by" labels	12 7%mnov	5 3%	9 5%	7 4%
The use of pesticides to grow food	7 4%	3 2%	10 5%oq	5 3%
Food waste	12 7%mo	7 4%o	14 8%mo	14 8%mo
Food miles (e.g. the distance food travels)	5 3%	4 2%	5 3%	5 3%
Foods aimed at children including school meals	7 4%mo	2 1%	7 4%mo	6 4%mo
Hormones/steroids \antibiotics in food	10 6%noqv	3 2%	8 5%o	8 5%o
The feed given to livestock	5 3%o	1 1%	6 3%o	8 4%nov

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
BSE ('mad cow disease')	30 2%	45 3%cegh k	21 1%	33 2%	23 1%	51 3%acegh jk	21 1%	23 1%	34 2%	30 2%	24 1%	36 2%cg	2 1%	1 *	1 1%	2 1%	2 1%	3 2%	8 5%umnpq ruvw	5 3%nv
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	81 5%abcde fghi	71 4%abcde fghi	138 8%abcd efghij k	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	82 5%abcde fghi	72 4%abcde fghi	108 6%abcd efghij k	-	-	-	-	-	-	-	-
Other	83 5%	74 4%	97 6%l	83 5%	100 6%l	170 10%abcde ghijkl	100 6%l	116 7%abcdl	112 7%abcdl	97 6%l	91 5%l	62 4%	8 4%	10 5%	6 3%	4 2%	10 6%	16 10%mmnps uvwxx	7 4%	15 9%opsux
Net: Any	674 40%	665 40%	663 39%	707 42%	793 48%abcd	753 44%abc	725 44%bc	710 42%	740 45%abc	740 44%bc	699 42%	807 48%abc d'fghij k	66 38%o	65 36%o	42 25%	69 41%o	70 40%o	64 40%o	75 43%o	83 47%mnorw
None	863 52%ef	858 52%ef	886 53%ef	835 50%	784 47%	853 50%l	864 52%ef	874 52%ef	838 50%l	843 50%	844 50%l	783 47%	105 61%t	111 61%t	114 69%pqrs tuvx	91 55%	102 56%	84 53%	93 53%	90 51%
Don't know	133 8%efah il	143 9%efah ij	133 8%efahi l	134 8%efahi l	84 5%	88 5%	70 4%	97 6%g	86 5%	109 6%g	136 8%efahi l	89 5%	1 1%	6 3%	9 6%mt	7 4%	4 2%	11 7%matuv w	8 4%mt	4 2%
Average number of mentions	2.83cd	2.74	2.43	2.45	2.99cd	3.23abc dgh	2.78cd	2.77cd	3.37abc degh	3.22abc dgh	3.05cd	3.89ab cdefgh ijk	2.00o	2.60o	1.45	2.91mov	2.48o	2.84mov	3.45moq v	3.05mov
Standard deviation	3.01	3.34	2.48	2.61	2.99	3.50	2.84	2.98	3.44	3.57	3.03	4.16	1.50	2.73	0.71	2.89	2.48	3.54	3.69	3.12
Standard error	0.11	0.13	0.10	0.10	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14	0.18	0.32	0.11	0.35	0.29	0.24	0.24	0.19



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
BSE ('mad cow disease')	3 2%	1 1%	1 1%	4 2%
Chemicals from the environment, such as lead, in food	-	5 3% <i>mnopq</i> <i>rstu</i>	9 5% <i>mnopq</i> <i>rstu</i>	7 4% <i>mnopqrstu</i>
Food not being what the label says it is	-	7 4% <i>mnopq</i> <i>rstu</i>	7 4% <i>mnopq</i> <i>rstu</i>	12 7% <i>mnopqrstu</i>
Other	8 5%	8 5%	9 5%	6 3%
Net: Any	77 44% <i>o</i>	66 41% <i>o</i>	60 35%	71 40% <i>o</i>
None	94 53%	91 57%	109 63% <i>rstu</i>	93 54%
Don't know	6 3%	3 2%	5 3%	10 6% <i>mtv</i>
Average number of mentions	3.14 <i>mov</i>	2.06 <i>o</i>	3.41 <i>mov</i>	3.42 <i>mov</i>
Standard deviation	2.91	2.01	3.87	3.79
Standard error	0.16	0.13	0.48	0.45

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food prices	13 13%	8 9%	9 8%	12 11%	19 18%	10 11%	24 24% abcd i	15 16%	15 15%	23 26% abcd fi	13 15%	7 8%	5 8%	12 20% lux	6 12%	11 21% lux	14 25% mtuw x	17 30% most uwx	10 15% x	5 7%
Animal welfare	11 11% bd fg i	2 2%	7 7% dg	1 1%	5 4% g	1 1%	-	8 10% bd fg i	1 1%	17 19% b d e f g i k l	3 4%	3 4% g	2 4%	2 4%	1 2%	3 6% uwx	4 7% uwx	6 10% stuw x	2 4% uwx	2 2%
The use of additives (such as preservatives and colouring) in food products	7 7% d g	4 5%	10 10% ef g l	4 4%	3 3%	*	1 1%	7 8% f g	6 6% f	10 11% e f g l	11 12% d e f g l	2 3%	6 10%	6 10%	3 5%	6 11% e f g l	8 14% t x	13 23% m n o s t u v w x	7 10% t	2 4%
Genetically Modified (GM) foods	6 6% f	1 1%	6 6% f	2 2%	3 3%	*	2 2%	5 7% f	2 2%	13 14% b c d e f g i k l	8 9% b d f g i	3 3%	3 5%	4 6%	1 1%	7 13% o t u v w x	5 9% v x	7 12% o t u v w x	3 5%	2 2%
Food miles (e.g. the distance food travels)	6 6% e g k	3 4% e	2 2%	5 5% e	-	1 1%	1 1%	6 8% e f g k	2 2%	12 14% b c d e f g i k l	*	2 2%	2 4%	2 3%	1 3%	1 2% u v w x	4 7% stuw x	4 1% t u v w x	1 1%	1 1%
The amount of salt in food	5 5%	3 3%	7 7% f	4 4%	2 2%	1 1%	2 2%	10 13% b d e f g k l	6 6%	13 15% a b d e f g k l	3 4%	4 4%	4 7%	9 14% x	2 4%	6 11% x	9 17% o b v x	14 24% m o p t u v w x	11 17% o t u v w x	4 6%
The amount of fat in food	4 4%	3 4%	10 10% d e f i	3 3%	3 3%	-	9 9% d e f i	11 14% a b d e f i k l	2 2%	11 13% a b d e f i	6 7% f	5 5% f	4 7% x	5 9% x	3 6%	11 21% m o t u v w x	10 17% n v x	13 23% m n o t u v w x	9 15% t u v w x	4 6% x
Date labels, such as "best before" and "use by" labels	4 4%	2 2%	4 4%	4 4%	3 2%	-	3 3%	7 8% f k	3 3%	8 9% e f k	1 1%	3 4%	5 8%	1 1%	3 6%	13 24% m n o s t u v w x	8 13% n u v w x	14 14% t u v w x	6 9% n u x	3 5%
The use of pesticides to grow food	4 4%	-	5 5% b d	-	1 1%	*	4 4% d	6 7% b d e f i	1 1%	13 15% a b c d e f g i k l	5 6% b d f	2 2%	3 5%	4 7%	-	3 6%	7 12% o s t u	9 16% m o s t u	1 2%	1 1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base





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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food prices	6 9%	9 14% <sup>x</sup>	7 11%	4 6%
Animal welfare	-	2 3%	-	-
The use of additives (such as preservatives and colouring) in food products	5 8%	5 8%	4 6%	2 4%
Genetically Modified (GM) foods	1 2%	1 2%	2 3%	1 2%
Food miles (e.g. the distance food travels)	-	-	-	1 2%
The amount of salt in food	4 6%	3 6%	4 7%	1 2%
The amount of fat in food	6 9% <sup>x</sup>	3 6% <sup>x</sup>	4 7% <sup>x</sup>	- 1%
Date labels, such as "best before" and "use by" labels	1 2%	4 6%	2 4%	1 2%
The use of pesticides to grow food	1 2%	1 2%	3 5%	1 1%

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
The feed given to livestock	4 4%	-	5 5%bd	-	1 1%	1 1%	2 2%	3 4%cd	1	10 12%abdef gkl	3 3%	2	4 7%tv	3 4%	-	1 1%	5 9%ostuv x	5 9%opstu vw	1	-
Food poisoning such as Salmonella and E.Coli	3 3%	-	12 12%abdef gi	4 3%	3 2%	1 1%	2 2%	3 4%	1 1%	11 12%abdef ghi	5 6%b	4 4%b	5 8%o	3 5%	-	6 12%otuw	12 20%nost uwxx	6 10%otuw	5 8%otu	1 2%
Food hygiene when eating out	3 3%	1 2%	8 8%bdefg i	1 1%	-	-	2 2%	5 7%efi	-	15 18%abcde fghikl	6 6%efi	3	7 11%ou	3 5%	-	9 17%nou	6 10%ou	10 18%nostu wx	5 8%ou	4 7%o
Food waste	3 3%	-	4 4%	1 1%	4 4%	-	7 7%bdf	6 7%bdf	4 4%bf	8 9%bdf	5 6%bdf	5 5%bdf	3 6%	2 3%	-	7 13%nouv x	10 17%nosu vw	8 14%nosuv wx	3 5%ax	5 8%ox
BSE ('mad cow disease')	2 2%	-	3 3%	-	1 1%	-	-	3 4%	1 1%	4 4%bdfg	1 1%	1	2 4%	2 3%	-	-	5 10%aptu vw	7 12%nopst uwxx	3 5%uwx	1 1%
Food hygiene at home	2 2%	-	9 9%abdef g	-	1 1%	-	-	6 8%bdefg	4 4%dg	12 13%abdef gkl	2 3%	3 3%	3 5%	2 3%	1 2%	5 9%uw	8 13%nosuv wx	5 9%suwx	2 3%	3 4%
The amount of saturated fat in food	2 2%	1 1%	4 4%dg	-	1 1%	1 1%	-	10 12%abcde fgil	1	16 18%abcde fgkl	7 7%bdefg i	3	4 7%	4 7%	1 1%	7 12%ovx	8 14%ovx	9 16%otuv wx	8 12%ovx	4 6%
The amount of sugar in food	2 2%	3 3%	7 6%df	1 1%	2 2%	1 1%	6 6%df	16 19%abcde fjil	7 8%df	17 19%abcd efj	9 10%abde f	10 12%abde f	3 6%	9 16%ox	2 4%	6 11%	10 18%motv x	13 23%motu vw	10 15%ox	5 7%
Foods aimed at children including school meals	1 2%	-	2 2%	1 1%	1 1%	1 1%	-	4 5%bgiil	-	10 11%abcde fgil	4 5%bgiil	-	2 3%	4 7%u	1 2%	2 4%	9 16%mpst uwxx	5 8%uv	3 5%u	2 4%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
\* small base



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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
The feed given to livestock	1 1%	* *	2 3%	* 1%
Food poisoning such as Salmonella and E.Coli	1 1%	5 8%otuw	1 2%	3 5%
Food hygiene when eating out	1 2%	5 9%ou	4 7%o	4 7%o
Food waste	1 2%	2 3%	3 4%	* 1%
BSE ('mad cow disease')	- -	- -	* 1%	- -
Food hygiene at home	1 1%	2 4%	* 1%	2 3%
The amount of saturated fat in food	4 7%	2 3%	5 8%	1 2%
The amount of sugar in food	6 9%	4 7%	5 8%	3 5%
Foods aimed at children including school meals	- -	1 2%	2 3%	2 3%

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

Base: All adults UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Hormones/steroids 'antibiotics in food	1 1%	-	8 7%abdfg i	-	2 2%	-	-	5 7%abdfg i	-	13 14%abdef gkl	1 1%	3 3%	5 8%tx	1 2%	-	1 1%	5 10%otux	7 13%nopst uvx	3 4%t	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	19 21%abcde fghikl	3 4%	3 3%	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	14 16%abcde fghikl	-	3 3%	-	-	-	-	-	-	-	-
Other	13 14%bdkl	1 2%	6 6%	2 2%	6 6%	12 13%bdkl	7 7%k	5 6%	9 10%bdkl	8 9%bdk	1 1%	2 3%	1 2%	4 7%	6 11%rsuw x	4 8%	3 5%	1 2%	1 2%	6 10%rsuw xx
Net: Any	39 40%	25 27%	41 40%	33 32%	33 31%	25 28%	48 48%bdef i	29 36%	39 40%	56 64%abcd efghikl	35 40%	28 32%	19 32%	38 64%moq stuvwx	20 37% x	36 67%moqs tuvwx	26 46% uwxx	35 62%most uvwx	26 41% uwxx	21 32%
None	55 56%gj	64 68%gjk	57 57%gj	64 61%gj	73 69%gjk	61 68%gjk	42 41%	48 60%gj	58 59%gj	25 29%	46 53%j	53 60%gj	39 65%npq r	17 29%	31 59%npr	18 33%	26 45%	21 36%	36 56%np qr	41 63%np qr
Don't know	3 3%	4 4%e	3 3%	7 7%e	-	4 4%e	11 11%acel	3 4%	2 2%	6 7%e	6 7%e	6 7%e	2 3%	4 6%	2 4%	-	5 9% p	1 2%	2 3%	3 4%
Average number of mentions	2.69dg	1.50	3.23dg	1.48	2.02	1.30	1.68	4.90	1.88	4.98ade	2.88dgi	2.65	4.02	2.23	1.87	3.19	5.76	4.77ntv	3.54n	2.82
Standard deviation	3.02	0.70	4.40	0.88	1.47	0.64	1.13	4.86	1.25	6.02	2.50	3.34	5.47	1.37	1.12	3.23	5.61	4.45	3.42	2.90
Standard error	0.47	0.13	0.67	0.15	0.24	0.12	0.16	0.89	0.20	0.73	0.42	0.56	1.17	0.22	0.26	0.55	1.04	0.50	0.44	0.45

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Hormones/steroids & antibiotics in food	1 2%	3 4%t	4 6%otx	- 1%
Chemicals from the environment, such as lead, in food	-	1 2%	3 4%rstu	1 1%
Food not being what the label says it is	-	3 5%nrstu x	1 1%	- -
Other	2 2%	1 2%	1 1%	1 2%
Net: Any	16 24%	22 37%lux	17 28%	13 22%
None	41 65%npqr	35 59%npr	42 70%npqr s	46 76%nopqrstv
Don't know	7 11%prswx	2 4%	1 2%	1 2%
<b>Average number of mentions</b>	<b>2.67</b>	<b>2.60</b>	<b>3.28n</b>	<b>2.30</b>
Standard deviation	2.22	2.36	3.13	1.55
Standard error	0.42	0.33	0.53	0.30

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Animal welfare	112 6%bcg	81 4%	77 4%	93 5%	129 7%bcdfg	96 5%	78 4%	125 7%bcdfg	130 7%bcdfg	144 8%abcdfg	143 8%abcdfg	212 12%abodeghijk
BSE ('mad cow disease')	35 2%	47 3%cegh k	25 1%	33 2%	29 2%	57 3%acdeghijkl	24 1%	27 1%	35 2%	34 2%	25 1%	37 2%
Date labels, such as "best before" and "use by" labels	86 5%	82 5%	63 3%	73 4%	101 6%cdjk	114 6%bcdjk	96 5%cj	90 5%cj	109 6%cdjk	65 4%	72 4%	90 5%cj
Food hygiene at home	94 5%cdgh k	78 4%cdgk	63 3%	52 3%	122 7%bcdghijkl	111 6%bcdghik	55 3%	57 3%	83 5%cdghk	91 5%cdghk	55 3%	90 5%cdghk
Food hygiene when eating out	124 7%c	118 7%c	88 5%	111 6%	169 9%abcdghk	180 10%abcdghjk	115 6%	112 6%	160 9%abcdghk	145 8%cdh	123 7%c	178 10%abcdghk
Food miles (e.g. the distance food travels)	79 4%c	56 3%	41 2%	63 3%c	74 4%c	58 3%	67 4%c	73 4%c	75 4%c	96 5%bcdfgk	64 3%c	75 4%c
Food poisoning such as Salmonella and E.Coli	89 5%gh	72 4%	81 4%gh	90 5%gh	101 6%bgh	89 5%gh	53 3%	57 3%	91 5%gh	83 5%gh	82 4%gh	107 6%bgh
Food prices	255 14%	267 15%hjk	266 15%jk	290 16%hjkl	401 22%abcdfghijk kl	292 16%hijkl	320 18%abchijkl	226 12%	261 14%k	223 12%	219 12%	245 13%
Foods aimed at children including school meals	46 3%c	44 2%c	27 1%	43 2%	60 3%c	65 4%bcdk	46 2%c	48 3%c	52 3%c	59 3%c	41 2%	88 5%abodeghijk
Food waste	77 4%b	49 3%	58 3%	58 3%	120 7%abcdh	111 6%abcd	145 8%abcdfh	89 5%bcd	136 7%abcdh	128 7%abcdh	162 9%abcdefhj	196 11%abcdefghij
Genetically Modified (GM) foods	97 5%	96 5%	72 4%	84 5%	90 5%	89 5%	87 5%	94 5%	148 8%abcdefghk	126 7%cdelghk	88 5%	122 7%cdelghk
Hormones/steroids \antibiotics in food	45 2%	59 3%cd	38 2%	39 2%	57 3%c	77 4%acdjk	44 2%	66 4%cdjk	91 5%abcdgkh	74 4%cdjk	44 2%	102 6%abcdelghk



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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of fat in food	144 8%	136 7%	148 8%	131 7%	187 10%abcdk	198 11%abcdk	170 9%bd	171 9%bd	186 10%abcdk	165 9%cd	138 8%	201 11%abcdjk
The amount of salt in food	147 8%	136 7%	140 8%	143 8%	187 10%abcdk	189 10%abcdk	163 9%	178 10%abcdk	182 10%abcdk	176 10%bck	134 7%	205 11%abcdjk
The amount of saturated fat in food	99 5%	83 5%	75 4%	74 4%	132 7%abcd	133 7%abcd	118 6%bcd	112 6%bcd	137 8%abcd	154 8%abcdgh	126 7%bcd	181 10%abcdefghik
The amount of sugar in food	106 6%	125 7%cd	95 5%	117 6%	156 9%acd	168 9%abcd	159 9%abcd	189 10%abcd	216 12%abcdelfg	262 14%abcdelfghi	222 12%abcdelfg	332 18%abcdelfghik
The feed given to livestock	46 3%	66 4%cdgh	40 2%	44 2%	55 3%	71 4%acdghk	36 2%	45 2%	66 4%cdg	63 3%cg	48 3%	96 5%abcdelfghik
The use of additives (such as preservatives and colouring) in food products	140 8%	116 6%	113 6%	116 6%	127 7%	143 8%	126 7%	118 6%	135 7%	142 8%	117 6%	166 9%bcdelghk
The use of pesticides to grow food	79 4%cd	75 4%cd	53 3%	60 3%	85 5%cd	91 5%cd	81 4%cd	67 4%	102 6%bcdh	103 6%bcdh	77 4%cd	139 8%abcdelfghik
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 5%abcdelfghi	77 4%abcdelfghi	142 8%abcdelfghik
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 5%abcdelfghi	73 4%abcdelfghi	111 6%abcdelfghik
Other	98 5%kl	80 4%	110 6%bl	89 5%	109 6%bl	183 10%abcdelghijk	108 6%bl	127 7%bdkl	123 7%bdkl	106 6%l	93 5%l	65 4%
Net: Any	732 40%	728 40%	723 39%	777 42%	852 47%abcdhk	813 44%abc	800 44%abc	759 42%	794 44%abc	819 45%abck	750 41%	848 46%abcdhk
None	957 52%el	939 52%l	974 53%el	916 50%	883 48%	935 51%	942 52%l	963 53%el	937 51%	904 49%	932 51%	882 48%



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

Base: All adults UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Don't know	139 8%efgh ii	151 8%efgh ij	138 7%efghil	142 8%efghil	89 5%	93 5%	83 5%	103 6%	94 5%	117 6%g	144 8%efghil	97 5%
Average number of mentions	2.86cd	2.67	2.46	2.45	3.04bcdg	3.24abcdgh	2.74d	2.86cd	3.28abcdgh	3.32abcdgh	3.05bcdg	3.82abcdefghijk
Standard deviation	3.10	3.22	2.60	2.60	3.10	3.52	2.80	3.09	3.36	3.79	3.00	4.12
Standard error	0.11	0.12	0.10	0.09	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food hygiene when eating out	726 36%	744 37% <sup>kl</sup>	711 36%	769 38% <sup>ek</sup>	699 35%	807 40% <sup>abcdeghkl</sup>	721 36%	716 36%	776 39% <sup>cehk</sup>	749 37% <sup>kl</sup>	679 34%	733 37%
Food poisoning such as Salmonella and E.Coli	587 29% <sup>g</sup>	592 30% <sup>g</sup>	598 30% <sup>gk</sup>	633 32% <sup>eghijkl</sup>	554 28%	591 30% <sup>g</sup>	523 28%	564 29%	640 32% <sup>eghijkl</sup>	569 28%	536 27%	573 29%
The use of additives (such as preservatives and colouring) in food products	546 27%	565 28% <sup>e</sup>	526 26%	551 28%	502 25%	535 27%	526 26%	562 28% <sup>ee</sup>	587 29% <sup>cegk</sup>	587 29% <sup>ceagk</sup>	519 26%	561 28% <sup>ee</sup>
The use of pesticides to grow food	492 25%	522 26% <sup>cek</sup>	454 23%	496 25%	447 22%	503 25% <sup>e</sup>	506 25% <sup>e</sup>	487 24%	533 27% <sup>cek</sup>	551 28% <sup>sacdehk</sup>	464 23%	527 26% <sup>cek</sup>
Date labels, such as "best before" and "use by" labels	419 21%	537 27% <sup>acg jkl</sup>	475 24% <sup>a</sup>	512 26% <sup>aj</sup>	530 26% <sup>agjkl</sup>	552 28% <sup>acgkl</sup>	473 24% <sup>a</sup>	544 27% <sup>acgkl</sup>	575 29% <sup>acdgjkl</sup>	457 23%	465 23%	474 24% <sup>a</sup>
Genetically Modified (GM) foods	412 21%	444 22% <sup>ee</sup>	398 20%	434 22% <sup>e</sup>	373 19%	399 20%	405 20%	424 21% <sup>e</sup>	485 24% <sup>acefghk</sup>	479 24% <sup>acefgh</sup>	432 22% <sup>ee</sup>	455 23% <sup>cef</sup>
Food hygiene at home	393 20% <sup>ghk</sup>	402 20% <sup>ghk</sup>	382 19% <sup>gk</sup>	383 19% <sup>gk</sup>	423 21% <sup>ghk</sup>	414 21% <sup>ghk</sup>	304 15%	342 17% <sup>kl</sup>	392 20% <sup>ghk</sup>	388 19% <sup>gk</sup>	296 15%	373 19% <sup>gk</sup>
The feed given to livestock	383 19% <sup>eg</sup>	394 20% <sup>cde gk</sup>	338 17%	339 17%	308 15%	406 20% <sup>cdegk</sup>	332 17%	361 18% <sup>e</sup>	402 20% <sup>cdegk</sup>	375 19% <sup>ee</sup>	338 17%	419 21% <sup>cdegkhl</sup>
Hormones/steroids \antibiotics in food	383 19%	391 20% <sup>c</sup>	342 17%	410 21% <sup>ce</sup>	355 18%	438 22% <sup>aceg</sup>	387 19%	479 24% <sup>abcdegk</sup>	506 25% <sup>abcdefgk</sup>	508 25% <sup>abcdefgk</sup>	418 21% <sup>ce</sup>	476 24% <sup>abcdeghk</sup>
BSE ("mad cow disease")	302 15% <sup>ek</sup>	354 18% <sup>aaeg hkl</sup>	310 15% <sup>egk</sup>	355 18% <sup>aaeghkl</sup>	231 12%	315 16% <sup>egkl</sup>	259 13%	297 15% <sup>ek</sup>	330 16% <sup>egkl</sup>	300 15% <sup>ek</sup>	240 12%	268 13%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	562 28% <sup>abcdefghi</sup>	507 25% <sup>abcdefghi</sup>	574 29% <sup>abcdeghk</sup>
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	566 28% <sup>abcdefghi k</sup>	483 24% <sup>abcdefghi</sup>	535 27% <sup>abcdeghil</sup>



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Net: Any	1325 66%	1394 70% <sup>acg</sup> hk	1312 66%	1432 72% <sup>acaghk</sup>	1349 67%	1385 69% <sup>achk</sup>	1335 67%	1314 66%	1378 69% <sup>chk</sup>	1401 70% <sup>acghk</sup>	1309 65%	1370 69% <sup>k</sup>
None of these	504 25% <sup>abde</sup> fj	422 21%	501 25% <sup>bdefj</sup>	404 20%	418 21%	419 21%	486 24% <sup>bdel</sup>	532 27% <sup>bdelfj</sup>	461 23% <sup>d</sup>	440 22%	528 26% <sup>bdefij</sup>	437 22%
Don't know	171 9%	183 9%	187 9%	165 8%	233 12% <sup>abcdghijk</sup> l	196 10% <sup>hij</sup>	179 9%	155 8%	161 8%	159 8%	163 8%	193 10% <sup>h</sup>
Average number of mentions	3.50e	3.55eg	3.46	3.41	3.28	3.58eg	3.32	3.64deg	3.78 <sup>abcdefg</sup>	4.35 <sup>abcdefgh</sup>	4.11 <sup>abcdefgh</sup>	4.36 <sup>abcdefghik</sup>
Standard deviation	2.48	2.56	2.48	2.49	2.47	2.61	2.48	2.58	2.63	3.12	2.98	3.14
Standard error	0.07	0.07	0.07	0.06	0.07	0.06	0.06	0.06	0.06	0.07	0.08	0.08



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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Food hygiene when eating out	321 33%	319 33%	280 29%	329 34% <i>c</i>	333 34% <i>c</i>	351 36% <i>cghk</i>	296 31%	306 32%	346 36% <i>cgk</i>	326 34% <i>c</i>	296 30%	316 33%	405 39%	424 41% <i>q</i>	432 42% <i>qw</i>	440 43% <i>qw</i>	366 36%	456 44% <i>mqtw</i>	424 41% <i>q</i>	410 40% <i>q</i>
Food poisoning such as Salmonella and E.Coli	262 27% <i>g</i>	238 25%	249 26%	277 29% <i>gh</i>	247 25%	246 25%	220 23%	236 24%	294 30% <i>bcdefghk</i>	254 26%	243 25%	253 26%	325 32%	354 34% <i>qsw</i>	349 34% <i>qsw</i>	355 35% <i>qsw</i>	307 30%	345 34% <i>sw</i>	303 29%	328 32%
The use of additives (such as preservatives and colouring) in food products	214 22%	235 24%	203 21%	216 22%	212 22%	210 22%	218 23%	233 24%	231 24%	236 25%	211 22%	241 25% <i>c</i>	332 32% <i>q</i>	331 32% <i>q</i>	323 31%	334 32% <i>q</i>	290 28%	325 32%	308 30%	329 32%
The use of pesticides to grow food	194 20%	216 22%	180 19%	186 19%	193 20%	218 22% <i>lck</i>	219 23% <i>lck</i>	208 21%	211 22%	219 23% <i>lck</i>	183 19%	228 24% <i>cdk</i>	298 29% <i>q</i>	306 30% <i>q</i>	274 27%	309 30% <i>q</i>	254 25%	285 28%	287 28%	279 27%
Food hygiene at home	176 18% <i>gk</i>	165 17% <i>g</i>	148 15%	162 17% <i>g</i>	193 20% <i>cghk</i>	185 19% <i>cghk</i>	128 13%	148 15%	175 18% <i>gk</i>	169 18% <i>gk</i>	133 14%	175 18% <i>gk</i>	217 21% <i>sw</i>	237 23% <i>stw</i>	234 23% <i>stw</i>	221 21% <i>sw</i>	229 22% <i>stw</i>	230 22% <i>stw</i>	176 17%	194 19%
Date labels, such as "best before" and "use by" labels	169 17%	227 23% <i>a</i>	193 20%	219 23% <i>a</i>	221 23% <i>a</i>	251 26% <i>acgj</i>	196 20%	242 25% <i>acgj</i>	254 26% <i>acgj</i>	193 20%	218 22% <i>a</i>	217 22% <i>a</i>	249 24%	309 30% <i>mwx</i>	282 27%	293 28% <i>mw</i>	308 30% <i>mwx</i>	301 29% <i>mwx</i>	277 27%	302 29% <i>mwx</i>
Genetically Modified (GM) foods	167 17%	191 20%	159 16%	182 19%	158 16%	174 18%	182 19%	186 19%	201 21% <i>ce</i>	202 21% <i>ace</i>	197 20% <i>ce</i>	201 21% <i>ce</i>	245 24%	252 25%	239 23%	252 24%	216 21%	226 22%	222 22%	238 23%
Hormones/steroids /antibiotics in food	164 17% <i>c</i>	172 18% <i>c</i>	122 13%	159 16% <i>c</i>	141 15%	185 19% <i>ce</i>	160 17% <i>c</i>	225 23% <i>abcd</i>	209 21% <i>abcd</i>	214 22% <i>abcd</i>	178 18% <i>ce</i>	205 21% <i>acd</i>	219 21%	220 21%	220 21%	252 24% <i>q</i>	214 21%	253 25% <i>q</i>	227 22%	254 25% <i>q</i>
The feed given to livestock	163 17%	165 17% <i>eg</i>	135 14%	149 15%	131 13%	181 19% <i>ccegh</i>	132 14%	138 14%	170 17% <i>ceg</i>	145 15%	142 15%	185 19% <i>cde</i>	220 21% <i>q</i>	229 22% <i>pq</i>	204 20%	191 19%	177 17%	225 22% <i>q</i>	200 19%	223 22% <i>q</i>
BSE ('mad cow disease')	142 15% <i>egk</i>	149 15% <i>ceg</i> <i>hk</i>	118 12%	157 16% <i>cegh</i> <i>k</i>	101 10%	139 14% <i>egk</i>	108 11%	118 12%	147 15% <i>egk</i>	136 14% <i>egk</i>	105 11%	122 13%	160 16%	204 20% <i>mqs</i> <i>wvx</i>	192 19% <i>qswx</i>	198 19% <i>mqs</i> <i>wx</i>	130 13%	176 17% <i>qw</i>	151 15%	179 17% <i>qwx</i>



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Food hygiene when eating out	430 42%qw	454 41%q	382 37%	418 40%q
Food poisoning such as Salmonella and E.Coli	346 34%sw	315 30%	293 29%	320 31%
The use of additives (such as preservatives and colouring) in food products	356 35%qsw	350 34%q	308 30%	320 31%
The use of pesticides to grow food	323 31%oqtw	332 32%oqrs tw	281 27%	299 29%q
Food hygiene at home	217 21%sw	219 21%sw	163 16%	198 19%w
Date labels, such as "best before" and "use by" labels	321 31%msw x	263 25%	247 24%	257 25%
Genetically Modified (GM) foods	284 28%moqr stw	277 27%qrst w	236 23%	254 25%q
Hormones/steroids /antibiotics in food	297 29%mnop qrstw	295 28%mnop qrstw	240 23%	271 26%mnogs
The feed given to livestock	231 23%pq	230 22%pq	196 19%	234 23%ppw
BSE ('mad cow disease')	182 18%qswx	164 16%q	135 13%	145 14%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	233	226	269	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	24%abcd efghi	23%abcd efghi	261 efghik	-	-	-	-	-	-	-	-
Net: Any	593 61%	620 64%	576 59%	654 67%acgh k	633 65%k	615 63%	602 62%	606 62%	636 65%k	633 66%lack	595 61%	613 63%	732 71%	775 75%mqst w	736 72%	777 76%moqs tw	716 70%	770 75%qstw	733 71%	707 69%
None of these	280 29%de	247 25%	286 30%def	223 23%	220 23%	243 25%	263 27%de	286 29%def	252 26%	248 26%	290 30%bdef j	248 26%	223 22%npr x	175 17%	214 21%nr	181 18%	198 19%	176 17%	223 22%npr	246 24%npouvx
Don't know	98 10%	104 11%	108 11%h	93 10%	117 12%hijk	113 12%hij	103 11%	79 8%	86 9%	84 9%	88 9%	107 11%h	74 7%	80 8%	79 8%	71 7%	116 11%mnopr stuvwx	82 8%	76 7%	76 7%
Average number of mentions	3.33	3.35e	3.10	3.11	3.05	3.48cde g	3.09	3.37e	3.52cde g	4.09abc defghi	3.92abc defghi	4.31ab cdefgh ik	3.65	3.70	3.73	3.66	3.48	3.66	3.52	3.87qs
Standard deviation	2.48	2.48	2.38	2.40	2.36	2.62	2.36	2.52	2.58	3.07	2.94	3.25	2.48	2.61	2.53	2.55	2.56	2.61	2.55	2.60
Standard error	0.10	0.10	0.10	0.09	0.09	0.09	0.09	0.10	0.09	0.11	0.12	0.13	0.09	0.09	0.09	0.09	0.09	0.08	0.09	0.09



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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Chemicals from the environment, such as lead, in food	-	329 32%mnop qrstuw	281 27%mnop qrstuv	305 30%mnopqrstu
Food not being what the label says it is	-	305 29%mnop qrstuv	279 27%mnop qrstuv	306 30%mnopqrstu
Net: Any	742 72%	768 74%qtw	714 69%	757 73%tw
None of these	209 20%ln	192 18%	239 23%lnpqr vx	189 18%
Don't know	75 7%	75 7%	75 7%	86 8%
Average number of mentions	4.02mno pqrs	4.56mno pqrstu	4.26mno pqrst	4.40mnopqrstu
Standard deviation	2.64	3.14	3.02	3.05
Standard error	0.08	0.10	0.11	0.11



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Food hygiene when eating out	100 32%	105 33%	98 30%	95 30%	99 31%	121 38% kdeh ijkl	96 31%	88 27%	100 31%	96 30%	94 29%	94 30%	110 32%	131 40% mq	120 36%	152 42% mq	112 32%	142 38%	123 36%	125 35%
Food poisoning such as Salmonella and E.Coli	76 24%	90 28% ghk	85 26% k	81 25%	82 26%	79 25%	63 20%	69 21%	84 26% k	81 25%	64 19%	73 23%	72 21%	93 28% m	80 24%	118 33% moqw	87 25%	106 28% m	92 27%	99 27% m
Date labels, such as "best before" and "use by" labels	49 16%	77 24% a	59 18%	65 20%	59 18%	68 22%	56 16%	71 22%	66 20%	67 21%	63 19%	63 20%	67 19%	96 29% mov x	71 22%	98 27% mv	88 25%	112 30% movx	83 24%	98 27% mv
Food hygiene at home	40 13%	57 18% h	54 17% h	41 13%	52 16%	54 17% h	39 13%	36 11%	49 15%	44 14%	41 13%	43 14%	58 17%	74 22% w	54 16%	85 23% motw	75 21% w	80 21% w	59 17%	56 16%
The use of pesticides to grow food	34 11%	45 14%	37 11%	34 11%	32 10%	40 13%	50 16% e	41 12%	43 13%	41 13%	41 13%	53 17% acde	67 19%	62 19%	57 17%	73 20%	58 17%	61 16%	61 18%	77 21%
Genetically Modified (GM) foods	30 10%	45 14%	39 12%	48 15% f	32 10%	30 9%	39 12%	41 11%	35 11%	37 11%	54 16% aefi	42 14%	65 19%	68 21% q	56 17%	85 24% oq	47 13%	68 18%	66 19%	74 21% q
The use of additives (such as preservatives and colouring) in food products	29 9%	56 18% ae	44 13%	52 16% ae	31 10%	38 12%	41 13%	41 12%	43 13%	45 14%	48 15% a	44 14%	86 25%	64 19%	81 25%	111 31% nqrs w	75 21%	82 22%	68 20%	90 25% w
The feed given to livestock	27 9%	33 10%	27 8%	20 6%	19 6%	33 11% e	25 8%	31 9%	31 9%	25 8%	28 9%	32 10%	40 12%	58 17% moq sw	37 11%	52 14% v	34 10%	47 13%	37 11%	44 12%
Hormones/steroids \antibiotics in food	23 7%	28 9%	22 7%	20 6%	21 6%	39 12% acdeg	22 7%	37 11% cde	41 13% acde	39 12% cde	39 12% cde	46 15% abc deg	46 13%	54 16%	39 12%	69 19% mo	51 15%	57 15%	59 17%	75 21% moq
BSE ('mad cow disease')	22 7%	31 10% egk	23 7%	30 9% ek	11 3%	33 10% egkj	16 5%	30 9% ek	31 10% egkj	17 5%	17 5%	23 7% e	46 13% w	50 15% qrv w	40 12%	53 15% qrw	32 9%	34 9%	38 11%	40 11%



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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Food hygiene when eating out	137 37%	137 37%	135 35%	139 38%
Food poisoning such as Salmonella and E.Coli	127 34%moqs ww	94 26%	95 25%	110 30%sm
Date labels, such as "best before" and "use by" labels	115 31%moxx	73 20%	104 27%mv	77 21%
Food hygiene at home	68 18%	68 19%	52 13%	84 23%smotw
The use of pesticides to grow food	78 21%	75 21%	66 17%	78 21%
Genetically Modified (GM) foods	71 19%	75 21%q	76 20%q	91 25%loqr
The use of additives (such as preservatives and colouring) in food products	102 28%nsw	93 25%w	72 19%	91 25%
The feed given to livestock	53 14%v	34 9%	45 12%	61 17%qsv
Hormones/steroids \antibiotics in food	74 20%mo	68 19%o	65 17%	84 23%smnoqtw
BSE ('mad cow disease')	41 11%	33 9%	30 8%	46 13%w



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	43	43	55	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	13%abcd efghi	13%abcd efghi	18%abcd efghi	-	-	-	-	-	-	-	-
Net: Any	176 57%	195 62%h	178 55%	196 61%h	185 58%	180 57%	175 56%	172 52%	184 57%	189 58%	186 57%	194 62%h	216 62%	226 68%	211 64%	264 73%moqs vw	227 65%	252 67%	216 63%	238 66%
None of these	106 34%	93 29%	111 34%	96 30%	90 28%	102 32%	105 34%	131 40%bdej l	112 34%	101 31%	113 34%	88 28%	100 29%prx	76 23%	88 27%p	69 19%	81 23%	83 22%	90 26%p	93 26%p
Don't know	29 9%	28 9%	37 11%	29 9%	47 15%bdhi k	33 10%	31 10%	26 8%	29 9%	34 11%	29 9%	31 10%	33 9%	30 9%	31 9%	28 8%	42 12%	41 11%	37 11%	28 8%
Average number of mentions	2.43	2.90ae	2.74	2.48	2.36	2.97ade	2.57	2.81e	2.84e	3.16ade	3.17ade	3.22ad	3.05	3.32	3.00	3.39q	2.90	3.14	3.18	3.26
Standard deviation	1.82	2.30	2.15	1.82	1.72	2.21	2.18	2.06	2.07	2.42	2.61	2.58	2.35	2.44	2.24	2.59	2.28	2.47	2.31	2.35
Standard error	0.14	0.17	0.16	0.13	0.13	0.15	0.16	0.14	0.14	0.17	0.18	0.18	0.16	0.16	0.16	0.16	0.16	0.15	0.15	0.14



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Chemicals from the environment, such as lead, in food	-	76 21% <i>mnop</i>	88 23% <i>mnop</i>	99 27% <i>mnopqrstu</i>
Food not being what the label says it is	-	91 25% <i>mnop</i>	89 23% <i>mnop</i>	101 28% <i>mnopqrstu</i>
Net: Any	248 67%	240 65%	243 63%	247 68%
None of these	89 24%	94 26% <i>p</i>	106 28% <i>p</i>	79 22%
Don't know	33 9%	32 9%	34 9%	39 11%
<b>Average number of mentions</b>	<b>3.50</b> <i>moq</i>	<b>3.83</b> <i>mno</i>	<b>3.76</b> <i>moq</i>	<b>4.30</b> <i>mnopqrstu</i>
<b>Standard deviation</b>	<b>2.31</b>	<b>2.80</b>	<b>2.61</b>	<b>3.20</b>
<b>Standard error</b>	<b>0.14</b>	<b>0.17</b>	<b>0.17</b>	<b>0.21</b>



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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food hygiene when eating out	198 41%	204 41%	179 37%	184 40%	174 37%	208 43%	183 38%	188 41%	176 39%	165 36%	165 40%	183 40%	202 41%	198 40%	200 41%	216 43%	204 41%	205 44%w	201 41%	215 43%w
Food poisoning such as Salmonella and E.Coli	156 32%eg	146 29%	140 29%	134 29%	121 26%	137 28%	117 24%	125 27%	146 32%eg	121 27%	129 31%g	138 30%g	171 35%	162 33%	187 38%wx	186 37%x	164 33%	159 34%	159 32%	168 34%
The use of additives (such as preservatives and colouring) in food products	155 32%	174 35%cg	141 29%	134 29%	145 31%	143 29%	137 28%	153 34%	151 34%	142 31%	121 29%	152 34%	181 37%q	174 35%	160 32%	158 31%	150 30%	161 35%	179 36%q	178 36%q
Date labels, such as "best before" and "use by" labels	126 26%	142 29%gj	124 25%	111 24%	135 29%gjk	126 26%	105 22%	135 29%gjk	128 29%gj	97 22%	94 23%	116 26%	96 20%	140 28%cm	130 26%cm	148 29%cm	149 30%cm	144 31%mw	140 28%cm	153 31%mw
The use of pesticides to grow food	116 24%	151 30%ach	111 23%	114 25%	124 27%	130 27%	128 26%	109 24%	129 29%c	129 29%	115 27%	138 30%ach	168 34%	163 33%	159 32%	178 35%q	146 29%	166 36%q	170 34%	165 33%
Hormones/steroids \antibiotics in food	111 23%	113 23%	89 18%	97 21%	97 21%	113 23%	101 21%	118 26%c	128 28%cddeg	129 28%cddeg	95 23%	131 29%abcdegk	132 27%	131 27%	122 25%	151 30%q	119 24%	146 31%oq	135 27%	171 35%mnopqswx
Genetically Modified (GM) foods	109 23%	126 25%	104 21%	99 21%	117 25%	121 25%	110 22%	105 23%	132 29%acdg h	127 28%cd	108 26%	124 27%cd	132 27%	137 28%	129 26%	131 26%	115 23%	119 26%	125 25%	136 27%
The feed given to livestock	107 22%g	120 24%cdde gh	86 18%	80 17%	80 17%	102 21%g	77 16%	81 18%	102 23%dg	96 21%g	87 21%	111 24%cdde gh	131 27%	110 22%	120 24%	126 25%	110 22%	146 31%nopq sw	127 26%	132 27%
Food hygiene at home	98 20%g	101 20%g	88 18%g	90 19%g	110 23%cgkl	89 18%g	63 13%	84 18%g	93 21%g	87 19%g	66 16%	79 17%	113 23%sw	100 20%	107 22%w	103 20%	113 23%w	109 24%sw	88 18%	104 21%
BSE ('mad cow disease')	84 17%e	81 16%	77 16%	75 16%	55 12%	83 17%e	63 13%	60 13%	76 17%e	69 15%	56 14%	63 14%	94 19%	117 24%qsw x	107 22%w	128 25%mqsw x	84 17%	101 22%qw	90 18%	101 20%w

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions:Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food hygiene when eating out	226 46%wx	211 43%	190 37%	192 38%
Food poisoning such as Salmonella and E.Coli	174 35%	160 32%	159 31%	155 31%
The use of additives (such as preservatives and colouring) in food products	183 37%q	195 40%opq	181 35%	178 35%
Date labels, such as "best before" and "use by" labels	145 29%rn	127 26%rn	125 24%	128 26%rn
The use of pesticides to grow food	167 34%	192 39%oqwx	159 31%	156 31%
Hormones/steroids \antibiotics in food	164 33%mnq sx	173 35%mnq	143 28%	137 27%
Genetically Modified (GM) foods	166 34%mpq rstwx	155 32%qrs	135 26%	137 27%
The feed given to livestock	132 27%	132 27%	111 22%	142 28%lnqw
Food hygiene at home	106 21%w	113 23%sw	84 16%	105 21%
BSE ('mad cow disease')	109 22%qw	121 25%mqsw x	77 15%	88 18%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	485	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	145	131	155	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	32%abcd efghi	31%abcd efghi	34%abcd efghi	-	-	-	-	-	-	-	-
Net: Any	332 69%	375 75%ac	339 69%	332 72%	342 73%	356 73%	349 72%	325 71%	328 73%	333 74%	305 73%	336 74%	371 75%	362 73%	357 72%	396 78%otwx	369 73%	351 76%	364 74%	360 73%
None of these	113 23%bef	86 17%	112 23%bef	96 21%	77 16%	85 18%	100 21%	94 21%	84 19%	91 20%	86 21%	87 19%	89 18%	89 18%	89 18%	73 14%	89 18%	72 16%	95 19%p	102 21%pr
Don't know	39 8%	36 7%	39 8%	36 8%	48 10%	44 9%	38 8%	38 8%	37 8%	29 6%	27 7%	29 6%	33 7%	43 9%	47 10%v	37 7%	44 9%	42 9%	35 7%	35 7%
Average number of mentions	3.79cd g	3.62g	3.37	3.37	3.39	3.52g	3.10	3.57g	3.85cde g	4.35abc defghi	4.22bcd efgh	4.50ab cdefgh	3.83	3.96	3.98	3.86	3.67	4.15q	3.89	4.23mq
Standard deviation	2.53	2.53	2.49	2.48	2.50	2.51	2.37	2.44	2.71	3.20	3.03	3.05	2.53	2.67	2.56	2.59	2.62	2.85	2.65	2.87
Standard error	0.14	0.13	0.14	0.14	0.14	0.12	0.12	0.13	0.14	0.17	0.18	0.17	0.13	0.14	0.14	0.13	0.14	0.14	0.12	0.14



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Chemicals from the environment, such as lead, in food	-	188 38% <i>mnop</i> <i>qrstuw</i>	162 32% <i>mnop</i> <i>qrstuw</i>	170 34% <i>mnopqrstu</i>
Food not being what the label says it is	-	167 34% <i>mnop</i> <i>qrstuw</i>	141 28% <i>mnop</i> <i>qrstuw</i>	166 33% <i>mnopqrstu</i>
Net: Any	376 76%	383 78% <i>otwx</i>	368 72%	361 72%
None of these	84 17%	78 16%	108 21% <i>prv</i>	92 18%
Don't know	34 7%	30 6%	37 7%	49 10% <i>v</i>
Average number of mentions	4.17 $q$	5.05 $mno$ <i>pqrstuw</i>	4.53 $mno$ <i>pqs</i>	4.86 $mnopqrstu$
Standard deviation	2.78	3.33	3.20	3.36
Standard error	0.13	0.15	0.17	0.17

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

Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Food hygiene when eating out	115 32%	106 29%	115 32%	122 35%hk	111 31%	131 36%lbnk	118 32%k	100 28%	137 38%abccehk	140 38%abcceghk	95 26%	126 34%hk
Food poisoning such as Salmonella and E.Coli	112 31%gk	102 28%	105 29%	114 32%gkl	99 27%	109 30%g	91 25%	103 29%	108 30%	113 31%gk	90 25%	98 27%
The use of pesticides to grow food	107 30%k	101 28%	89 25%	96 27%	87 24%	106 29%k	97 26%	96 27%	117 32%ceghk	113 31%cek	83 23%	102 28%
The use of additives (such as preservatives and colouring) in food products	96 26%	97 27%	100 28%	96 27%	100 28%	111 31%	102 28%	99 28%	108 30%	111 31%	97 27%	96 26%
Food hygiene at home	84 23%ghk l	70 19%	78 22%gk	65 19%	74 21%gk	81 23%ghkl	55 15%	62 17%	76 21%gk	76 21%gk	53 15%	63 17%
Date labels, such as "best before" and "use by" labels	81 22%	82 23%	91 25%	90 26%	99 27%	101 28%abk	88 24%	88 24%	121 33%abcdeghjk l	93 25%	79 22%	90 24%
The feed given to livestock	79 22%	74 20%	69 19%	62 18%	63 18%	77 21%	66 18%	73 20%	85 23%deg	88 24%degk	67 19%	75 20%
Genetically Modified (GM) foods	76 21%	67 19%	70 19%	70 20%	62 17%	61 17%	66 18%	68 19%	82 23%efkl	85 23%efgkl	60 17%	61 16%
Hormones/steroids \antibiotics in food	71 20%	65 18%	70 19%	73 21%	68 19%	83 23%	70 19%	78 22%	99 27%abcdeghkl	100 27%abcdeghkl	75 21%	78 21%
BSE ('mad cow disease')	56 16%	75 21%aag l	63 18%l	68 19%egl	49 14%	65 18%l	52 14%	66 18%el	72 20%egl	60 16%	60 17%	47 13%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	109 30%abcdeghk k	82 23%abcdeghk	95 26%abcdeghk l
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	106 29%abcdeghk kl	78 22%abcdeghk	87 23%abcdeghk l

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Net: Any	230 63%	237 65%k	227 63%	244 70%acoghkl	225 63%	246 69%ehk	231 63%	218 61%	243 67%hk	256 70%acoghkl	207 58%	233 63%
None of these	96 26%dj	78 22%	101 28%bdjl	71 20%	81 23%	77 21%	96 26%dj	113 31%bdefijl	92 25%	76 21%	115 32%bdefgijl	91 25%
Don't know	37 10%	46 13%hi	33 9%	35 10%	53 15%acdfghijk	36 10%	38 10%	29 8%	29 8%	33 9%	37 10%	45 12%hi
Average number of mentions	3.83	3.55	3.75	3.50	3.61	3.76	3.48	3.81	4.14bdeg	4.66abcdelgh	4.44abcdelgh	4.37abcdelgh
Standard deviation	2.63	2.62	2.61	2.52	2.67	2.65	2.52	2.63	2.75	3.11	3.05	3.06
Standard error	0.15	0.15	0.15	0.14	0.15	0.13	0.13	0.14	0.13	0.14	0.17	0.16





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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Food hygiene when eating out	621 37%	638 38%k	606 36%	640 38%k	582 35%	697 41%aceg	607 37%	600 36%	647 39%ek	635 38%k	573 34%	645 38%ek	47 27%	55 30%	45 27%	53 32%	58 33%x	51 32%x	54 30%x	51 29%
Food poisoning such as Salmonella and E.Coli	483 29%g	503 30%egk	504 30%eg	510 30%egjk	445 27%	497 29%g	426 26%	468 28%	525 32%eghj	461 27%	454 27%	497 30%g	46 27%wx	43 23%	38 23%	59 35%nowx	47 26%wx	44 28%wx	51 29%wx	49 28%wx
The use of additives (such as preservatives and colouring) in food products	464 28%	474 28%	449 27%	458 27%	423 25%	451 27%	437 26%	466 28%	485 29%ek	479 28%	429 26%	495 30%egk	30 17%	44 24%	31 19%	44 27%mx	32 18%	36 23%	46 26%mqx	52 29%mqpx
The use of pesticides to grow food	414 25%	438 26%cek	391 23%	420 25%	384 23%	430 25%	415 25%	415 25%	440 27%cek	454 27%cek	384 23%	458 27%cek	37 21%q	47 26%q	29 18%	32 19%	23 13%	33 21%q	42 24%q	41 23%q
Date labels, such as "best before" and "use by" labels	359 21%	453 27%acg	393 23%	419 25%aj	422 25%aj	464 27%acgj	387 23%	445 27%acgj	475 29%acde	373 22%	395 24%	399 24%	23 13%	48 26%am	39 24%am	38 23%am	59 34%mpot	44 28%amw	46 26%um	44 25%um
Genetically Modified (GM) foods	339 20%	383 23%e	349 21%	368 22%e	315 19%	347 20%	346 21%	367 22%e	413 25%acef	401 24%acef	362 22%	401 24%ace	33 19%	38 21%q	23 14%	26 16%	21 12%	27 17%	32 18%q	34 19%q
Food hygiene at home	338 20%ghk	348 21%ghk	319 19%gk	324 19%gk	360 22%ghjk	359 21%ghk	257 16%	283 17%	321 19%gk	319 19%gk	263 16%	333 20%ghk	23 13%	28 15%	28 17%w	26 16%	26 15%	24 15%w	27 15%w	26 15%w
The feed given to livestock	322 19%eg	328 20%deg	295 18%	285 17%	259 16%	342 20%degk	272 16%	307 18%e	335 20%degk	308 18%	279 17%	367 22%cde	27 16%	34 19%q	19 11%	22 13%	18 10%	31 19%oq	28 16%	31 18%oq
Hormones/steroids /antibiotics in food	315 19%	333 20%	298 18%	348 21%ce	296 18%	379 22%ace	327 20%	407 24%abcd	426 28%abcd	414 24%abcd	348 21%ce	415 25%abc	26 15%	36 20%e	18 11%	26 16%	23 13%	29 18%o	34 19%o	43 24%mpoprx
BSE ('mad cow disease')	240 14%e	300 18%ace	259 15%egk	293 17%aegh	174 10%	258 15%ek	214 13%e	244 15%ek	268 16%egk	242 14%e	204 12%	232 14%e	24 14%wx	32 18%wx	23 14%w	31 19%wx	26 15%wx	25 16%wx	26 15%wx	26 15%wx

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Food hygiene when eating out	49 28%	47 30%	45 26%	39 23%
Food poisoning such as Salmonella and E.Coli	49 28%wx	46 29%wx	30 17%	29 16%
The use of additives (such as preservatives and colouring) in food products	45 26%mqx	51 32%moqr x	43 25%	29 17%
The use of pesticides to grow food	41 23%q	42 26%oqx	38 22%q	30 17%
Date labels, such as "best before" and "use by" labels	43 24%rn	33 21%rn	35 20%	38 22%rn
Genetically Modified (GM) foods	32 18%	35 22%oq	27 15%	29 16%
Food hygiene at home	31 17%wx	22 14%	15 9%	19 11%
The feed given to livestock	29 17%q	29 18%q	27 16%	23 13%
Hormones/steroids \antibiotics in food	35 20%o	40 25%mpoq rx	33 19%o	28 16%
BSE ('mad cow disease')	24 14%wx	29 18%wx	9 5%	13 7%

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	466	418	498	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	28%abcd efghi	25%abcd efghi	30%abcd efghik	-	-	-	-	-	-	-	-
Net: Any	1115 67%	1169 70%acg hk	1114 66%	1193 71%acgh k	1142 69%	1186 70%acgh k	1107 67%	1111 66%	1148 69%	1181 70%schk	1112 66%	1183 71%acg hk	95 55%	118 65%w	98 59%	118 71%moqt uxw	105 59%	100 63%w	110 63%w	104 59%
None of these	409 24%bde fl	334 20%	401 24%bdef l	346 21%	336 20%	343 20%	404 24%bdef ij	433 26%bdef ij	375 23%	378 22%	424 25%bdef l	339 20%	59 34%ppr v	50 27%q	57 35%pprv	31 19%	18 18%	40 25%q	49 28%ppq	58 33%pprv
Don't know	146 9%	161 10%	167 10%j	138 8%	183 11%adoh ijk	165 10%	147 9%	136 8%	139 8%	133 8%	142 8%	156 9%	18 11%	15 8%	10 6%	17 10%	40 23%lmnop rstuvw	20 13%otu	17 10%	14 8%
Average number of mentions	3.49e	3.59eg	3.47e	3.41	3.20	3.56eg	3.33	3.60eg	3.78acd efg	4.24abc defghi	4.07abc defghi	4.39ab cdefgh ik	3.34	3.43	3.00	3.03	3.17	3.46	3.49	3.80opq
Standard deviation	2.46	2.57	2.48	2.50	2.42	2.59	2.48	2.54	2.61	3.04	2.97	3.11	2.40	2.56	2.46	1.93	2.25	2.58	2.57	2.67
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.09	0.09	0.24	0.23	0.24	0.17	0.21	0.14	0.14	0.15



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Chemicals from the environment, such as lead, in food	-	47 29% <i>mnop</i> <i>qrstuw</i>	33 19% <i>mnop</i> <i>qrstu</i>	33 19% <i>mnopqrstu</i>
Food not being what the label says it is	-	44 27% <i>mnop</i> <i>qrstuw</i>	26 15% <i>mnop</i> <i>qrstu</i>	43 25% <i>mnopqrstu</i>
Net: Any	107 61%	105 66% <i>mw</i>	93 53%	103 59%
None of these	55 31% <i>pqr</i>	39 24%	68 39% <i>npqr</i> <i>svx</i>	45 26%
Don't know	14 8%	16 10%	13 8%	27 15% <i>notuw</i>
<b>Average number of mentions</b>	<b>3.53</b>	<b>4.39</b> <i>mno</i> <i>pqrstux</i>	<b>3.87</b> <i>op</i>	<b>3.44</b>
<b>Standard deviation</b>	<b>2.52</b>	<b>3.10</b>	<b>2.85</b>	<b>2.90</b>
<b>Standard error</b>	<b>0.12</b>	<b>0.16</b>	<b>0.29</b>	<b>0.28</b>



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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food poisoning such as Salmonella and E.Coli	36 37%gl	25 27%	33 32%	43 41%bgl	30 28%	27 30%	22 22%	27 34%	38 39%gl	32 37%gl	30 34%l	19 21%	21 35%	22 37%	23 44%	22 40%	32 56%lmnst w	24 42%	23 36%	19 30%
Food hygiene when eating out	36 36%	27 29%	35 35%	48 46%begl	31 30%	30 33%	33 32%	33 41%	49 50%bceef gl	42 48%befg l	38 44%bel	24 28%	23 37%	24 40%	25 46%	29 53%	28 48%	28 50%w	27 43%	32 50%w
The use of additives (such as preservatives and colouring) in food products	33 34%gl	22 23%	26 26%	27 26%	27 25%	21 23%	22 21%	21 27%	31 32%l	31 35%gl	28 31%l	14 16%	19 31%	26 43%	20 37%	20 38%	20 35%	27 48%msw	22 35%	23 36%
The use of pesticides to grow food	30 31%bcl	13 14%	19 19%	29 28%bl	23 22%	19 21%	29 29%bl	16 20%	28 29%bl	30 34%bceh l	24 28%b	14 16%	10 17%	23 39%mt	15 29%	15 29%	17 29%	21 36%mt	20 32%lm	15 24%
Hormones/steroids /antibiotics in food	29 30%bcf ghl	10 11%	17 17%	20 19%	23 21%l	15 17%	16 16%	13 16%	25 25%bl	33 38%bcde fghkl	20 23%bl	9 10%	14 23%	12 20%	9 17%	16 29%st	14 24%	14 25%st	10 15%	17 26%st
Genetically Modified (GM) foods	27 27%bfgl	8 9%	17 17%	21 20%b	24 23%bfl	10 11%	15 15%	13 16%	20 20%b	25 29%bcdf ghl	30 35%bcdf ghl	10 11%	13 22%	14 23%	10 16%	19 36%st	13 23%	16 28%st	11 17%	10 16%
BSE ('mad cow disease')	25 25%begl	6 6%	16 16%bg	17 17%bg	15 14%	16 18%bfg	7 7%	14 18%bg	19 19%bg	16 19%bg	17 20%bg	8 10%	13 21%	15 25%	12 23%	14 26%	16 29%w	16 28%w	12 19%	12 19%
The feed given to livestock	23 24%bl	9 9%	15 15%	18 18%	19 18%	14 15%	18 18%	12 15%	19 19%	23 27%bcl	22 25%bl	10 11%	11 16%	23 38%moq stw	10 16%	14 27%	12 33%motw	19 35%w	14 22%	12 18%
Date labels, such as "best before" and "use by" labels	19 20%	12 13%	24 24%b	30 29%b	29 27%b	24 27%b	20 19%	25 31%b	36 37%abgl	24 28%b	24 28%b	17 20%	18 29%	24 41%w	19 35%w	26 49%msw	20 34%w	20 35%w	21 32%w	30 47%msuwx
Food hygiene at home	19 19%g	13 14%	21 21%g	17 16%g	15 14%	15 17%g	7 7%	15 19%g	27 28%begl	25 29%bdeg l	15 17%g	12 13%	14 23%w	13 22%w	13 25%w	16 30%w	22 38%suwx	16 28%wx	13 20%w	19 29%wx

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults UK

	N1			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food poisoning such as Salmonella and E.Coli	28 43%	31 51% <i>mstw</i>	22 36%	29 48% <i>kt</i>
Food hygiene when eating out	32 49%	25 42%	22 37%	25 42%
The use of additives (such as preservatives and colouring) in food products	25 39%	26 43%	19 32%	22 37%
The use of pesticides to grow food	24 37% <i>mt</i>	26 43% <i>mtw</i>	17 29%	24 41% <i>mt</i>
Hormones/steroids /antibiotics in food	20 32% <i>os</i>	22 38% <i>nos</i>	17 29% <i>s</i>	23 39% <i>mnqgrst</i>
Genetically Modified (GM) foods	20 31% <i>st</i>	17 29% <i>st</i>	13 22%	16 26%
BSE ('mad cow disease')	19 29% <i>w</i>	12 21%	9 15%	14 24%
The feed given to livestock	18 29%	15 26%	11 18%	19 32% <i>mtw</i>
Date labels, such as "best before" and "use by" labels	21 33% <i>w</i>	27 45% <i>msw</i>	11 19%	20 33% <i>w</i>
Food hygiene at home	14 22% <i>w</i>	23 38% <i>nsuw</i>	3 6%	10 17% <i>w</i>

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	32	34	15	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	37%abcd efghil	39%abcd efghil	17%abcd efghi	-	-	-	-	-	-	-	-
Net: Any	73 74%bce fi	53 57%	60 60%	72 70%el	57 54%	55 60%	74 73%bcel	51 64%	77 79%bcef hi	70 80%bcef hi	67 76%bcef i	47 53%	42 70%	54 91%ms tuwx	41 77%w	49 91%ms tuwx	45 78%wx	45 79%ewx	44 68%	47 73%
None of these	20 20%j	34 37%adg ijk	31 31%gijk	23 23%j	39 37%adgi jk	27 30%gij	16 16%	26 32%gijk	13 13%	8 10%	15 18%	31 35%adg ijk	16 27%np	3 6%	12 22%np	4 7%	12 21%np	9 15%	17 26%np	16 25%np
Don't know	5 5%	6 6%	10 10%	8 8%	9 9%	8 9%	11 11%	3 4%	8 8%	9 10%	5 6%	10 12%	2 3%	2 3%	1 1%	1 2%	1 2%	3 5%k	4 6%ux	2 3%
Average number of mentions	3.80bg	2.73	3.73bg	3.73bg	4.10bg	3.53g	2.55	3.67g	3.77bg	4.93abc dfghil	4.62bg	3.52g	3.69	3.62	3.80	3.93	4.34	4.43	3.99	4.06
Standard deviation	2.71	1.99	2.41	2.75	3.08	2.84	1.98	2.85	2.46	3.67	3.14	3.03	2.93	2.61	2.72	3.02	2.99	2.97	2.80	2.83
Standard error	0.31	0.26	0.30	0.31	0.39	0.37	0.22	0.39	0.27	0.39	0.38	0.39	0.43	0.35	0.43	0.44	0.44	0.29	0.28	0.31

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

	N			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Chemicals from the environment, such as lead, in food	-	17	22	28
Food not being what the label says it is	-	29%mnop qrstu	36%mnop qrstu	47%mnopqrstuv
Net: Any	46 72%	44 73%w	36 60%	38 63%
None of these	17 27%nrp	15 25%np	21 35%npqr	22 36%npqr
Don't know	1 1%	1 2%	3 4%	* 1%
<b>Average number of mentions</b>	<b>4.77n</b>	<b>6.19mno pqrstuv</b>	<b>5.07mno st</b>	<b>6.84mnopqrstuv</b>
<b>Standard deviation</b>	<b>3.23</b>	<b>3.61</b>	<b>3.39</b>	<b>3.37</b>
<b>Standard error</b>	<b>0.35</b>	<b>0.37</b>	<b>0.39</b>	<b>0.38</b>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base





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

Base: All adults UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghk	507 28%	547 30%g	471 26%	515 28%	590 32%eghjk	524 28%	506 28%	544 30%g
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acefgh	444 24%acefg	405 22%e	426 23%cefg
BSE ('mad cow disease')	277 15%egk	321 18%aeg hkl	287 16%egk	324 18%aeghkl	205 11%	290 16%egk	233 13%	271 15%e	306 17%egkl	271 15%e	230 13%	255 14%e
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%cddegk	304 17%	330 18%	372 20%cddegk	346 19%e	311 17%	396 22%cddegkh
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%ceek	509 28%cehk	426 23%	497 27%ceek
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egk	536 29%ek	476 26%	531 29%ek
Hormones/steroids \antibiotics in food	357 20%	355 20%	324 18%	384 21%ce	332 18%	409 22%bcog	353 19%	436 24%abcdegk	471 26%abcdefgk	469 25%abcdefgk	385 21%ce	447 24%abcdegkh
Date labels, such as "best before" and "use by" labels	396 22%	489 27%acg kl	436 24%	475 26%aj	471 26%a	509 28%acgkl	427 23%	500 27%acgkl	532 29%acdegkl	424 23%	430 24%	436 24%
Food hygiene when eating out	679 37%	689 38%k	666 36%	716 39%ek	641 35%	755 41%aceghk	667 37%	665 36%	728 40%ceghk	702 38%k	633 35%	694 38%k
Food hygiene at home	370 20%ghk	375 21%ghk	354 19%gk	357 19%gk	397 22%ghk	390 21%ghk	278 15%	316 17%	362 20%gk	366 20%gk	281 15%	354 19%gk
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abcdfghi	474 26%abcdfghi	541 30%abcdfghik

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28% k	456 25% k	492 27% k
Net: Any	1230 67%	1276 70% k	1215 66%	1314 72% k	1244 68%	1286 70% k	1225 67%	1209 66%	1271 70% k	1295 70% k	1216 67%	1268 69% k
None of these	445 24% fi	372 20%	443 24% k	373 20%	387 21%	379 21%	437 24% k	475 26% k	406 22%	402 22%	461 25% k	392 21%
Don't know	153 8%	169 9%	177 10% k	147 8%	193 11% k	176 10%	162 9%	141 8%	148 8%	143 8%	150 8%	166 9%
Average number of mentions	3.52eg	3.56eg	3.49e	3.44	3.29	3.59eg	3.31	3.62eg	3.81abcdefg	4.35abcdefgh	4.13abcdefgh	4.43abcdefghk
Standard deviation	2.49	2.56	2.48	2.53	2.49	2.62	2.47	2.57	2.63	3.12	2.99	3.15
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.08



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
The amount of salt in food	900 45%k	998 50%ace ghijkl	926 46%k	973 49%aegikl	872 44%	943 47%egk	882 44%	933 47%k	887 44%k	932 47%k	824 41%	886 44%
The amount of fat in food	801 40%	885 44%ace gijkl	807 40%k	900 45%aceghijkl	816 41%k	866 43%agikl	799 40%	826 41%k	793 40%	811 41%k	743 37%	805 40%k
The amount of sugar in food	771 39%	823 41%c	760 38%	840 42%ace	775 39%	858 43%ace	876 44%ace	957 48%kabcdefg	937 47%abcdefg	1026 51%abcdefghi	1007 50%abcdefgij	1094 55%abcdefghijk
The amount of saturated fat in food	770 38%k	829 41%hijk l	806 40%k	840 42%aahijkl	771 39%k	824 41%hjk	791 40%k	763 38%k	769 38%k	751 38%k	690 34%	765 38%k
Foods aimed at children including school meals	440 22%	511 26%a	463 23%	530 27%ac	494 25%a	511 26%a	509 25%a	516 26%a	510 25%a	543 27%ac	493 25%	529 26%ac
Net: Any	1351 68%	1419 71%ace ghik	1341 67%	1440 72%acefghikl	1340 67%	1371 69%	1354 68%	1332 67%	1330 67%	1386 69%k	1317 66%	1375 69%k
None of these	487 24%bdf	414 21%	485 24%bdf	403 20%	455 23%cd	433 22%	492 25%bdj	496 25%bdj	465 23%cd	438 22%	517 26%bdefj	445 22%
Don't know	162 8%	166 8%	174 9%	157 8%	204 10%abdkg	196 10%dg	154 8%	172 9%	205 10%abdkg	176 9%	166 8%	180 9%
Average number of mentions	2.73	2.85a	2.81	2.84	2.78	2.92ace	2.85a	3.00abcdegk	2.93ace	2.93ace	2.85a	2.97abcdeg
Standard deviation	1.47	1.47	1.44	1.44	1.48	1.48	1.48	1.47	1.51	1.47	1.48	1.48
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.04



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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	989	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
The amount of salt in food	390 40%	433 45%egk	393 40%	407 42%	381 39%	415 43%k	385 40%	404 42%	398 41%	424 44%ek	367 38%	389 40%	510 50%w	565 55%mq	533 52%w	566 55%mqsu	490 48%	529 51%w	497 48%	529 51%w
The amount of fat in food	339 35%	365 38%k	349 36%	393 41%acgk l	355 37%	376 39%k	339 35%	363 37%k	339 35%	365 38%k	317 33%	337 35%	462 45%	520 51%moq	458 45%	506 49%oqsu	460 45%	489 48%w	460 45%	463 45%
The amount of saturated fat in food	336 35%	346 36%k	341 35%k	362 37%k	345 35%k	373 38%kl	351 36%k	336 35%	351 36%k	322 33%	298 31%	330 34%	434 42%	483 47%mq	465 45%w	478 46%qtuv	426 41%	451 44%w	439 43%w	427 42%
The amount of sugar in food	324 33%	346 36%	319 33%	357 37%	324 33%	358 37%	383 40%ace	421 43%abcd ef	406 42%abcd ef	462 48%abcd efg	432 44%abcd efg	491 51%abc defghi k	447 43%	477 46%	441 43%	484 47%	452 44%	500 49%moq	493 48%mo	536 52%mnopqs
Foods aimed at children including school meals	197 19%	222 23%c	177 18%	215 22%c	199 21%	207 21%	206 21%	214 22%c	212 22%	211 22%c	204 21%	237 24%ace	253 25%	289 28%	287 28%	315 31%am	295 29%am	305 30%am	303 29%am	302 29%am
Net: Any	603 62%	636 66%k	601 62%	645 66%chik	616 64%	617 64%	616 64%	599 62%	605 62%	633 66%k	590 61%	629 65%	747 73%	783 78%oqs	740 72%	795 77%moqr	724 70%	754 73%	738 72%	734 71%
None of these	285 29%bde f	239 25%	277 29% d	229 24%	243 25%	245 25%	275 28% d	281 29% bd	259 27%	245 25%	294 30% bdef j	246 25%	202 20%	175 17%	208 20%	173 17%	213 21% np	187 18%	216 21% np	215 21% np
Don't know	82 8%	95 10%	93 10%	96 10%	112 12% ag	109 11% ag	76 8%	91 9%	111 11% ag	87 9%	88 9%	93 10%	80 8%	71 7%	81 8%	61 6%	93 9% p	87 8% p	78 8%	81 8%
Average number of mentions	2.61	2.69	2.63	2.69	2.60	2.80ace	2.70	2.90abc deg	2.82ace	2.82ace	2.74	2.83ac e	2.82	2.98m	2.95	2.95	2.93	3.01m	2.97m	3.08m
Standard deviation	1.48	1.48	1.37	1.44	1.44	1.47	1.44	1.48	1.49	1.46	1.45	1.51	1.46	1.45	1.48	1.44	1.49	1.49	1.51	1.46
Standard error	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
The amount of salt in food	489 48%	508 49%w	458 45%	497 48%
The amount of fat in food	453 44%	446 43%	427 42%	468 45%
The amount of saturated fat in food	418 41%	429 41%	392 38%	435 42%
The amount of sugar in food	531 52%mnop	564 54%mnop	575 56%mnop	603 58%mnopqrstu
Foods aimed at children including school meals	q 298 29%m	qrs 332 32%mmo	qrs 290 28%	292 28%
Net: Any	725 71%	753 73%	727 71%	746 72%
None of these	206 20%	193 19%	223 22%npr	199 19%
Don't know	94 9%p	90 9%p	78 8%	86 8%p
Average number of mentions	3.02m	3.03m	2.95	3.08m
Standard deviation	1.52	1.47	1.50	1.44
Standard error	0.05	0.05	0.05	0.05

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
The amount of saturated fat in food	85 27%	91 29%	92 28%	90 28%	79 24%	91 29%	84 27%	87 27%	86 26%	82 25%	73 22%	74 24%	107 31%	126 38%w	125 38%w	149 41%muw	127 36%	141 38%w	119 35%	127 35%
The amount of salt in food	84 27%	124 39%acd efhijk l	90 28%	98 31%	77 24%	87 28%	99 32%ae	94 29%	100 31%	85 26%	95 29%	82 26%	131 37%	158 48%mw	155 47%mw	175 49%muw	144 41%	175 47%mw	145 42%	157 44%
The amount of fat in food	77 25%	108 34%ace	80 25%	107 33%ace	81 25%	93 29%	83 27%	96 29%	104 32%ac	92 28%	92 28%	93 30%	122 35%	137 41%u	128 39%	165 46%msuv w	135 39%	147 39%	128 37%	144 40%
The amount of sugar in food	61 20%	86 27%ae	82 25%e	77 24%	56 17%	73 23%	89 29%ae	85 26%e	99 30%aef	105 32%acde f	117 36%abcd efh	129 41%abc defghi j	122 35%	127 38%	117 36%	148 41%q	113 32%	146 39%	137 40%q	162 45%moq
Foods aimed at children including school meals	53 17%kl	57 18%kl	48 15%	42 13%	50 15%	50 16%	51 16%	48 15%	37 11%	48 15%	51 16%	51 16%	82 23%	93 28%	91 27%	125 35%mqru w	85 24%	89 24%	105 31%mr	105 29%
Net: Any	176 56%	190 60%h	175 54%	196 61%h	171 53%	182 58%	165 53%	165 50%	184 57%	179 55%	186 57%	181 58%h	232 67%	238 72%w	228 69%	264 73%tw	231 66%	253 67%	234 68%	238 66%
None of these	113 36%	95 30%	125 38%bl	107 33%	110 34%	103 33%	117 37%j	129 39%bl	104 32%	104 32%	108 33%	91 29%	88 25%	69 21%	71 21%	71 20%	83 24%	89 24%	79 23%	87 24%
Don't know	23 7%	32 10%	27 8%	18 6%	42 13%ad	30 9%	30 10%	35 11%d	36 11%d	41 13%ad	34 10%d	40 13%ad	29 8%	25 7%	31 9%	26 7%	36 10%	34 9%	31 9%	34 9%
Average number of mentions	2.05	2.46ad	2.24	2.11	2.01	2.17	2.46ade	2.49ade	2.31e	2.29e	2.30e	2.37ae	2.43	2.69	2.70	2.88m	2.61	2.77m	2.72m	2.93mqu
Standard deviation	1.29	1.41	1.39	1.21	1.21	1.37	1.48	1.43	1.28	1.35	1.38	1.42	1.46	1.48	1.46	1.45	1.43	1.47	1.48	1.51
Standard error	0.10	0.11	0.10	0.09	0.09	0.09	0.11	0.10	0.09	0.09	0.10	0.10	0.10	0.09	0.10	0.09	0.10	0.09	0.10	0.09



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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
The amount of saturated fat in food	116 31%	128 35%	116 30%	135 37%
The amount of salt in food	150 40%	138 38%	141 37%	157 43%
The amount of fat in food	125 34%	131 36%	130 34%	144 39%
The amount of sugar in food	163 44%moq	174 48%mnq	186 49%mnop r	203 56%mnopqrstuv
Foods aimed at children including school meals	88 24%	119 32%mqru w	96 25%	114 31%mrw
Net: Any	245 66%	251 68%	245 64%	250 68%
None of these	90 24%	87 24%	112 29%nop	86 24%
Don't know	35 9%	29 8%	27 7%	29 8%
Average number of mentions	2.62	2.75m	2.74m	3.02mnoqsuv
Standard deviation	1.46	1.50	1.46	1.47
Standard error	0.09	0.09	0.09	0.10

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
The amount of salt in food	235 49%	272 55%gk l	241 49%g	238 51%gk	236 51%g	239 49%g	205 42%	239 52%gk	212 47%	243 54%gk	184 44%	217 46%	283 57%qpw	270 55%	269 55%	286 57%w	255 51%	264 57%sw	250 51%	279 56%w
The amount of saturated fat in food	204 42%	238 48%hk	215 44%	200 43%	203 43%	214 44%	205 42%	183 40%	186 42%	187 41%	160 38%	205 45%k	234 47%w	234 47%w	234 47%w	255 51%wx	231 46%	232 50%wx	240 49%wx	231 47%
The amount of fat in food	203 42%	239 48%g	218 44%	202 43%	221 47%g	210 43%	196 40%	204 45%	188 42%	212 47%	174 42%	198 44%	252 51%wx	246 50%w	233 47%	256 51%w	227 45%	250 54%loqst uvwx	228 46%	230 46%
The amount of sugar in food	199 41%	217 44%	194 40%	206 44%	212 45%	222 46%	218 45%	233 51%abc	228 51%abc	270 60%abcd efghi	227 54%abcd efg	274 60%abcd delghi	233 47%	245 50%	227 46%	244 48%	234 46%	245 53%o	251 51%	306 62%mnopqrs u
Foods aimed at children including school meals	140 29%	160 32%	155 32%	145 31%	166 36%a	160 33%	154 32%	159 35%	158 35%a	143 32%	131 31%	160 35%a	116 24%	132 27%	118 24%	146 29%	124 25%	141 30%mo	142 29%	134 27%
Net: Any	342 71%	370 74%	343 70%	342 74%	351 75%	350 72%	357 73%	333 73%	320 71%	348 77%ac	299 71%	338 75%	368 75%	374 76%u	363 74%	392 78%quw	355 71%	345 74%	353 72%	376 76%u
None of these	105 22%j	86 17%	113 23%bdef ij	76 16%	77 17%	78 16%	100 21%	87 19%	79 17%	74 16%	90 22%f	88 19%	85 17%	87 18%	91 18%	75 15%	103 20%p	76 16%	102 21%p	80 16%
Don't know	37 8%	41 8%	34 7%	46 10%gl	38 8%	57 12%acgjk l	30 6%	37 8%	51 11%cgjkl	31 7%	30 7%	26 6%	40 8%	32 6%	39 8%	38 8%	44 9%	44 9%	38 8%	39 8%
Average number of mentions	2.67	3.04g	2.96g	2.89	2.95	2.98g	2.74	3.06g	3.04g	3.03g	2.94	3.11g	3.04	3.01	2.97	3.03	3.02	3.28mno	3.14	3.14
Standard deviation	1.52	1.51	1.42	1.48	1.57	1.52	1.49	1.54	1.56	1.43	1.53	1.56	1.44	1.46	1.44	1.43	1.42	1.45	1.45	1.40
Standard error	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.08	0.07	0.09	0.09	0.08	0.08	0.08	0.07	0.07	0.07	0.07	0.07





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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
The amount of salt in food	257 52%	286 58%qswx	251 49%	261 52%
The amount of saturated fat in food	229 46%	212 43%	208 41%	214 43%
The amount of fat in food	226 46%	225 46%	221 43%	224 45%
The amount of sugar in food	270 55%mpq	286 58%mnop	297 58%mnop	295 59%mnopqs
Foods aimed at children including school meals	140 28%	152 31%moq	141 27%	134 27%
Net: Any	345 70%	366 74%	365 71%	373 74%
None of these	98 20%p	87 18%	106 21%p	85 17%
Don't know	50 10%n	39 8%	41 8%	44 9%
Average number of mentions	3.25nop	3.17	3.06	3.02
Standard deviation	qx	1.49	1.46	1.45
Standard error	0.07	0.07	0.08	0.07

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
The amount of salt in food	168 46%	174 48%	170 47%	177 51%k	159 44%	178 49%k	183 50%k	164 45%	169 47%	180 49%k	154 43%	169 46%
The amount of sugar in food	156 43%	147 41%	140 39%	166 48%bc	161 45%	173 48%bc	182 50%abc	171 47%bc	177 49%bc	190 52%abc	179 50%abc	194 53%abc
The amount of fat in food	146 40%	155 43%k	148 41%	170 49%acehijkl	151 42%k	165 46%kl	164 45%k	152 42%k	150 41%k	151 41%k	126 35%	146 40%
The amount of saturated fat in food	141 39%	141 39%	140 39%	146 42%	132 37%	146 41%	142 39%	135 37%	151 42%	142 39%	134 37%	137 37%
Foods aimed at children including school meals	49 14%	68 19%a	52 14%	73 21%acg	70 19%a	70 20%ac	58 16%	69 19%a	86 24%acg	82 22%acg	74 21%acg	71 19%ac
Net: Any	233 64%	247 68%hk	233 64%	246 70%shkl	232 65%	241 67%	246 67%h	221 61%	236 65%	241 66%	223 62%	234 63%
None of these	97 27% <sup>d</sup>	78 22%	86 24%	74 21%	83 23%	87 24%	94 26%	113 31% <sup>kbdefgij</sup>	94 26%	87 24%	102 28% <sup>bd</sup>	94 26%
Don't know	32 9%	37 10%	43 12% <sup>gh</sup>	30 8%	45 13% <sup>dgh</sup>	31 9%	26 7%	27 7%	32 9%	37 10%	34 9%	41 11% <sup>gh</sup>
Average number of mentions	2.83	2.78	2.80	2.97	2.90	3.04 <sup>bc</sup>	2.97	3.13 <sup>abce</sup>	3.10 <sup>abc</sup>	3.09 <sup>abc</sup>	2.99	3.07 <sup>abc</sup>
Standard deviation	1.40	1.40	1.38	1.41	1.46	1.36	1.42	1.38	1.48	1.43	1.43	1.38
Standard error	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.07

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
The amount of salt in food	757 45%k	834 50%ace gijkl	780 46%k	814 49%egik	724 44%	807 48%legik	727 44%	794 47%ek	730 44%	780 46%k	696 41%	759 45%k	70 41%	88 48%uwxx	62 38%	72 43%	75 48%	67 42%	82 47%otuw x	71 40%
The amount of fat in food	671 40%	754 45%ace gijkl	692 41%	758 45%aceg ijkl	694 42%k	746 44%agij k	657 40%	709 42%k	658 40%	679 40%	635 38%	694 41%k	60 35%	69 38%	54 33%	64 39%	60 34%	59 37%	73 42%otuw x	58 33%
The amount of saturated fat in food	646 39%k	702 42%ae hijk	691 41%jk	693 41%jk	641 39%k	705 42%hijk	662 40%jk	642 38%k	634 38%k	613 36%	577 34%	665 40%jk	57 33%	63 35%	54 33%	63 38%k	64 36%	57 36%k	71 40%tuvw x	57 33%
The amount of sugar in food	642 38%	688 41%	651 39%	705 42%a	650 39%	734 43%ace	719 43%ace	805 48%abcd efg	777 47%abcd ef	860 51%abcd efgi	854 51%abcd efgi	934 56%abc defghi jk	60 35%	66 36%	47 28%	68 41%o	59 33%	59 37%o	83 47%unmoq ru	73 42%o
Foods aimed at children including school meals	369 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%ac	30 16%	41 22%	26 16%	44 26%o	35 20%	35 22%	41 23%o	38 22%
Net: Any	1136 68%	1192 72%acg hik	1141 68%	1222 73%acef ghijk	1138 69%	1176 69%	1133 68%	1128 67%	1111 67%	1164 69%	1121 67%	1174 70%	112 65%	119 68%	91 55%	106 64%	101 57%	96 60%	113 64%otu x	102 58%
None of these	393 24%bd	323 19%	391 23%bd	336 20%	349 21%	355 21%	406 25%bdef i	401 24%bdf	376 23%b	377 22%b	420 25%bdef i	356 21%	48 28%	51 28%	59 36%prsv	33 20%	55 31%pv	43 27%	46 26%	58 33%prsv
Don't know	140 8%	150 9% d	149 9% d	118 7%	174 10%adgk	163 10% sdg	119 7%	150 9% d	175 11%adgk	152 9% d	137 8%	148 9%	12 7%	12 7%	14 9%	27 16%mmos tv	20 11%	21 13%mmv	17 10%	16 9%
Average number of mentions	2.71	2.86a	2.81	2.79	2.74	2.92ade	2.82	3.00abc degk	2.90ae	2.90ae	2.83	2.98ab cdegk	2.47	2.75	2.66	2.94m	2.89m	2.90m	3.09mno vx	2.92m
Standard deviation	1.48	1.47	1.43	1.44	1.48	1.49	1.48	1.47	1.50	1.45	1.47	1.48	1.39	1.43	1.44	1.36	1.36	1.46	1.45	1.47
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.13	0.13	0.15	0.12	0.13	0.08	0.08	0.08



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
The amount of salt in food	68 39%	72 45% <sup>vw</sup>	62 35%	64 37%
The amount of fat in food	57 33%	56 35%	51 29%	58 33%
The amount of saturated fat in food	53 30%	62 39% <sup>lux</sup>	52 30%	46 27%
The amount of sugar in food	69 39% <sup>o</sup>	77 48% <sup>mnoq</sup>	80 46% <sup>moqr</sup>	83 48% <sup>mnoqr</sup>
Foods aimed at children including school meals	38 22%	49 30% <sup>moqr</sup>	37 21%	31 18%
Net: Any	100 57%	112 70% <sup>oqrt</sup>	99 57%	105 60%
None of these	55 32% <sup>pv</sup>	37 23%	58 33% <sup>pv</sup>	47 27%
Don't know	21 12% <sup>v</sup>	11 7%	17 10%	22 13% <sup>v</sup>
Average number of mentions	2.86 <sup>m</sup>	2.81	2.83	2.68
Standard deviation	1.55	1.55	1.51	1.37
Standard error	0.08	0.08	0.15	0.13

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
The amount of salt in food	47 48%	36 39%	47 47%	58 56%bfg l	37 35%	36 40%	38 38%	36 45%	54 55%bcef	44 50%af	39 44%	31 35%	26 43%	40 67%mtw	36 69%mtw	30 55%	36 63%mw	32 57%	35 54%	33 51%
The amount of saturated fat in food	47 48%bfg l	31 33%	38 38%	56 54%bcef ghl	39 37%	30 33%	27 26%	31 38%	53 54%bcef ghl	44 50%blgl	37 42%gl	23 26%	20 33%	33 56%rn	23 43%	28 52%rn	27 47%	31 55%rnw	31 49%rn	33 51%rn
The amount of fat in food	46 47%bcef l	30 33%	37 36%	49 47%befl	34 33%	30 33%	39 38%l	29 36%	44 44%l	41 47%befl	34 39%l	21 24%	23 39%	32 54%	25 47%	28 53%	28 49%	30 53%w	30 46%	31 48%
The amount of sugar in food	46 47%	33 35%	37 36%	43 42%	39 37%	36 39%	43 42%	45 56%bcef	55 56%bcef	51 58%bcde fg	44 50%	43 49%	24 41%	36 60%rn	26 50%	24 45%	27 48%	30 53%	31 48%	34 53%
Foods aimed at children including school meals	25 25%	14 15%	31 31%bg	36 35%bfg l	23 22%	18 20%	18 17%	19 23%	32 33%bfgl	26 30%bg	27 31%bg	17 19%	16 27%	25 42%	16 31%	14 26%	23 39%	20 35%	21 33%	22 34%
Net: Any	69 70%e	54 58%	66 66%	74 71%e	57 54%	57 63%	63 62%	56 70%e	75 77%bcef l	64 74%be	60 69%e	54 61%	33 55%	54 91%mpq rstuvw x	42 79%mw	39 72%	44 77%mw	44 77%mw	45 70%rn	46 73%rn
None of these	23 23%	37 40%adg ijk	27 27%j	25 24%j	40 38%adgi jk	27 30%j	23 22%	21 27%j	17 18%	11 13%	18 20%	26 30%j	24 39%nopq rv	4 6%	8 15%	7 14%	11 19%rn	8 14%	17 26%nr	15 23%rn
Don't know	6 6%	2 2%	7 7%	4 4%	9 8%	7 8%	16 15%abdhi	3 4%	6 6%	12 14%bdh	10 11%b	8 9%b	4 6%	2 3%	3 6%	8 14%nstw x	2 4%	5 9%v	2 4%	3 4%
Average number of mentions	3.06l	2.67	2.85	3.27bfg l	3.03l	2.65	2.61	2.85	3.15gl	3.19gl	2.99	2.51	3.32	3.07	3.03	3.21	3.20	3.28	3.27	3.26
Standard deviation	1.40	1.54	1.52	1.55	1.41	1.42	1.36	1.43	1.46	1.46	1.50	1.42	1.53	1.42	1.45	1.35	1.38	1.50	1.54	1.57
Standard error	0.16	0.20	0.18	0.17	0.17	0.18	0.16	0.18	0.16	0.16	0.19	0.17	0.25	0.19	0.23	0.22	0.20	0.15	0.15	0.17

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
The amount of salt in food	35 55%	37 61%mw	28 47%	31 52%
The amount of saturated fat in food	29 45%	33 55%mw	24 41%	31 52% <i>m</i>
The amount of fat in food	33 52%	35 58%mw	24 40%	32 53% <i>w</i>
The amount of sugar in food	36 57% <i>m</i>	38 63% <i>m</i> psw	29 48%	34 57%
Foods aimed at children including school meals	24 37%	29 49% <i>m</i> op <i>r</i> <i>st</i> <i>w</i>	21 35%	31 51% <i>m</i> op <i>r</i> <i>st</i> <i>u</i> <i>w</i>
Net: Any	44 69%	45 75% <i>m</i> <i>w</i>	36 60%	42 70%
None of these	16 25% <i>n</i>	14 23% <i>n</i>	22 36% <i>n</i> op <i>q</i> <i>n</i> <i>v</i>	16 27% <i>n</i> <i>r</i>
Don't know	4 6%	1 2%	2 3%	2 3%
Average number of mentions	3.54	3.81 <i>n</i> op	3.49	3.77 <i>n</i> o <i>q</i> <i>r</i> <i>st</i>
Standard deviation	1.61	1.45	1.58	1.64
Standard error	0.18	0.14	0.18	0.18

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of salt in food	830 45% <sup>kl</sup>	910 50% <sup>saeg ijkl</sup>	863 47% <sup>ek</sup>	901 49% <sup>saegikl</sup>	797 44%	876 48% <sup>egk</sup>	800 44%	862 47% <sup>egk</sup>	819 45%	860 47% <sup>kl</sup>	763 42%	822 45%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43% <sup>ace</sup>	793 43% <sup>ace</sup>	883 48% <sup>abcdefg</sup>	868 48% <sup>abcdefg</sup>	949 52% <sup>abcdefgi</sup>	926 51% <sup>abcdefg</sup>	1011 55% <sup>abcdefghijk</sup>
The amount of fat in food	741 41%	816 45% <sup>ace gijkl</sup>	753 41%	836 46% <sup>aceghijkl</sup>	756 41% <sup>kl</sup>	807 44% <sup>agik</sup>	726 40%	768 42% <sup>kl</sup>	735 40%	755 41%	692 38%	747 41%
The amount of saturated fat in food	713 39% <sup>kl</sup>	766 42% <sup>sehj k</sup>	752 41% <sup>jk</sup>	777 42% <sup>sehjk</sup>	707 39% <sup>kl</sup>	767 42% <sup>ijk</sup>	720 39% <sup>kl</sup>	706 39% <sup>kl</sup>	716 39% <sup>kl</sup>	689 37%	638 35%	719 39% <sup>kl</sup>
Foods aimed at children including school meals	410 22%	470 26% <sup>a</sup>	437 24%	487 27% <sup>a</sup>	460 25%	476 26% <sup>a</sup>	469 26% <sup>a</sup>	478 26% <sup>a</sup>	472 26% <sup>a</sup>	495 27% <sup>ac</sup>	457 25%	498 27% <sup>ac</sup>
Net: Any	1239 68%	1301 72% <sup>ace ghik</sup>	1250 68%	1335 73% <sup>acefghijk l</sup>	1240 68%	1276 69%	1241 68%	1231 67%	1230 67%	1273 69%	1218 67%	1270 70%
None of these	440 24% <sup>bdfl</sup>	363 20%	426 23% <sup>bd</sup>	369 20%	400 22%	390 21%	446 24% <sup>bdfl</sup>	438 24% <sup>bdfl</sup>	409 22%	402 22%	459 25% <sup>bdelfj</sup>	398 22%
Don't know	150 8%	154 8%	160 9%	130 7%	184 10% <sup>adgk</sup>	175 10% <sup>dg</sup>	137 8%	156 9%	184 10% <sup>gdgk</sup>	165 9% <sup>d</sup>	149 8%	158 9%
Average number of mentions	2.75	2.86	2.62	2.83	2.77	2.92 <sup>ae</sup>	2.83	3.00 <sup>abcdegk</sup>	2.93 <sup>ae</sup>	2.94 <sup>acdeg</sup>	2.86	2.99 <sup>abcdegk</sup>
Standard deviation	1.48	1.47	1.44	1.45	1.49	1.49	1.48	1.47	1.50	1.47	1.48	1.49
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food prices	1080 54% <sup>ijk</sup> l	1227 61% <sup>ah</sup> jkl	1199 60% <sup>ahijkl</sup>	1257 63% <sup>afghijkl</sup>	1213 61% <sup>ahijkl</sup>	1183 59% <sup>ahijkl</sup>	1190 60% <sup>ahijkl</sup>	1027 51% <sup>ijkl</sup>	997 50% <sup>ijkl</sup>	846 42% <sup>kl</sup>	834 42%	781 39%
Food waste	834 42%	874 44%	867 43%	901 45% <sup>a</sup>	871 44%	878 44%	1006 50% <sup>abcdefh</sup>	873 44%	966 48% <sup>abcdefh</sup>	972 49% <sup>abcdefh</sup>	972 49% <sup>abcdefh</sup>	1041 52% <sup>abcdefhijk</sup>
Animal welfare	799 40%	805 40%	761 38%	817 41% <sup>e</sup>	753 38%	786 39%	772 39%	814 41% <sup>e</sup>	824 41% <sup>ce</sup>	852 43% <sup>cefg</sup>	808 40%	886 44% <sup>abcdefghik</sup>
Food miles (e.g. the distance food travels)	462 23% <sup>ck</sup>	482 24% <sup>ck</sup>	383 19%	452 23% <sup>c</sup>	430 21%	467 23% <sup>ck</sup>	473 24% <sup>ck</sup>	444 22% <sup>c</sup>	448 22% <sup>c</sup>	502 25% <sup>cehijkl</sup>	408 20%	436 22% <sup>c</sup>
Packaging/over packaging	-	-	-	-	-	11 1% <sup>abcde</sup>	14 1% <sup>abcde</sup>	16 1% <sup>abcde</sup>	13 1% <sup>abcde</sup>	15 1% <sup>abcde</sup>	9 * <sup>abcde</sup>	9 * <sup>abcde</sup>
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1% <sup>abcdel</sup>	12 1% <sup>abcdel</sup>	13 1% <sup>abcdelkl</sup>	11 1% <sup>abcdel</sup>	5 * <sup>abcde</sup>	4 * <sup>abcde</sup>	2 *
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	95 5% <sup>abcdgheijk</sup> l	33 2% <sup>abcdeijkl</sup>	21 1% <sup>abcdeijkl</sup>	15 1% <sup>abcdeijkl</sup>	-	-	1 *
Fair Trade	-	-	-	-	-	-	-	-	3 *	1 *	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *
Any other issue not previously seen/mentioned	-	-	-	-	-	9 * <sup>abcde</sup>	7 * <sup>abcde</sup>	9 * <sup>abcde</sup>	14 1% <sup>abcde</sup>	12 1% <sup>abcde</sup>	16 1% <sup>abcdegl</sup>	6 * <sup>abcde</sup>
Net: Any	1570 78% <sup>kl</sup>	1643 82% <sup>ahijkl</sup>	1601 80% <sup>hijkl</sup>	1660 83% <sup>sacehijkl</sup>	1611 81% <sup>hijkl</sup>	1614 81% <sup>hijkl</sup>	1621 81% <sup>ahijkl</sup>	1528 76%	1529 76%	1519 76%	1489 74%	1504 75%
None of these	352 18% <sup>bdf</sup>	272 14%	312 16%	268 13%	313 16% <sup>cd</sup>	299 15%	311 16%	387 19% <sup>bcdelfg</sup>	361 18% <sup>bcdelfg</sup>	363 18% <sup>bcdelfg</sup>	410 21% <sup>abcdeglj</sup>	355 18% <sup>bdf</sup>





Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Don't know	79 4%	84 4%	86 4%	72 4%	76 4%	88 4%	67 3%	85 4%	110 5%adeg	118 6%abcdefgh	101 5%dg	141 7%abcdefghik
Average number of mentions	2.02	2.06	2.00	2.06	2.03	2.13acek	2.16abcdek	2.11ace	2.16abcdek	2.11ace	2.05	2.10ace
Standard deviation	1.04	1.07	1.02	1.06	1.06	1.14	1.09	1.10	1.09	1.07	1.06	1.05
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.03



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Food prices	510 53%hij kl	557 57%ahi jkl	521 54%hijk l	559 58%ahij kl	560 58%ahij kl	541 56%shijk l	536 55%shijk l	460 47%ijkl	442 45%ijkl	382 40%	362 37%	350 36%	569 55%vwx	670 65%mtu vwx	678 66%mtuv wx	698 68%mqrs tuvwx	652 63%mtuv wx	641 62%mtuv wx	654 63%mtuv wx	567 55%vw
Food waste	358 37%	362 37%	372 38%	398 41%	401 41%	386 40%	455 47%abcd efh	397 41%	438 45%abcf	422 44%abc	431 44%abcf	474 49%abc defhjk	476 46%	512 50%	495 48%	503 49%	470 46%	492 48%	551 53%nopq rt	476 46%
Animal welfare	343 35%	327 34%	302 31%	340 35%	324 33%	320 33%	321 33%	355 37%c	356 37%c	356 37%c	350 36%c	396 41%abc defgk	456 44%	478 46%q	458 45%	477 46%q	428 42%	466 45%	451 44%	459 45%
Food miles (e.g. the distance food travels)	191 20%ck	206 21%ck	156 16%	189 20%	183 19%	195 20%ck	189 19%	179 18%	182 19%	201 21%ck	156 16%	193 20%ck	271 26%o	276 27%o	227 22%	263 26%	247 24%	272 26%o	284 28%ox	265 26%o
Packaging/over packaging	-	-	-	-	-	3	4	9	4	7	3	4	-	-	-	-	-	8	10	7
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	5	6	3	6	3	1	-	-	-	-	-	-	1	6	10
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	40 4%abcde ghijkl	14 1%abcde ijkl	9 1%abcde jkl	7 1%abcde jkl	-	-	1	-	-	-	-	-	55 5%mnopq stuvwx	19 2%mnopq uvw	12 1%mnopq x
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	6 1%abcde	2	5 1%abcde	7 1%abcde	4 *abcde	7 1%abcde	2	-	-	-	-	-	2	5 *mnopq	3



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? - Total concerns  
Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Food prices	555 54% <i>wwx</i>	463 45%	472 46% <i>x</i>	430 42%
Food waste	528 51% <i>mqt</i>	550 53% <i>moar</i> t	541 53% <i>moar</i> t	567 55% <i>mnopart</i>
Animal welfare	468 46%	496 48% <i>q</i>	458 45%	490 48% <i>q</i>
Food miles (e.g. the distance food travels)	266 26% <i>o</i>	302 29% <i>oqwx</i>	252 25%	242 24%
Packaging)over packaging	9 1% <i>mnopq</i>	7 1% <i>mnopq</i>	6 1% <i>mnopq</i>	5 * <i>mnopq</i>
Labelling/mislabelling/e nsuring labelling is correct/not misleading	5 * <i>mnopq</i>	2 -	3 -	2 -
Horse meat scandal/meat not being what it is claimed to be	8 1% <i>mnopq</i> <i>wwx</i>	- -	- -	- -
Fair Trade	3 -	1 -	- -	- -
Farmers not paid fair price/not helped	1 -	3 -	1 -	- -
Any other issue not previously seen/mentioned	7 1% <i>mnopq</i>	8 1% <i>mnopq</i>	9 1% <i>mnopq</i> r	4 * <i>mnopq</i>

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Net: Any	734 76%kl	757 78%hij	733 76%kl	766 79%hijk	752 78%ijkl	745 77%ijkl	751 78%hijk	715 74%k	709 73%	693 72%	670 69%	691 71%	835 81%	886 86%mtu vwx	868 84%tuw x	895 87%mqtu x	859 83%tuw x	868 84%mtuv wx	870 84%stuvw x	813 79%
None of these	198 20%bd	158 16%	186 19%	160 16%	181 19%	175 18%	182 19%	219 23%bdef	207 21%bd	208 22%bdf	237 24%abcd efg	212 22%bdf	154 15%np	115 11%	126 12%	108 11%	132 13%	123 12%	130 13%	168 16%noprs
Don't know	39 4%	56 6%g	51 5%	45 5%	37 4%	51 5%	35 4%	37 4%	58 6%egh	63 7%aegh	65 7%aegh	65 7%aegh	40 4%	29 3%	35 3%	26 3%	39 4%	37 4%	32 3%	48 5%np
Average number of mentions	1.91	1.92	1.84	1.94	1.95c	2.01c	2.03abc	1.98c	2.04abc	1.99c	1.96c	2.06abcd	2.12	2.18	2.14	2.17	2.09	2.24mqw	2.28mop	2.21q
Standard deviation	1.02	1.06	0.99	1.01	1.01	1.10	1.06	1.06	1.05	1.03	1.01	1.05	1.05	1.07	1.04	1.09	1.10	1.15	1.10	1.13
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.03



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Net: Any	820 80%	826 80%	818 80%	813 79%
None of these	154 15% <sup>npr</sup>	155 15% <sup>npr</sup>	173 17% <sup>nopq</sup> rs	143 14% <sup>p</sup>
Don't know	51 5% <sup>nps</sup>	54 5% <sup>nopsw</sup>	36 3%	76 7% <sup>mnoprstuvw</sup>
Average number of mentions	2.26 <sup>moq</sup>	2.22 <sup>q</sup>	2.13	2.14
Standard deviation	wx 1.12	1.09	1.09	1.05
Standard error	0.03	0.03	0.04	0.04



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Food prices	130 42% <sup>kl</sup>	156 49% <sup>hjk</sup> l	150 46% <sup>kl</sup>	162 51% <sup>ahjk</sup> l	154 48% <sup>hjk</sup> l	162 52% <sup>ahjk</sup> l	138 44% <sup>kl</sup>	128 39%	142 44% <sup>kl</sup>	124 38%	113 34%	101 32%	183 52% <sup>x</sup>	207 62% <sup>muv</sup> wx	209 63% <sup>mtuv</sup> wx	244 68% <sup>mqrt</sup> uvwx	206 59% <sup>vwx</sup>	222 58% <sup>vwx</sup>	209 61% <sup>muvwx</sup> x	199 55% <sup>vw</sup>
Animal welfare	99 32% <sup>e</sup>	92 29% <sup>e</sup>	87 27%	88 27%	70 22%	96 30% <sup>e</sup>	88 28%	109 33% <sup>e</sup>	101 31% <sup>e</sup>	97 30% <sup>e</sup>	130 40% <sup>abcd</sup> efgij	119 38% <sup>bcd</sup> efgij	129 37% <sup>r</sup>	122 37% <sup>r</sup>	106 32% <sup>r</sup>	138 38% <sup>r</sup>	108 31%	95 25%	109 32%	117 33% <sup>r</sup>
Food waste	74 24%	104 33% <sup>a</sup>	98 30%	108 34% <sup>a</sup>	93 29%	102 32% <sup>a</sup>	116 37% <sup>ae</sup>	101 31%	115 35% <sup>a</sup>	104 32% <sup>a</sup>	124 38% <sup>ace</sup>	143 46% <sup>abc</sup> defghi jk	130 37%	131 39%	130 40%	163 45% <sup>m</sup>	145 42%	148 39%	156 45% <sup>m</sup>	142 39%
Food miles (e.g. the distance food travels)	37 12%	33 10%	28 9%	28 9%	30 9%	37 12%	38 12%	30 9%	39 12%	29 9%	44 14% <sup>c</sup>	46 15% <sup>cde</sup> hj	62 18% <sup>q</sup>	59 18% <sup>q</sup>	53 16%	72 20% <sup>qrw</sup>	42 12%	48 13%	55 16%	61 17%
Packaging/over packaging	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	-	2	1	2	*	1	-	-	-	-	-	-	-	1	1
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	6 2% <sup>abcde</sup> jk	3 1%	3 1%	1 *	-	-	1 *	-	-	-	-	-	14 4% <sup>mnpq</sup> stuvwx	3 1%	1 *
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	1	-	1	4	2	1	-	-	-	-	-	-	1	1	1

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? - Total concerns

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Food prices	196 53%wx	163 45%	174 45%	159 44%
Animal welfare	120 32%r	122 33%r	133 35%r	146 40%oqrsu
Food waste	161 44%	167 48%lm	164 43%	182 50%lmnoqt
Food miles (e.g. the distance food travels)	60 16%	66 18%q	49 13%	60 16%
Packaging/over packaging	-	2 1%	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	1 *	1 *	1 *	-
Horse meat scandal/meat not being what it is claimed to be	3 1%	-	-	-
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Any other issue not previously seen/mentioned	1 *	1 *	3 1%	-

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Net: Any	213 68%	227 72% <sup>h</sup>	225 69%	235 73% <sup>h,j</sup>	226 70%	220 70%	210 68%	210 64%	223 69%	212 65%	223 68%	212 68%	259 74%	275 83% <sup>mrt</sup> <sup>uwvx</sup>	258 78%	306 85% <sup>moqr</sup> <sup>tuwx</sup>	272 78%	286 76%	277 81% <sup>uwv</sup>	274 76%
None of these	78 25%	72 23%	81 25%	67 21%	78 24%	81 26%	88 28%	103 31% <sup>bdll</sup>	90 28%	82 25%	85 26%	75 24%	76 22% <sup>unps</sup>	46 14%	52 16%	41 11%	64 18% <sup>p</sup>	67 18% <sup>p</sup>	52 15%	66 18% <sup>p</sup>
Don't know	20 7%	17 5%	19 6%	19 6%	17 5%	14 5%	13 4%	16 5%	12 4%	30 9% <sup>lghi</sup>	19 6%	25 8% <sup>i</sup>	14 4%	11 3%	20 6%	13 4%	23 6%	14 4%	20 5%	
Average number of mentions	1.60	1.70	1.61	1.64	1.53	1.83 <sup>ace</sup>	1.84 <sup>acd</sup>	1.78 <sup>ace</sup>	1.81 <sup>ace</sup>	1.68	1.85 <sup>acd</sup>	1.93 <sup>ab</sup>	1.94	1.89	1.92	2.01 <sup>q</sup>	1.84	1.85	1.92	1.91
Standard deviation	0.86	0.91	0.83	0.88	0.83	1.02	0.94	0.94	0.93	0.91	1.00	1.01	0.96	1.00	1.02	1.02	0.94	1.01	1.00	1.05
Standard error	0.06	0.06	0.05	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06





**Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns**  
**Base: All adults UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Net: Any	270 73%	263 72%	281 73%	272 74%
None of these	74 20%np	77 21%np	86 22%nops	67 18%p
Don't know	26 7% <i>n</i>	26 7% <i>n</i>	17 4%	27 7% <i>np</i>
Average number of mentions	2.01	1.99	1.87	2.01
Standard deviation	1.03	0.93	0.99	1.03
Standard error	0.06	0.06	0.06	0.07

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food prices	299 62%hjk l	325 65%hij kl	321 66%hijk l	300 65%hijk l	323 69%afhi jkl	299 62%hijkl	314 64%hijk l	246 54%ijl	259 58%jkl	213 47%	203 49%	199 44%	267 54%luvw x	318 64%mtu vw	326 66%mtuv wx	336 66%mtuv wx	319 64%mtuv wx	291 62%muvw x	320 65%lmtuv wx	283 57%luvw x
Food waste	206 43%	235 47%	230 47%	207 45%	224 48%	206 42%	240 49%af	196 43%	230 51%afh	231 51%afh	209 50%afh	247 55%abcd dth	269 55%	248 50%	251 51%	265 53%	249 49%	252 54%	305 62%lmnop qru	265 54%
Animal welfare	194 40%	228 46%g	203 41%	189 41%	219 47%afg	192 40%	192 39%	195 43%	201 45%	211 47%fg	174 42%	215 48%afg	238 48%	223 45%	230 47%	258 51%q	225 45%	253 54%noqw	239 48%	244 49%
Food miles (e.g. the distance food travels)	122 25%ck	146 29%cdi k	89 18%	109 23%	126 27%ck	116 24%c	116 24%c	116 25%ck	100 22%	127 28%ck	80 19%	106 23%	149 30%	145 29%	134 27%	148 29%	149 30%	161 35%ouwx	163 33%lowx	150 30%
Packaging/over packaging	-	-	-	-	-	3 1%	2 *	8 2%abcde g	4 1%b	4 1%abcde	2 *	2 1%	-	-	-	-	-	6 1%mnopq	9 2%mnopq	4 1%mnopq
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	4 1%	3 1%	3 1%	1 *	2 1%	-	-	-	-	-	-	-	4 1%mnopq	4 1%mnopq	5 1%mnopq
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	21 4%abcde ghijkl	10 2%abcde ijkl	3 1%	7 1%abcde jkl	-	-	-	-	-	-	-	-	39 8%mnopq stuwxx	14 3%mnopq uwxx	8 2%mnopqvw x
Fair Trade	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	3 1%	-	3 1%	4 1%b	4 1%	-	-	-	-	-	-	-	3 1%	1 *	2 *
Net: Any	402 83%	426 86%hjk l	416 85%hkl	389 84%k	409 88%hijk l	407 84%k	413 85%k	365 80%	368 82%	361 80%	326 78%	360 80%	422 86%luvw x	425 86%luvw x	420 85%wx	449 89%luvw x	426 85%wx	411 88%luvw x	430 87%luvw x	419 84%wx

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food prices	235 48% <i>x</i>	214 44%	222 43%	196 39%
Food waste	267 54%	278 57% <i>q</i>	286 56%	282 56% <i>q</i>
Animal welfare	244 49%	259 53% <i>nq</i> <i>w</i>	231 45%	256 51%
Food miles (e.g. the distance food travels)	141 29%	165 33% <i>ow</i> <i>x</i>	139 27%	136 27%
Packaging/over packaging	7 1% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i>	7 1% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i>	5 1% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i>	6 1% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i>
Labelling/mislabelling/ ensuring labelling is correct/not misleading	5 1% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i>	1 *	1 *	1 *
Horse meat scandal/meat not being what it is claimed to be	4 1% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i>	-	-	-
Fair Trade	1 *	-	-	-
Farmers not paid fair price/not helped	1 *	3 1%	1 *	-
Any other issue not previously seen/mentioned	3 1%	3 1%	9 2% <i>m</i> <i>n</i> <i>o</i> <i>p</i> <i>q</i> s	4 1%
Net: Any	398 81%	405 82%	400 78%	397 79%

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	485	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
None of these	74 15% <sup>e</sup>	55 11%	61 12%	58 12%	48 10%	61 13%	66 13%	72 16% <sup>be</sup>	63 14%	71 16% <sup>be</sup>	70 17% <sup>be</sup>	69 15% <sup>e</sup>	50 10%	50 10%	58 12%	46 9%	59 12%	41 9%	50 10%	63 13% <sup>r</sup>
Don't know	8 2%	16 3%	13 3%	18 4%	9 2%	18 4%	9 2%	20 4% <sup>ag</sup>	19 4% <sup>a</sup>	21 5% <sup>aag</sup>	22 5% <sup>acag</sup>	23 5% <sup>aag</sup>	21 4% <sup>p</sup>	19 4%	15 3%	10 2%	18 3%	13 3%	14 3%	14 3%
Average number of mentions	2.04	2.19 <sup>c</sup>	2.03	2.07	2.18 <sup>c</sup>	2.07	2.13	2.11	2.19 <sup>c</sup>	2.19 <sup>c</sup>	2.05	2.14	2.19	2.20	2.24	2.24	2.21	2.45 <sup>mno</sup> pqwx	2.45 <sup>mno</sup> pqtuvwx	2.30
Standard deviation	1.06	1.12	0.98	1.05	1.10	1.10	1.04	1.12	1.11	1.11	1.03	1.09	1.08	1.08	1.08	1.08	1.08	1.21	1.15	1.12
Standard error	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.06	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
None of these	69 14%pr	68 14%pr	86 17%mnop qrs	69 14%pr
Don't know	27 5%prst	19 4%	26 5%p	36 7%nopqrstv
Average number of mentions	2.29	2.30	2.24	2.22
Standard deviation	1.10	1.10	1.09	1.07
Standard error	0.05	0.05	0.06	0.05

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Food prices	201 55%hij kl	221 61%chi jkl	194 54%ijkl	215 61%chijkl	210 58%hijkl	208 58%hijkl	210 58%shijkl	170 47%ijkl	164 45%ijkl	131 36%	121 34%	126 34%
Food waste	155 43%	155 43%	158 44%	158 45%	160 44%	171 48%	190 52%abcde	169 47%	194 53%abodeh	191 52%abcde	189 53%abcde	187 51%abc
Animal welfare	139 38%	140 39%	135 37%	144 41%	131 36%	151 42%	145 40%	149 41%	158 43%e	163 45%ace	139 39%	151 41%
Food miles (e.g. the distance food travels)	92 25%	100 28%c	79 22%	96 28%c	84 23%	106 29%cehl	101 28%c	86 24%	109 30%cehl	116 32%acehl	95 27%	87 24%
Packaging/over packaging	-	-	-	-	-	1 *	1 *	3 1%	2 1%	1 *	1 *	1 *
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	3 1%abcde	1 *	2 1%	1 *	1 *	2 *	1 *
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	15 4%abcdgghijk l	2 1%	6 2%abcdeijkl	1 *	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	1 *	1 *	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *
Any other issue not previously seen/mentioned	-	-	-	-	-	2 *	4 1%abcde	2 *	3 1%	4 1%abcde	4 1%abcde	3 1%
Net: Any	274 76%	291 81%shik l	282 78%hkl	281 81%shkl	278 77%kl	290 81%shkl	292 80%shkl	261 72%	271 75%	278 76%	258 72%	263 71%
None of these	73 20%bfq	49 14%	60 17%	56 16%	63 18%	49 14%	56 15%	83 23%bcdefgij	65 18%	65 18%	84 23%bcdefgij	75 20%bfq

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Don't know	15 4%	21 6%	20 5%	12 4%	19 5%	20 6%	17 5%	17 5%	27 7% <sup>ad</sup>	22 6%	17 5%	31 8% <sup>adghk</sup>
Average number of mentions	2.14	2.12	2.00	2.18 <sup>c</sup>	2.10	2.26 <sup>ce</sup>	2.24 <sup>c</sup>	2.25 <sup>c</sup>	2.34 <sup>abcdekl</sup>	2.19 <sup>c</sup>	2.14	2.11
Standard deviation	1.08	1.09	1.03	1.11	1.10	1.14	1.12	1.13	1.15	1.10	1.10	1.02
Standard error	0.06	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	ENGLAND												SCOTLAND								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539	
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176	
Food prices	883 53%ijk l	1026 62%ahj kl	1026 61%ahij kl	1035 62%ahij kl	1018 61%ahij kl	998 59%ahij kl	974 59%ahij kl	852 51%jkl	815 49%jkl	694 41%	699 42%	670 40%	103 60%luvw x	94 51%vwxx	86 52%vwxx	107 64%ntuv wx	96 55%vwxx	89 56%luvw txwx	117 66%noqr tuwx	93 53%vw xx	
Food waste	688 41%	748 45%a	751 45%a	754 45%a	726 44%	753 44%	848 51%abcd efh	746 44%	799 48%aefh	820 48%abcd efh	832 50%abcd efh	904 54%abc defhij k	68 40%	68 37%	61 37%	66 40%	71 40%	61 38%	81 46%not	65 37%	
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 39%	690 41%	679 41%	703 42%	687 41%	765 46%abc defghij k	52 30%	72 40%	53 32%	57 34%	55 31%	54 34%	63 36%	63 36%	
Food miles (e.g. the distance food travels)	383 23%c	412 25%ck	334 20%	391 23%c	372 22%	401 24%c	404 24%ck	385 23%c	374 22%	423 25%ck	349 21%	378 23%	37 21%	31 17%	23 14%	29 17%	29 17%	29 18%	35 20%	33 19%	
Packaging/over packaging	-	-	-	-	-	9 1%abcde	11 1%abcde	15 1%abcde	9 1%abcde	14 1%abcde	9 1%abcde	9 1%abcd e	-	-	-	-	-	-	-	1 1%	
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1%abcde kl	11 1%abcde kl	10 1%abcde kl	6 *abcde	4 *	3 *	1 *	-	-	-	-	-	-	-	1 1%r	
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	78 5%abcde ghijkl	29 2%abcde hijkl	14 1%abcde ijkl	14 1%abcde ijkl	-	-	-	-	-	-	-	-	-	9 5%mnopq stuvwx	2 1%v	3 2%mnopq vw
Fair Trade	-	-	-	-	-	-	-	-	2 *	1 *	-	-	-	-	-	-	-	-	-	-	
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *	-	-	-	-	-	-	-	-	
Any other issue not previously seen/mentioned	-	-	-	-	-	8 *abcde	5 *abcde	7 *abcde	12 1%abcde	9 1%abcde	13 1%abcde l	5 *abcd e	-	-	-	-	-	-	1 *	1 1%	





Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Food prices	82 47%wx	65 40%xt	63 36%	52 30%
Food waste	83 47%nort	77 48%nort	74 42%	76 44%
Animal welfare	67 38%	69 43%moor stw	56 32%	60 34%
Food miles (e.g. the distance food travels)	34 19%	34 21%ow	24 14%	27 16%
Packaging)over packaging	1 1%	1 1%	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	1 *	- -	-	1 1%
Horse meat scandal/meat not being what it is claimed to be	1 1%	- -	-	1 1%
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Any other issue not previously seen/mentioned	1 *	1 1%	2 1%	1 *

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Net: Any	1305 78%j	1384 83%ahi kjl	1365 81%ahij kl	1389 83%ahij kl	1358 82%ahij kl	1370 81%hijk l	1341 81%hijk l	1291 77%	1265 76%	1272 75%	1263 75%	1284 77%	134 78%tw	132 73%w	120 73%w	137 83%notu wx	130 74%w	120 76%tw	144 82%noqr tuwx	122 69%w
None of these	291 17%bcd el	209 13%	246 15%	232 14%	240 14%	250 15%	262 16%b	314 19%bcde fg	295 18%bcde l	318 19%bcde fg	328 20%bcde fgl	275 16%bd	35 20%p	43 24%ps	40 24%ps	17 11%	39 22%ps	28 18%p	25 14%	46 26%prv
Don't know	73 4%	71 4%	71 4%	54 3%	64 4%	74 4%	55 3%	74 4%	102 6%abcde fgh	103 6%abcde fgh	87 5%dg	119 7%abcd efghk	2 1%	7 4%	5 3%	11 7%lm	7 4%	11 7%lmouv	7 4%	7 4%
Average number of mentions	2.02	2.06	2.02	2.07	2.03	2.14ace	2.18abc	2.11ac	2.15abc	2.10a	2.06	2.13ac	1.94	2.00	1.85	1.88	1.94	2.01	2.08ox	2.14opx
Standard deviation	1.03	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.08	1.06	1.06	1.05	1.06	1.07	0.94	1.02	1.05	1.08	1.04	1.13
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.09	0.09	0.08	0.08	0.09	0.05	0.05	0.06



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Net: Any	129 73%w	123 77%tw	106 61%	121 69%
None of these	42 24%prs	32 20%ps	56 32%mpqr sv	41 23%ps
Don't know	5 3%	5 3%	13 7%mu	13 8%smouv
Average number of mentions	2.09ox	2.01	2.07	1.81
Standard deviation	1.09	1.07	0.97	1.00
Standard error	0.05	0.05	0.09	0.09

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food prices	60 61% <sub>kl</sub>	60 65% <sub>kl</sub>	54 54% <sub>kl</sub>	73 70% <sub>cjkl</sub>	60 57% <sub>kl</sub>	56 61% <sub>kl</sub>	60 59% <sub>kl</sub>	45 57% <sub>kl</sub>	61 63% <sub>kl</sub>	48 55% <sub>kl</sub>	45 52% <sub>kl</sub>	26 29%	33 55%	47 79% <sub>mat uwx</sub>	33 62% <sub>w</sub>	42 79% <sub>mstu wx</sub>	39 68% <sub>w</sub>	40 71% <sub>mtwx</sub>	40 62% <sub>w</sub>	36 56%
Food waste	51 52% <sub>bch l</sub>	26 28%	37 37%	57 55% <sub>bcef hl</sub>	41 39%	36 39%	43 42% <sub>bl</sub>	30 37%	52 53% <sub>bceh l</sub>	37 42% <sub>bl</sub>	38 43% <sub>bl</sub>	24 27%	27 44%	31 52%	18 34%	24 45%	33 57% <sub>o</sub>	29 51% <sub>o</sub>	34 54% <sub>o</sub>	32 50%
Animal welfare	49 50% <sub>beg l</sub>	26 28%	37 36%	39 38%	37 35%	36 39%	36 35%	35 43% <sub>b</sub>	52 52% <sub>bcde gl</sub>	47 54% <sub>bcde gl</sub>	44 50% <sub>begl</sub>	28 32%	22 36%	35 59% <sub>mpq stuw</sub>	23 43%	20 38%	21 37%	27 47%	27 42%	26 40%
Food miles (e.g. the distance food travels)	34 35% <sub>ceh l</sub>	22 24% <sub>kl</sub>	19 19%	23 22% <sub>kl</sub>	19 18%	22 24% <sub>kl</sub>	23 23% <sub>kl</sub>	15 19%	22 22% <sub>kl</sub>	26 30% <sub>kl</sub>	25 29% <sub>kl</sub>	8 10%	8 13%	17 29% <sub>mw</sub>	8 15%	10 18%	10 17%	15 27% <sub>mw</sub>	11 18%	12 18%
Packaging/over packaging	-	-	-	-	-	1	2	-	2	-	-	-	-	-	-	-	-	-	-	-
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	-	-	1	4	1	1	-	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	9	2	1	-	-	-	-	-	-	-	-	-	-	-	2
Fair Trade	-	-	-	-	-	10% <sub>abcde ghijkl</sub>	2%	2%	-	-	-	-	-	-	-	-	-	-	-	4% <sub>sv</sub>
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	-	1	-	2	1	1	1	-	-	-	-	-	-	-	-
Net: Any	84 86% <sub>cel</sub>	71 76% <sub>kl</sub>	75 74% <sub>kl</sub>	87 84% <sub>kl</sub>	77 73%	75 83% <sub>kl</sub>	85 83% <sub>kl</sub>	60 75% <sub>kl</sub>	87 89% <sub>bceh l</sub>	73 84% <sub>kl</sub>	76 87% <sub>cel</sub>	53 60%	46 76%	56 94% <sub>moq stuw</sub>	42 79%	46 86%	47 81%	48 85% <sub>w</sub>	51 80%	54 84% <sub>w</sub>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food prices	39 60%w	39 64%w	27 45%	33 55%
Food waste	31 49%	39 64%mpcr tuw	28 47%	36 61%mw
Animal welfare	27 42%	33 55%mpqs tuw	21 34%	33 55%mpqstuw
Food miles (e.g. the distance food travels)	18 29%mw	19 32%moqs tw	10 16%	22 37%mpqgstw
Packaging/over packaging	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	1 1%	1 1%	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-
Fair Trade	1 1%	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Any other issue not previously seen/mentioned	-	1 2%	-	-
Net: Any	49 76%	51 86%w	44 73%	46 77%

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
None of these	12 12%	16 17%j	17 17%j	11 10%	25 24%adgi j	13 15%	12 12%	18 23%dj	9 10%	6 7%	11 13%	27 31%abc dfgijk	13 22%n	4 6%	9 18%	8 14%	9 15%	7 13%	11 18%n	8 13%
Don't know	2 2%	6 7%k	9 9%ahik	6 5%k	3 3%	2 2%	4 4%	2 2%	2 2%	8 9%afhik	-	8 9%afh k	2 3%	-	2 4%	-	2 4%	1 2%	1 2%	2 3%
Average number of mentions	2.30bl	1.91	1.97	2.20l	2.03l	2.12l	1.97	2.12l	2.24l	2.18l	2.01l	1.64	1.96	2.33w	1.96	2.11	2.21	2.29w	2.19	2.00
Standard deviation	1.11	1.12	1.03	1.07	1.06	1.20	1.10	1.12	1.12	1.09	1.06	0.90	1.05	1.07	1.04	1.03	1.08	1.17	1.07	1.09
Standard error	0.12	0.13	0.12	0.11	0.11	0.13	0.12	0.14	0.11	0.11	0.12	0.11	0.15	0.14	0.16	0.15	0.15	0.11	0.10	0.11

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
None of these	15 24% <i>ntv</i>	7 12%	16 26% <i>ntv</i>	13 21% <i>n</i>
Don't know	-	2 3%	1 1%	1 2%
Average number of mentions	2.39 <i>mtw</i>	2.55 <i>mop</i>	1.95	2.71 <i>mopqrstw</i>
Standard deviation	1.25	1.20	1.05	1.15
Standard error	0.13	0.11	0.11	0.12

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
 Base: All adults UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceq	752 41%	826 45%abdefghik
Food prices	976 53%jkl	1133 62%aghi jkl	1114 61%ahijkl	1150 63%afghijkl	1116 61%ahijkl	1094 59%ahijkl	1073 59%ahijkl	933 51%jkl	915 50%jkl	781 42%	771 42%	729 40%
Food waste	766 42%	805 44%	806 44%	835 46%a	800 44%	818 44%	925 51%abcdefh	808 44%	883 48%abcefh	895 49%abcefh	898 49%abcefh	964 53%abdefhijk
Food miles (e.g. the distance food travels)	425 23%c	452 25%cek	360 20%	424 23%c	401 22%	438 24%ck	438 24%ck	411 23%c	414 23%c	468 25%cehkl	384 21%	408 22%c
Packaging/over packaging	-	-	-	-	-	11 1%abcde	13 1%abcde	15 1%abcde	12 1%abcde	14 1%abcde	9 *abcde	9 *abcde
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1%abcdel	11 1%abcdel	12 1%abcdel	10 1%abcdel	5 *abcde	4 *abcde	1 *
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87 5%abcdceghijk l	31 2%abcdeijkl	18 1%abcdeijkl	14 1%abcdeijkl	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	3	1	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2	3	2	1
Any other issue not previously seen/mentioned	-	-	-	-	-	8 *abcde	6 *abcde	7 *abcde	13 1%abcde	11 1%abcde	14 1%abcdel	5 *abcde
Net: Any	1435 79%k	1511 83%ahij kl	1481 81%hijkl	1523 83%ahijkl	1482 81%ahijkl	1493 81%hijkl	1477 81%hijkl	1405 77%	1401 77%	1397 76%	1383 76%	1383 76%





Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? -Total concerns  
Base: All adults UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
None of these	316 17%bcd f	229 13%	272 15%	251 14%	273 15%b	270 15%	286 16%b	341 19%bcdefg	319 18%bcdef	331 18%bcdef	355 19%bcdefg	314 17%bdf
Don't know	76 4%	78 4%	82 4%	60 3%	69 4%	77 4%	60 3%	78 4%	104 6%abdefg	113 6%abcdefgh	88 5%dg	128 7%abcdefghk
Average number of mentions	2.03	2.07	2.02	2.08	2.03	2.14acek	2.17abcdek	2.10c	2.16abcdek	2.12ace	2.05	2.13ace
Standard deviation	1.04	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.09	1.07	1.06	1.05
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food prices	1080 54% <sup>ijkl</sup> l	1227 61% <sup>ahij</sup> jkl	1199 60% <sup>ahijkl</sup>	1257 63% <sup>afghijkl</sup>	1213 61% <sup>ahijkl</sup>	1183 59% <sup>ahijkl</sup>	1190 60% <sup>ahijkl</sup>	1027 51% <sup>ijkl</sup>	997 50% <sup>ijkl</sup>	846 42% <sup>kl</sup>	834 42%	781 39%
The amount of salt in food	900 45% <sup>kl</sup>	998 50% <sup>ace</sup> ghijkl	926 46% <sup>kl</sup>	973 49% <sup>aeijkl</sup>	872 44%	943 47% <sup>egkl</sup>	882 44%	933 47% <sup>kl</sup>	887 44% <sup>kl</sup>	932 47% <sup>kl</sup>	824 41%	886 44%
Food waste	834 42%	874 44%	867 43%	901 45% <sup>a</sup>	871 44%	878 44%	1006 50% <sup>abcdefh</sup>	873 44%	966 48% <sup>abcdefh</sup>	972 49% <sup>abcdefh</sup>	972 49% <sup>abcdefh</sup>	1041 52% <sup>abcdefhijkl</sup>
The amount of fat in food	801 40%	885 44% <sup>ace</sup> gijkl	807 40% <sup>kl</sup>	900 45% <sup>aceghijkl</sup>	816 41% <sup>kl</sup>	866 43% <sup>agijkl</sup>	799 40%	826 41% <sup>kl</sup>	793 40%	811 41% <sup>kl</sup>	743 37%	805 40% <sup>kl</sup>
Animal welfare	799 40%	805 40%	761 38%	817 41% <sup>e</sup>	753 38%	786 39%	772 39%	814 41% <sup>ce</sup>	824 41% <sup>ce</sup>	852 43% <sup>cefg</sup>	808 40%	886 44% <sup>abcdefghik</sup>
The amount of sugar in food	771 39%	823 41% <sup>c</sup>	760 38%	840 42% <sup>ace</sup>	775 39%	858 43% <sup>ace</sup>	876 44% <sup>ace</sup>	957 48% <sup>abcdefg</sup>	937 47% <sup>abcdefg</sup>	1026 51% <sup>abcdefghi</sup>	1007 50% <sup>abcdefgij</sup>	1094 55% <sup>abcdefghijk</sup>
The amount of saturated fat in food	770 38% <sup>kl</sup>	829 41% <sup>hijk</sup> l	806 40% <sup>kl</sup>	840 42% <sup>ahijkl</sup>	771 39% <sup>kl</sup>	824 41% <sup>hijk</sup>	791 40% <sup>kl</sup>	763 38% <sup>kl</sup>	769 38% <sup>kl</sup>	751 38% <sup>kl</sup>	690 34%	765 38% <sup>kl</sup>
Food miles (e.g. the distance food travels)	462 23% <sup>ck</sup>	482 24% <sup>ck</sup>	383 19%	452 23% <sup>c</sup>	430 21%	467 23% <sup>ck</sup>	473 24% <sup>ck</sup>	444 22% <sup>c</sup>	448 22% <sup>c</sup>	502 25% <sup>cehikl</sup>	408 20%	436 22% <sup>c</sup>
Foods aimed at children including school meals	440 22%	511 26% <sup>a</sup>	463 23%	530 27% <sup>ac</sup>	494 25% <sup>a</sup>	511 26% <sup>a</sup>	509 25% <sup>a</sup>	516 26% <sup>a</sup>	510 25% <sup>a</sup>	543 27% <sup>ac</sup>	493 25%	529 26% <sup>ac</sup>
Packaging/over packaging	-	-	-	-	-	11 1% <sup>abcde</sup>	14 1% <sup>abcde</sup>	16 1% <sup>abcde</sup>	13 1% <sup>abcde</sup>	15 1% <sup>abcde</sup>	9 * <sup>abcde</sup>	9 * <sup>abcde</sup>
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1% <sup>abcdel</sup>	12 1% <sup>abcdel</sup>	13 1% <sup>abcdelkl</sup>	11 1% <sup>abcdel</sup>	5 * <sup>abcde</sup>	4 * <sup>abcde</sup>	2 *
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	95 5% <sup>abcdedghijk</sup> l	33 2% <sup>abcdeijkl</sup>	21 1% <sup>abcdeijkl</sup>	15 1% <sup>abcdeijkl</sup>	-	-	1 *

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Any other issue not previously seen/mentioned	-	-	-	-	-	9	7	9	14	12	16	6
Fair Trade	-	-	-	-	-	*abcde	*abcde	*abcde	1%abcde	1%abcde	1%abcdegl	*abcde
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	3	1	-	-
Net: Any	1687	1743	1703	1761	1695	1721	1703	1639	1653	1658	1611	1646
	84%hk	87%aeh ijkl	85%hikl	88%acaghijkl	85%hikl	86%hijkl	85%hikl	82%	83%	83%	81%	82%
None of these	271	209	252	207	267	238	266	320	288	281	339	288
	14%bd	10%	13%bd	10%	13%bd	12%	13%bd	16%abcdefg	14%bdf	14%bdf	17%abcdefgij	14%bdf
Don't know	42	48	44	32	38	41	31	41	59	61	50	66
	2%	2%	2%	2%	2%	2%	2%	2%	3%deg	3%defgh	2%g	3%acdefgh
Average number of mentions	4.06	4.26ac	4.09	4.27ac	4.13	4.32ace	4.32ace	4.40acek	4.35ace	4.39ace	4.23	4.40acek
Standard deviation	2.47	2.47	2.41	2.46	2.48	2.58	2.51	2.56	2.55	2.49	2.43	2.48
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.05	0.05	0.06	0.06



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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	989	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Food prices	510 53%hij kl	557 57%ahj jd	521 54%hijk l	559 58%ahij kl	560 59%ahij kl	541 56%hijk l	536 55%hijk l	460 47%jkl	442 45%jkl	382 40%	362 37%	350 36%	569 55%vwx	670 65%mtu vwx	678 66%mtuv wx	698 68%mqrs tuwx	652 63%mtuv wx	641 62%mtuv wx	654 63%mtuv wx	567 55%vw
The amount of salt in food	390 40%	433 45%egk	393 40%	407 42%	381 39%	415 43%k	385 40%	404 42%	398 41%	424 44%lek	367 39%	389 40%	510 50%w	565 55%mq	533 52%w	566 55%mqsu	490 48%	529 51%w	497 48%	529 51%w
Food waste	358 37%	362 37%	372 38%	398 41%	401 41%	386 40%	455 47%abcd eth	397 41%	438 45%abcf	422 44%abc	431 44%abcf	474 49%abc delhjk	476 46%	512 50%	495 48%	503 49%	470 46%	492 48%	551 53%mnopq r	476 46%
Animal welfare	343 35%	327 34%	302 31%	340 35%	324 33%	320 33%	321 33%	355 37%c	356 37%c	356 37%c	350 36%c	396 41%abc delhjk	456 44%	478 46%q	458 45%	477 46%q	428 42%	466 45%	451 44%	459 45%
The amount of fat in food	339 35%	365 38%k	349 36%	393 41%acgl kl	355 37%	376 39%k	339 35%	363 37%k	339 35%	365 38%k	317 33%	337 35%	462 45%	520 51%moq stuvw	458 45%	506 49%oqsu vw	460 45%	489 48%w	460 45%	463 45%
The amount of saturated fat in food	336 35%	346 36%k	341 35%k	362 37%k	345 35%k	373 38%jkl	351 36%k	336 35%	351 36%k	322 33%	298 31%	330 34%	434 42%	483 47%mq	465 45%uw	478 46%qtuv w	426 41%	451 44%w	439 43%w	427 42%
The amount of sugar in food	324 33%	346 36%	319 33%	357 37%	324 33%	358 37%	383 40%ace	421 43%abcd ef	406 42%abcd ef	462 48%abcd efg	432 44%abcd efg	491 51%abc delghi k	447 43%	477 46%	441 43%	484 47%	452 44%	500 49%moq	493 48%mo	536 52%mnopqs
Food miles (e.g. the distance food travels)	191 20%ck	206 21%ck	156 16%	189 20%	183 19%	195 20%ck	189 19%	179 18%	182 19%	201 21%ck	156 16%	193 20%ck	271 26%o	276 27%o	227 22%	263 26%	247 24%	272 26%o	284 28%ox	265 26%o
Foods aimed at children including school meals	187 19%	222 23%c	177 18%	215 22%c	199 21%	207 21%	206 21%	214 22%c	212 22%	211 22%c	204 21%	237 24%ace	253 25%	289 28%	287 28%	315 31%u	295 29%u	305 30%u	303 29%u	302 29%u

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Food prices	555 54%wx	463 45%	472 46%x	430 42%
The amount of salt in food	489 48%	508 49%w	458 45%	497 48%
Food waste	528 51%mq	550 53%moqr t	541 53%moqr t	567 55%mnoport
Animal welfare	468 46%	496 48%q	458 45%	490 48%q
The amount of fat in food	453 44%	446 43%	427 42%	468 45%
The amount of saturated fat in food	418 41%	429 41%	392 38%	435 42%
The amount of sugar in food	531 52%mnop q	564 54%mnop qrs	575 56%mnop qrs	603 58%mnoprstu
Food miles (e.g. the distance food travels)	266 26%o	302 29%oqwx	252 25%	242 24%
Foods aimed at children including school meals	298 29%m	332 32%mo	290 28%	292 28%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	989	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Packaging/over packaging	-	-	-	-	-	3	4	9	4	7	3	4	-	-	-	-	-	8	10	7
Labeling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	5	6	3	6	3	1	-	-	-	-	-	-	6	6	10
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	40	14	9	7	*	-	1	-	-	-	-	-	55	19	12
Any other issue not previously seen/mentioned	-	-	-	-	-	6	2	5	7	4	7	2	-	-	-	-	-	2	5	3
Fair Trade	-	-	-	-	-	1%abcde	1%abcde	1%abcde	1%abcde	1%abcde	1%abcde	*	-	-	-	-	-	*	1%mnopq	*
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-
Net: Any	787 81%k	813 84%hij kl	791 82%k	826 85%achi jkl	800 82%k	805 83%hikl	794 82%k	769 79%	770 79%	766 79%	736 76%	767 79%	900 87%t	930 90%mt uwx	912 89%twx	935 91%mqst uwx	895 87%	916 89%stuw x	908 88%t	870 85%
None of these	161 17%bd	122 13%	152 16%	121 12%	150 15%	143 15%	157 16%bd	184 19%bdf	166 17%bd	165 17%bd	205 21%abcd efgj	171 18%bd	110 11%	87 8%	101 10%	86 8%	116 11%np	95 9%	109 11%	136 13%nopr
Don't know	22 2%	35 4%gh	27 3%	24 2%	20 2%	24 2%	17 2%	18 2%	39 4%aegh	34 4%gh	32 3%gh	30 3%	20 2%p	13 1%	17 2%	9 1%	18 2%	17 2%	14 1%	24 2%p
Average number of mentions	3.79	3.89	3.70	3.90	3.84	4.01c	4.02c	4.10ace	4.09ace	4.13ace	3.98c	4.18ab cde	4.31	4.59m	4.43	4.59m	4.38	4.60m	4.59m	4.66mq
Standard deviation	2.43	2.43	2.28	2.40	2.35	2.51	2.41	2.53	2.45	2.41	2.35	2.52	2.49	2.46	2.47	2.48	2.57	2.61	2.57	2.55
Standard error	0.09	0.09	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Packaging/over packaging	9 1% <i>mnpq</i>	7 1% <i>mnpq</i>	6 1% <i>mnpq</i>	5 * <i>mnpq</i>
Labelling/mislabelling/ nsuring labelling is correct/not misleading	5 * <i>mnpq</i>	2 *	3 *	2 *
Horse meat scandal/meat not being what it is claimed to be	8 1% <i>mnpq</i> <i>vw</i>	- -	- -	- -
Any other issue not previously seen/mentioned	7 1% <i>mnpq</i>	8 1% <i>mnpq</i>	9 1% <i>mnpq</i> <i>r</i>	4 * <i>mnpq</i>
Fair Trade	3 *	1 *	- -	- -
Farmers not paid fair price/not helped	1 *	3 *	1 *	- -
Net: Any	883 86%	892 86%	875 85%	879 85%
None of these	122 12% <i>npr</i>	116 11% <i>np</i>	134 13% <i>nopr</i>	117 11% <i>np</i>
Don't know	21 2% <i>p</i>	27 3% <i>nps</i>	18 2%	36 3% <i>mnporsuw</i>
Average number of mentions	4.57m	4.61m	4.44	4.59m
Standard deviation	2.62	2.53	2.48	2.42
Standard error	0.08	0.07	0.08	0.08

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Food prices	130 42%kl	156 49%hjk l	150 46%kl	162 51%ahjk l	154 48%hjk l	162 52%ahjk l	138 44%kl	128 39%	142 44%kl	124 38%	113 34%	101 32%	183 52%x	207 62%mu vwx	209 63%mtuv wx	244 68%mqrt uvwx	206 59%vwx	222 58%vwx	209 61%mu vwx	199 55%vw x
Animal welfare	99 32%e	92 29%e	87 27%	88 27%	70 22%	96 30%e	88 28%	109 33%e	101 31%e	97 30%e	130 40%abcd efgij	119 38%bcd efgj	129 37%r	122 37%r	106 32%r	138 38%r	108 31%	95 25%	109 32%	117 33%r
The amount of saturated fat in food	85 27%	91 29%	92 28%	90 28%	79 24%	91 29%	84 27%	87 27%	86 26%	82 25%	73 22%	74 24%	107 31%	126 38%w	125 38%w	149 41%mu w	127 36%	141 38%w	119 35%	127 35%
The amount of salt in food	84 27%	124 39%acd efhijk l	90 28%	98 31%	77 24%	87 28%	99 32%e	94 29%	100 31%	85 26%	95 29%	82 26%	131 37%	158 48%mw	155 47%mw	175 49%mu w	144 41%	175 47%mw	145 42%	157 44%
The amount of fat in food	77 25%	108 34%ace	80 25%	107 33%ace	81 25%	93 29%	83 27%	96 29%	104 32%ac	92 28%	92 28%	93 30%	122 35%	137 41%u	128 39%	165 46%msu vw	135 39%	147 39%	128 37%	144 40%
Food waste	74 24%	104 33%a	98 30%	108 34%a	93 29%	102 32%a	116 37%ae	101 31%	115 35%a	104 32%a	124 38%ace	143 46%abc defghi jk	130 37%	131 39%	130 40%	163 45%u	145 42%	148 39%	156 45%u	142 39%
The amount of sugar in food	61 20%	86 27%ae	82 25%e	77 24%	56 17%	73 23%	89 29%ae	85 26%e	99 30%aef	105 32%acde f	117 36%abcd efh	129 41%abc defghi j	122 35%	127 38%	117 36%	148 41%q	113 32%	146 39%	137 40%q	162 45%moq
Foods aimed at children including school meals	53 17%kl	57 18%kl	48 15%	42 13%	50 15%	50 16%	51 16%	48 15%	37 11%	48 15%	51 16%	51 16%	82 23%	93 28%	91 27%	125 35%mqru w	85 24%	89 24%	105 31%mr	105 29%
Food miles (e.g. the distance food travels)	37 12%	33 10%	28 9%	28 9%	30 9%	37 12%	38 12%	30 9%	39 12%	29 9%	44 14%c	46 15%cde h	62 18%q	59 18%q	53 16%	72 20%qrw	42 12%	48 13%	55 16%	61 17%
Packaging/over packaging	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1





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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Food prices	196 53%wx	163 45%	174 45%	159 44%
Animal welfare	120 32%r	122 33%r	133 35%r	146 40%oqrstu
The amount of saturated fat in food	116 31%	128 35%	116 30%	135 37%
The amount of salt in food	150 40%	138 38%	141 37%	157 43%
The amount of fat in food	125 34%	131 36%	130 34%	144 39%
Food waste	161 44%	167 46%r	164 43%	182 50%mnqort
The amount of sugar in food	163 44%moq	174 48%mnq r	186 49%mnop qrs	203 56%mnopqrstuv
Foods aimed at children including school meals	88 24%	119 32%mqru w	96 25%	114 31%mrw
Food miles (e.g. the distance food travels)	60 16%	66 18%q	49 13%	60 16%
Packaging/over packaging	-	2 1%	-	-



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Labelling/mislabelling/ ensuring labelling is correct/not misleading	-	-	-	-	-	-	2	1	2	*	1	-	-	-	-	-	-	-	1	1
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	6	3	3	1	-	-	1	-	-	-	-	-	14	3	1
Any other issue not previously seen/mentioned	-	-	-	-	-	1	-	1	4	2	1	-	-	-	-	-	-	1	1	1
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	232 74%	248 78%h	243 74%	258 80%h	248 77%h	243 77%h	230 74%	226 69%	246 76%h	237 73%	248 76%	231 74%	288 83%	288 87%uvw	282 86%w	314 87%uvw	286 82%	312 83%	290 85%w	295 82%
None of these	68 22%	54 17%	74 23%	57 18%	69 21%	65 21%	77 25%b	94 29%bdef	68 21%	68 21%	74 23%	64 21%	54 15%p	37 11%	39 12%	35 10%	53 15%p	56 15%p	46 14%	54 15%p
Don't know	12 4%	15 5%egk	9 3%	6 2%	5 1%	8 2%	4 1%	8 3%	10 3%	19 6%defgh	6 2%	17 5%degk	7 2%	7 2%	9 3%	11 3%	11 3%	7 2%	7 2%	10 3%
Average number of mentions	3.02	3.44ae	3.11	3.11	2.78	3.29e	3.45e	3.47ae	3.37e	3.25e	3.39e	3.64ac	3.71	4.03	3.94	4.38moq	3.87	3.94	4.03	4.13m
Standard deviation	2.05	2.14	2.06	1.99	1.91	2.18	2.37	2.33	2.12	2.12	2.13	2.30	2.32	2.38	2.36	2.43	2.29	2.38	2.35	2.54
Standard error	0.13	0.14	0.13	0.13	0.12	0.13	0.15	0.14	0.12	0.13	0.13	0.14	0.14	0.14	0.14	0.14	0.14	0.13	0.14	0.14

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Labelling/mislabelling/ ensuring labelling is correct/not misleading	1 *	1 *	1 *	- -
Horse meat scandal/meat not being what it is claimed to be	3 1%	- -	- -	- -
Any other issue not previously seen/mentioned	1 *	1 *	3 1%	- -
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Net: Any	298 81%	294 80%	300 78%	296 81%
None of these	58 16%p	60 16%p	73 19% <sup>nop</sup>	57 16%p
Don't know	14 4%	12 3%	11 3%	11 3%
<b>Average number of mentions</b>	<b>3.97</b>	<b>4.12<sup>m</sup></b>	<b>3.98</b>	<b>4.38<sup>moqr</sup></b>
<b>Standard deviation</b>	<b>2.40</b>	<b>2.37</b>	<b>2.39</b>	<b>2.46</b>
<b>Standard error</b>	<b>0.13</b>	<b>0.13</b>	<b>0.14</b>	<b>0.15</b>

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food prices	299 62%hjk l	325 65%hij kl	321 66%hijk l	300 65%hijk l	323 69%afhi jkl	299 62%hijkl	314 64%hijk	246 54%ijl	259 58%jkl	213 47%	203 49%	199 44%	267 54%uvwx	318 64%mtuv wx	326 66%mtuv wx	336 66%mtuv wx	319 64%mtuv wx	291 62%muvw x	320 65%mtuv wx	283 57%uvwx
The amount of salt in food	235 49%	272 55%gkl l	241 49%	238 51%gk	236 51%g	239 49%g	205 42%	239 52%gk	212 47%	243 54%gk	184 44%	217 48%	283 57%qsw	270 55%	269 55%	286 57%w	255 51%	264 57%sw	250 51%	279 56%w
Food waste	206 43%	235 47%	230 47%	207 45%	224 48%	206 42%	240 49%af	196 43%	230 51%afh	231 51%afh	209 50%afh	247 55%abc dfh	269 55%	248 50%	251 51%	265 53%	249 49%	252 54%	305 62%mnop qstu	265 54%
The amount of saturated fat in food	204 42%	238 48%hk	215 44%	200 43%	203 43%	214 44%	205 42%	183 40%	186 42%	187 41%	160 38%	205 45%k	234 47%w	234 47%w	234 47%w	255 51%wx	231 46%	232 50%wx	240 49%wx	231 47%
The amount of fat in food	203 42%	239 48%g	218 44%	202 43%	221 47%g	210 43%	196 40%	204 45%	188 42%	212 47%	174 42%	198 44%	252 51%wx	246 50%w	233 47%	256 51%w	227 45%	250 54%oqst uvwx	228 46%	230 46%
The amount of sugar in food	199 41%	217 44%	194 40%	206 44%	212 45%	222 48%	218 45%	233 51%abc	228 51%abc	270 60%abcd efghi	227 54%abcd efg	274 60%abc defghi	233 47%	245 50%	227 46%	244 48%	234 46%	245 53%o	251 51%	306 62%mnopqrs u
Animal welfare	194 40%	228 48%g	203 41%	189 41%	219 47%afg	192 40%	192 39%	195 43%	201 45%	211 47%fgh	174 42%	215 48%afg	238 48%	223 45%	230 47%	258 51%q	225 45%	253 54%noqw	239 48%	244 49%
Foods aimed at children including school meals	140 29%	160 32%	155 32%	145 31%	166 36%a	160 33%	154 32%	159 35%	158 35%a	143 32%	131 31%	160 35%a	116 24%	132 27%	118 24%	146 29%	124 25%	141 30%mo	142 29%	134 27%
Food miles (e.g. the distance food travels)	122 25%ck	146 29%cdi k	89 18%	109 23%	126 27%ck	116 24%c	116 24%c	116 25%ck	100 22%	127 28%ck	80 19%	106 23%	149 30%	145 29%	134 27%	148 29%	149 30%	161 35%ouwx	163 33%lowx	150 30%
Packaging/over packaging	-	-	-	-	-	3 1%	2 *	8 2%abcde g	4 1%b	4 1%abcde	2 *	2 1%	-	-	-	-	-	6 1%mnopq	9 2%mnopq	4 1%mnopq

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food prices	235 48% <sub>x</sub>	214 44%	222 43%	196 39%
The amount of salt in food	257 52%	286 58% <sub>qswx</sub>	251 49%	261 52%
Food waste	267 54%	278 57% <sub>q</sub>	286 56%	282 56% <sub>q</sub>
The amount of saturated fat in food	229 46%	212 43%	208 41%	214 43%
The amount of fat in food	226 46%	225 46%	221 43%	224 45%
The amount of sugar in food	270 55% <sub>mopq</sub>	286 58% <sub>mnop</sub>	297 58% <sub>mnop</sub>	295 59% <sub>mnopqs</sub>
Animal welfare	244 49%	259 53% <sub>qnqw</sub>	231 45%	256 51%
Foods aimed at children including school meals	140 28%	152 31% <sub>moq</sub>	141 27%	134 27%
Food miles (e.g. the distance food travels)	141 29%	165 33% <sub>owx</sub>	139 27%	136 27%
Packaging/over packaging	7 1% <sub>mnopq</sub>	7 1% <sub>mnopq</sub>	5 1% <sub>mnopq</sub>	6 1% <sub>mnopq</sub>

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Labelling/mislabelling/ ensuring labelling is correct/not misleading	-	-	-	-	-	4	3	3	1	2	-	-	-	-	-	-	-	4	4	5
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	21	10	3	7	-	-	-	-	-	-	-	-	39	14	8
Any other issue not previously seen/mentioned	-	-	-	-	-	3	-	3	4	4	-	-	-	-	-	-	-	3	1	2
Fair Trade	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	427 88%	445 89% <i>kk</i>	431 88%	417 90% <i>kk</i>	420 90% <i>kk</i>	433 89% <i>kk</i>	431 88%	394 86%	393 88%	393 87%	353 84%	394 87%	446 91% <i>uwxx</i>	444 90% <i>uw</i>	441 89% <i>uw</i>	470 93% <i>qstu</i>	442 88%	426 92% <i>uwxx</i>	438 89% <i>uw</i>	441 89% <i>uw</i>
None of these	54 11%	43 9%	51 10%	40 9%	43 9%	43 9%	52 11%	56 12%	49 11%	50 11%	56 13% <i>bbdf</i>	53 12%	35 7%	40 8%	45 9%	33 6%	52 10% <i>pp</i>	34 7%	46 9%	47 9%
Don't know	4 1%	9 2%	7 1%	7 1%	3 1%	10 2%	4 1%	7 1%	7 2%	10 2%	9 2%	5 1%	12 2% <i>pp</i>	9 2% <i>pp</i>	7 1%	2 *	7 1%	6 1%	10 2% <i>pp</i>	8 2%
Average number of mentions	4.23	4.63 <sup>a</sup>	4.33	4.30	4.59	4.36	4.30	4.54	4.52	4.70 <sup>acd</sup>	4.37	4.63 <sup>a</sup>	4.57	4.64	4.58	4.67	4.55	5.02 <sup>mno</sup>	4.94 <sup>moq</sup>	4.86
Standard deviation	2.56	2.59	2.42	2.50	2.55	2.59	2.39	2.58	2.69	2.50	2.40	2.55	2.52	2.49	2.48	2.47	2.50	2.71 <sup>pqwx</sup>	2.62	2.51
Standard error	0.13	0.12	0.12	0.13	0.13	0.12	0.11	0.12	0.13	0.12	0.13	0.13	0.12	0.12	0.12	0.11	0.12	0.12	0.11	0.11

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Labelling/mislabelling/ ensuring labelling is correct/not misleading	5 1% <i>mnopq</i>	1 *	1 *	1 *
Horse meat scandal/meat not being what it is claimed to be	4 1% <i>mnopq</i> <i>vw</i>	- -	- -	- -
Any other issue not previously seen/mentioned	3 1%	3 1%	9 2% <i>mnopq</i> <i>s</i>	4 1%
Fair Trade	1 *	- -	- -	- -
Farmers not paid fair price/not helped	1 *	3 1%	1 *	- -
Net: Any	419 85%	434 88%	433 85%	432 86%
None of these	57 12% <i>mpr</i>	49 10% <i>p</i>	66 13% <i>mpr</i>	53 11% <i>p</i>
Don't know	17 3% <i>opr</i>	9 2%	14 3% <i>p</i>	16 3% <i>pr</i>
Average number of mentions	4.84	4.82	4.65	4.64
Standard deviation	2.56	2.53	2.49	2.48
Standard error	0.11	0.11	0.12	0.12

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Food prices	201 55%hij kl	221 61%chi jkl	194 54%ijkl	215 61%chijkl	210 58%hijkl	208 58%hijkl	210 58%hijkl	170 47%jkl	164 45%jkl	131 36%	121 34%	126 34%
The amount of salt in food	168 46%	174 48%	170 47%	177 51%k	159 44%	178 49%k	183 50%k	164 45%	169 47%	180 49%k	154 43%	169 46%
The amount of sugar in food	156 43%	147 41%	140 39%	166 48%abc	161 45%	173 48%abc	182 50%abc	171 47%abc	177 49%abc	190 52%abce	179 50%abc	194 53%abce
Food waste	155 43%	155 43%	158 44%	158 45%	160 44%	171 48%	190 52%abcde	169 47%	194 53%abcdeh	191 52%abcde	189 53%abcde	187 51%abc
The amount of fat in food	146 40%	155 43%k	148 41%	170 49%acehijkl	151 42%k	165 46%kl	164 45%k	152 42%k	150 41%k	151 41%k	142 35%	146 40%
The amount of saturated fat in food	141 39%	141 39%	140 39%	146 42%	132 37%	146 41%	142 39%	135 37%	151 42%	142 39%	134 37%	137 37%
Animal welfare	139 38%	140 39%	135 37%	144 41%	131 36%	151 42%	145 40%	149 41%	158 43%e	163 45%ace	139 39%	151 41%
Food miles (e.g. the distance food travels)	92 25%	100 28%c	79 22%	96 28%c	84 23%	106 29%cehl	101 28%c	86 24%	109 30%cehl	116 32%acehl	95 27%	87 24%
Foods aimed at children including school meals	49 14%	68 19%a	52 14%	73 21%acg	70 19%a	70 20%ac	58 16%	69 19%a	86 24%acg	82 22%acg	74 21%acg	71 19%ac
Packaging/over packaging	-	-	-	-	-	1	1	3	2	1	1	1
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	-	1	1	1	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	15	2	6	1	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	4%abcdeghijkl	1%	2%abcdeijkl	-	-	-	-
	-	-	-	-	-	2	4	2	3	4	4	3
	-	-	-	-	-	-	1%abcde	-	1%	1%abcde	1%abcde	1%



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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Fair Trade	-	-	-	-	-	-	-	-	1	1	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	1
Net: Any	295 81%	318 88% <sup>aaeh</sup> ijkd	306 85% <sup>hkl</sup>	302 86% <sup>ahkl</sup>	298 83% <sup>kl</sup>	308 86% <sup>hkl</sup>	314 86% <sup>hkl</sup>	282 78%	296 82%	300 82% <sup>kl</sup>	277 77%	293 79%
None of these	59 16% <sup>bf</sup>	35 10%	43 12%	42 12%	49 14%	41 11%	45 12%	69 19% <sup>bodefg</sup>	55 15% <sup>b</sup>	54 15% <sup>b</sup>	71 20% <sup>bodefgj</sup>	60 16% <sup>bf</sup>
Don't know	8 2%	8 2%	12 3%	5 2%	12 3%	10 3%	6 2%	9 2%	11 3%	11 3%	11 3%	16 4% <sup>dg</sup>
Average number of mentions	4.23	4.09	3.97	4.46 <sup>bc</sup>	4.22	4.51 <sup>bc</sup>	4.41 <sup>c</sup>	4.52 <sup>bc</sup>	4.62 <sup>abce</sup>	4.51 <sup>bc</sup>	4.41 <sup>c</sup>	4.35 <sup>c</sup>
Standard deviation	2.45	2.41	2.36	2.53	2.55	2.56	2.54	2.57	2.60	2.51	2.46	2.40
Standard error	0.12	0.12	0.12	0.12	0.13	0.11	0.11	0.12	0.11	0.10	0.12	0.11

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Food prices	883 53%ijk l	1026 62%ahl jd	1026 51%ahij kl	1035 62%ahij kl	1018 61%ahij kl	998 59%ahij kl	974 59%ahij kl	852 51%jkl	815 49%jkl	694 41%	699 42%	670 40%	103 60%lmw x	94 51%lmw x	86 52%lmw x	107 64%lmntu vw	96 55%lmw x	89 56%lmw x	117 66%lmnoq r	83 53%lmw x
The amount of salt in food	757 45%k	834 50%ace gijkl	780 46%k	814 49%egik	724 44%	807 48%egik	727 44%	794 47%ek	730 44%	780 46%k	696 41%	759 45%k	70 41%	88 48%lmw x	62 38%	72 43%	75 42%	67 42%	82 47%lmw x	71 40%
Food waste	688 41%	748 45%a	751 45%a	754 45%a	726 44%	753 44%	848 51%abcd efh	746 44%	799 48%aefh	820 48%abcd efh	832 50%abcd efh	904 54%abc defhij k	68 40%	68 37%	61 37%	66 40%	71 40%	61 38%	81 46%lmno rst	65 37%
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 38%	690 41%	679 41%	703 42%	687 41%	765 48%abc defghi jk	52 30%	72 40%	53 32%	57 34%	55 31%	54 34%	63 36%	63 36%
The amount of fat in food	671 40%	754 45%ace gijkl	692 41%	758 45%aceg ijkl	694 42%k	746 44%agij k	657 40%	709 42%k	658 40%	679 40%	635 38%	694 41%k	60 35%	69 38%	54 33%	64 39%	60 34%	59 37%	73 42%lmw x	58 33%
The amount of saturated fat in food	646 39%k	702 42%aeh ijk	691 41%jk	693 41%jk	641 39%k	705 42%hijk	662 40%jk	642 38%k	634 36%k	613 36%	577 34%	665 40%jk	57 33%	63 35%	54 33%	63 38%k	64 36%	57 36%k	71 40%lmw x	57 33%
The amount of sugar in food	642 38%	688 41%	651 39%	705 42%a	650 39%	734 43%ace	719 43%ace	805 48%abcd efg	777 47%abcd ef	860 51%abcd efg	854 51%abcd efg	934 56%abc defghi jk	60 35%	66 36%	47 28%	68 41%o	59 33%	59 37%o	83 47%lmnoq rstu	73 42%o
Food miles (e.g. the distance food travels)	383 23%c	412 25%ck	334 20%	391 23%c	372 22%	401 24%c	404 24%ck	385 23%c	374 22%	423 25%ck	349 21%	378 23%	37 21%	31 17%	23 14%	29 17%	29 17%	29 18%	35 20%	33 19%
Foods aimed at children including school meals	389 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%ac	30 18%	41 22%	26 16%	44 26%o	35 20%	35 22%	41 23%o	38 22%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Food prices	82 47%wx	65 40%x	63 36%	52 30%
The amount of salt in food	68 39%	72 45%w	62 35%	64 37%
Food waste	83 47%nort	77 48%nort	74 42%	76 44%
Animal welfare	67 38%	69 43%moqr stw	56 32%	60 34%
The amount of fat in food	57 33%	56 35%	51 29%	58 33%
The amount of saturated fat in food	53 30%	62 39%lux	52 30%	46 27%
The amount of sugar in food	69 39%o	77 48%mnnoq ru	80 46%moqr	83 48%mnnoq ru
Food miles (e.g. the distance food travels)	34 19%	34 21%ow	24 14%	27 16%
Foods aimed at children including school meals	38 22%	49 30%moqr stuw	37 21%	31 18%

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

	ENGLAND												SCOTLAND								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539	
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176	
Packaging/over packaging	-	-	-	-	-	9 1%abcde	11 1%abcde	15 1%abcde	9 1%abcde	14 1%abcde	9 1%abcde	9 1%abcde	-	-	-	-	-	-	-	1	
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	11 1%abcde kl	11 1%abcde kl	10 1%abcde kl	6 *abcde	4 *	3 *	1 *	-	-	-	-	-	-	-	1 1%r	
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	78 5%abcde ghijkl	29 2%abcde hijkl	14 1%abcde jkl	14 1%abcde	-	-	-	-	-	-	-	-	9 5%mnopq stuvw	2 1%v	3 2%mnopqvw	
Any other issue not previously seen/mentioned	-	-	-	-	-	8 *abcde	5 *abcde	7 *abcde	12 1%abcde	9 1%abcde	13 1%abcde	5 *abcd e	-	-	-	-	-	-	-	1 *	1 1%
Fair Trade	-	-	-	-	-	-	-	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *	-	-	-	-	-	-	-	-	-	-
Net: Any	1402 84%	1461 88% aghi jkl	1447 86% hijk l	1470 86% aghi jkl	1431 86% hijk l	1460 86% hijk l	1410 85% hijk	1383 82%	1371 83%	1392 82%	1367 81%	1397 83%	150 87% oq tuvw	146 80% w	127 77%	147 88% noq tuvw	135 77%	131 82% w	151 86% oq tuvw	132 75%	
None of these	227 14% bd	158 9%	198 12% b	182 11%	199 12% b	199 12% b	222 13% bd	261 16% bcde f	235 14% bcdf	247 15% bcde f	271 16% abcd efgl	227 14% bd	21 12%	34 19% p	34 20% mps	12 7%	38 22% mp rs	23 14% p	22 13% p	41 23% mp rs	
Don't know	40 2% d	46 3% dg	36 2%	24 1%	30 2%	34 2%	26 2%	36 2%	55 3% cdefg h	54 3% defg	40 2% d	54 3% defg	1 1%	2 1%	4 2%	8 5% m tv	3 2%	5 3% m v	3 2%	3 2%	
Average number of mentions	4.08	4.29a	4.12	4.28a	4.11	4.35ace	4.34ace	4.41ace	4.32ace	4.34ace	4.22	4.46ac	3.59	4.05	3.65	3.87	4.01	3.96	4.31mor	4.23mox	
Standard deviation	2.46	2.47	2.41	2.44	2.49	2.58	2.51	2.56	2.52	2.45	2.42	2.45	2.38	2.50	2.34	2.44	2.46	2.54	2.52	2.60	
Standard error	0.06	0.06	0.06	0.06	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.06	0.19	0.20	0.20	0.19	0.20	0.12	0.12	0.13	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Packaging/over packaging	1 1%	1 1%	-	-
Labelling/mislabelling/ ensuring labelling is correct/not misleading	1 *	-	-	1 1%
Horse meat scandal/meat not being what it is claimed to be	1 1%	-	-	1 1%
Any other issue not previously seen/mentioned	1 *	1 1%	2 1%	1 *
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Net: Any	137 78%w	136 85%oqtu w	119 68%	138 79%w
None of these	35 20%mprrs	24 15%p	47 27%mprrs vw	29 17%p
Don't know	4 2%v	*	9 5%mnstv	7 4%mv
Average number of mentions	4.05	4.14m	4.22m	3.63
Standard deviation	2.62	2.50	2.43	2.35
Standard error	0.11	0.12	0.22	0.20

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food prices	60 61%kl	60 65%kl	54 54%kl	73 70%ckj	60 57%kl	56 61%kl	60 59%kl	45 57%kl	61 63%kl	48 55%kl	45 52%kl	26 29%	33 55%	47 79%mat uwxx	33 62%w	42 79%mtsu wx	39 68%w	40 71%mtwx	40 62%w	36 56%
Food waste	51 52%bch l	26 28%	37 37%	57 55%bcef hi	41 39%	36 39%	43 42%bl	30 37%	52 53%bceh l	37 42%bl	38 43%bl	24 27%	27 44%	31 52%	18 34%	24 45%	33 57%o	29 51%o	34 54%o	32 50%
Animal welfare	49 50%beg l	26 28%	37 36%	39 38%	37 35%	36 39%	36 35%	35 43%b	52 52%bcde gl	47 54%bcde gl	44 50%bdegl	28 32%	22 36%	35 59%mpq stuw	23 43%	20 38%	21 37%	27 47%	27 42%	26 40%
The amount of salt in food	47 48%	36 39%	47 47%	58 56%bfg l	37 35%	36 40%	38 38%	36 45%	54 55%bfg l	44 50%el	39 44%	31 35%	26 43%	40 67%mtw	36 69%mtw	30 55%	36 63%mw	32 57%	35 54%	33 51%
The amount of saturated fat in food	47 48%bfg l	31 33%	38 38%	56 54%bcef ghl	39 37%	30 33%	27 26%	31 38%	53 54%bcef ghl	44 50%bfgl	37 42%gl	23 26%	20 33%	33 56%rn	23 43%	28 52%rn	27 47%	31 55%rnw	31 49%rn	33 51%rn
The amount of fat in food	46 47%bef l	30 33%	37 36%	49 47%befl	34 33%	30 33%	39 38%kl	29 36%	44 44%kl	41 47%belf	34 39%kl	21 24%	23 39%	32 54%	25 47%	28 53%	28 49%	30 53%w	30 46%	31 48%
The amount of sugar in food	46 47%	33 35%	37 36%	43 42%	39 37%	36 39%	43 42%	45 56%bcef	55 56%bcef	51 58%bcde fg	44 50%	43 49%	24 41%	36 60%rn	26 50%	24 45%	27 48%	30 53%	31 48%	34 53%
Food miles (e.g. the distance food travels)	34 35%ceh l	22 24%kl	19 19%	23 22%kl	19 18%	22 24%kl	23 23%kl	15 19%	22 22%kl	26 30%el	25 29%kl	8 10%	8 13%	17 29%rnw	8 15%	10 18%	10 17%	15 27%rnw	11 18%	12 18%
Foods aimed at children including school meals	25 25%	14 15%	31 31%bg	36 35%bfg l	23 22%	18 20%	18 17%	19 23%	32 33%bfgl	26 30%bg	27 31%bg	17 19%	16 27%	25 42%	16 31%	14 26%	23 39%	20 35%	21 33%	22 34%
Packaging/over packaging	-	-	-	-	-	1	2	-	2	-	-	-	-	-	-	-	-	-	-	-
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	1%	2%	-	2%	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
\* small base



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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food prices	39 60%w	39 64%w	27 45%	33 55%
Food waste	31 49%	39 64%mpcr tuw	28 47%	36 61%mw
Animal welfare	27 42%	33 55%mpqs tuw	21 34%	33 55%mpqstuw
The amount of salt in food	35 55%	37 61%mw	28 47%	31 52%
The amount of saturated fat in food	29 45%	33 55%mw	24 41%	31 52% <sup>m</sup>
The amount of fat in food	33 52%	35 58%mw	24 40%	32 53% <sup>w</sup>
The amount of sugar in food	36 57% <sup>m</sup>	38 63%mpsw	29 48%	34 57%
Food miles (e.g. the distance food travels)	18 29% <sup>mw</sup>	19 32%moqs tw	10 16%	22 37%mpqst <sup>w</sup>
Foods aimed at children including school meals	24 37%	29 49%mpcr stw	21 35%	31 51%mp <sup>r</sup> stuw
Packaging/over packaging	-	-	-	-
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	- 1%	1 1%	-

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	9	2	1	-	-	-	-	-	-	-	-	-	-	-	2
Any other issue not previously seen/mentioned	-	-	-	-	-	10%abcde ghijkl	2%	2%	-	-	-	-	-	-	-	-	-	-	-	4%sv
Fair Trade	-	-	-	-	-	-	-	-	2	1	1	1	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	1%	-	2%	1%	1%	1%	-	-	-	-	-	-	-	-
Net: Any	88 90%cel	77 83%	81 80%	94 90%cel	79 75%	78 87%cel	88 86%cel	67 83%	90 92%cel	75 86%cel	79 90%cel	63 72%	47 78%	58 97%mqst tuwx	49 92%w	50 92%w	50 86%	51 90%w	54 84%	57 89%w
None of these	10 10%	16 17%ij	17 17%ij	9 9%	23 22%adlj k	10 12%	12 12%	13 16%j	7 7%	5 6%	9 10%	21 24%adf gjk	12 21%not	2 3%	3 6%	4 8%	6 11%	6 10%	10 15%en	5 8%
Don't know	-	-	3 3%	1 1%	3 3%	1 2%	1 1%	1 1%	1 1%	7 8%abdfg hik	-	4 5%abk	1 1%	-	1 2%	-	2 3%	1 1%	1 1%	2 3%
Average number of mentions	4.58bg l	3.61	4.18	4.63bgl	4.17	3.93	3.78	4.31l	4.78bfg	4.84bfg	4.23	3.51	4.24	5.13	4.28	4.48	4.94	4.99	4.83	4.56
Standard deviation	2.54	2.34	2.53	2.83	2.43	2.51	2.33	2.38	2.61	2.59	2.45	2.25	2.82	2.32	2.32	2.36	2.46	2.67	2.73	2.60
Standard error	0.26	0.26	0.28	0.28	0.25	0.27	0.24	0.28	0.26	0.27	0.27	0.25	0.39	0.30	0.34	0.34	0.34	0.25	0.25	0.26

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base





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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-
Any other issue not previously seen/mentioned	-	1 2%	-	-
Fair Trade	1 1%	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Net: Any	54 84%	54 90%mw	47 78%	48 81%
None of these	10 16% <i>n</i>	6 10%	13 22% <i>no</i> pr tv	11 19% <i>not</i> v
Don't know	-	-	-	1%
Average number of mentions	5.04	5.56 <i>mop</i> tw	4.54	5.87 <i>mopqrstw</i>
Standard deviation	2.89	2.88	2.77	2.82
Standard error	0.29	0.27	0.28	0.28

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of salt in food	830 45%k	910 50%aeg ijkl	863 47%ek	901 49%aegikl	797 44%	876 48%egk	800 44%	862 47%egk	819 45%	860 47%k	763 42%	822 45%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abcdefg	868 48%abcdefg	949 52%abcdefgi	926 51%abcdefg	1011 55%abcdefghijk
The amount of fat in food	741 41%	816 45%ace gijkl	753 41%	836 46%aceghijkl	756 41%k	807 44%agik	726 40%	768 42%k	735 40%	755 41%	692 38%	747 41%
The amount of saturated fat in food	713 39%k	766 42%ehj k	752 41%jk	777 42%aehjk	707 39%k	767 42%ijk	720 39%k	706 39%k	716 39%k	689 37%	638 35%	719 39%k
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%ac
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceg	752 41%	826 45%abcdefghik
Food prices	976 53%jkl	1133 62%cah ijkl	1114 61%ahijkl	1150 63%afghijkl	1116 61%ahijkl	1094 59%ahijkl	1073 59%ahijkl	933 51%ijkl	915 50%ijkl	781 42%	771 42%	729 40%
Food waste	766 42%	805 44%	806 44%	835 46%a	800 44%	818 44%	925 51%abcdefh	808 44%	883 48%abcefh	895 49%abcefh	898 49%abcefh	964 53%abcdefhijk
Food miles (e.g. the distance food travels)	425 23%c	452 25%cek	360 20%	424 23%c	401 22%	438 24%ck	438 24%ck	411 23%c	414 23%c	468 25%cehkl	384 21%	408 22%c
Packaging/over packaging	-	-	-	-	-	11 1%abcde	13 1%abcde	15 1%abcde	12 1%abcde	14 1%abcde	9 *abcde	9 *abcde
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1%abcdel	11 1%abcdel	12 1%abcdel	10 1%abcdel	5 *abcde	4 *abcde	1 *



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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87 5%abcdeghijk l	31 2%abcdeijkl	18 1%abcdeklj	14 1%abcdeklj	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	8 *abcde	6 *abcde	7 *abcde	13 1%abcde	11 1%abcde	14 1%abcdekl	5 *abcde
Fair Trade	-	-	-	-	-	-	-	-	3	1	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2	3	2	1
Net: Any	1538 84%	1597 88%aaq hijkl	1576 86%hijkl	1614 88%aaeghijkl	1560 86%hijkl	1590 86%hijkl	1552 85%hkl	1507 83%	1515 83%	1522 83%	1492 82%	1508 83%
None of these	249 14%bd	175 10%	219 12%b	196 11%	229 13%b	215 12%b	244 13%bd	279 15%bcdef	253 14%bd	257 14%bdf	293 16%abcdefg	259 14%bcdf
Don't know	41 2% <i>d</i>	46 3% <i>dg</i>	40 2% <i>d</i>	24 1%	35 2%	36 2%	28 2%	39 2%	56 3% <i>defg</i>	61 3% <i>cdefgh</i>	41 2% <i>d</i>	58 3% <i>defgh</i>
Average number of mentions	4.11	4.28	4.13	4.30 <sup>a</sup>	4.14	4.35 <sup>ace</sup>	4.33 <sup>ace</sup>	4.42 <sup>acek</sup>	4.38 <sup>ace</sup>	4.41 <sup>acek</sup>	4.23	4.47 <sup>abcek</sup>
Standard deviation	2.48	2.47	2.41	2.46	2.49	2.58	2.51	2.55	2.55	2.49	2.43	2.48
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06



Q.1b-Q.1d Food issues concerned about- Summary  
Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food prices	1080 54% ijk l	1227 61% ahl jkl	1199 60% ahijkl	1257 63% afghijkl	1213 61% ahijkl	1183 59% ahijkl	1190 60% ahijkl	1027 51% ijkl	997 50% ijkl	846 42% kl	834 42% kl	781 39% kl
The amount of salt in food	900 45% k	998 50% ace ghijkl	926 46% k	973 49% aegikl	872 44% k	943 47% egk	882 44% k	933 47% k	887 44% k	932 47% k	824 41% k	886 44% k
Food waste	834 42% k	874 44% k	867 43% k	901 45% a	871 44% k	878 44% k	1006 50% abcdefh	873 44% k	966 48% abcdefh	972 49% abcdefh	972 49% abcdefh	1041 52% abcdefhijk
The amount of fat in food	801 40% k	885 44% ace gijkl	807 40% k	900 45% aceghijkl	816 41% k	866 43% agikl	799 40% k	826 41% k	793 40% k	811 41% k	743 37% k	805 40% k
Animal welfare	799 40% k	805 40% k	761 38% k	817 41% e	753 38% k	786 39% k	772 39% k	814 41% e	824 41% ce	852 43% cef	808 40% k	886 44% abcdefghik
The amount of sugar in food	771 39% k	823 41% c	760 38% k	840 42% ace	775 39% k	858 43% ace	876 44% ace	957 48% abcdefg	937 47% abcdefg	1026 51% abcdefghi	1007 50% abcdefgi	1094 55% abcdefghijk
The amount of saturated fat in food	770 38% k	829 41% hjk l	806 40% k	840 42% ahijkl	771 39% k	824 41% hjk	791 40% k	763 38% k	769 38% k	751 38% k	690 34% k	765 38% k
Food hygiene when eating out	726 36% k	744 37% k	711 36% k	769 38% ek	699 35% k	807 40% abcceghkl	721 36% k	716 36% k	776 39% cehk	749 37% k	679 34% k	733 37% k
Food poisoning such as Salmonella and E.Coli	587 29% g	592 30% g	598 30% gk	633 32% eghijkl	554 28% k	591 30% g	523 26% k	564 28% k	640 32% eghijkl	569 28% k	536 27% k	573 29% k
The use of additives (such as preservatives and colouring) in food products	546 27% k	565 28% e	526 26% k	551 28% k	502 25% k	535 27% k	526 26% k	562 28% e	587 29% cegk	587 29% cegk	519 26% k	561 28% e
The use of pesticides to grow food	492 25% k	522 26% cek	454 23% k	496 25% k	447 22% k	503 25% e	506 25% e	487 24% k	533 27% cek	551 28% acdehk	464 23% k	527 26% cek
Food miles (e.g. the distance food travels)	462 23% ck	482 24% ck	383 19% k	452 23% c	430 21% k	467 23% ck	473 24% ck	444 22% c	448 22% c	502 25% cehkl	408 20% k	436 22% c



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Foods aimed at children including school meals	440 22%	511 26%a	463 23%	530 27%ac	494 25%a	511 26%a	509 25%a	516 26%a	510 25%a	543 27%ac	493 25%	529 26%ac
Date labels, such as "best before" and "use by" labels	419 21%	537 27%acg jkl	475 24%a	512 26%aj	530 26%agjkl	552 28%acgkl	473 24%a	544 27%acgkl	575 29%acdjkl	457 23%	465 23%	474 24%a
Genetically Modified (GM) foods	412 21%	444 22%e	398 20%	434 22%e	373 19%	399 20%	405 20%	424 21%e	485 24%acelghk	479 24%acelgh	432 22%e	455 23%cef
Food hygiene at home	393 20%ghk	402 20%ghk	382 19%gk	383 19%gk	423 21%ghk	414 21%ghk	304 15%	342 17%k	392 20%ghk	388 19%gk	296 15%	373 19%gk
The feed given to livestock	383 19%eg	394 20%cde gk	338 17%	339 17%	308 15%	406 20%cddegk	332 17%	361 18%e	402 20%cddegk	375 19%e	338 17%	419 21%cddegk
Hormones/steroids \antibiotics in food	383 19%	391 20%c	342 17%	410 21%ce	355 18%	438 22%acog	387 19%	479 24%abcddegk	506 25%abcdelgk	508 25%abcdelgk	418 21%ce	476 24%abcddegk
BSE ('mad cow disease')	302 15%ek	354 18%aeg hkl	310 15%egk	355 18%aeghkl	231 12%	315 16%egkl	259 13%	297 15%ek	330 16%egkl	300 15%ek	240 12%	268 13%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	562 28%abcdelghi	507 25%abcdelghi	574 29%abcdelghik
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	566 28%abcdelghi k	483 24%abcdelghi	535 27%abcdelghi
Net: Any	1733 87%hk	1788 89%ace ghijkl	1744 87%hk	1794 90%aceghijkl	1741 87%hk	1758 88%hijkl	1741 87%hk	1683 84%	1712 86%	1711 86%	1670 83%	1705 85%
None	219 11%bd	169 8%	203 10%dl	166 8%	187 9%	185 9%	216 11%bd	277 14%abcdelgij	240 12%bdef	226 11%bdef	282 14%abcdelgij l	220 11%bd
Don't know	48 2%	43 2%	52 3%	40 2%	72 4%abdgk	58 3%	44 2%	40 2%	49 2%	62 3%dh	48 2%	75 4%abcdghk

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Average number of mentions	6.64	6.92 <sup>ce</sup>	6.60	6.91 <sup>ce</sup>	6.56	6.99 <sup>ace</sup>	6.75	7.09 <sup>aceg</sup>	7.22 <sup>aceg</sup>	7.79 <sup>abcdefg</sup>	7.29 <sup>abcdeg</sup>	7.74 <sup>abcdefghik</sup>
Standard deviation	4.64	4.65	4.53	4.58	4.55	4.81	4.57	4.75	4.87	5.25	5.06	5.23
Standard error	0.11	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.10	0.11	0.12	0.12

Q.1b-Q.1d Food issues concerned about- Summary  
Base: All adults UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Food prices	510 53%hij kl	557 57%ahj jd	521 54%hijk l	559 58%ahij kl	560 59%ahij kl	541 56%hijk l	536 55%hijk l	460 47%jkl	442 45%jkl	382 40%	362 37%	350 36%	569 55%vwx	670 65%mtu vwx	678 66%mtuv wx	698 68%mqrs tuwx	652 63%mtuv wx	641 62%mtuv wx	654 63%mtuv wx	567 55%vw
The amount of salt in food	390 40%	433 45%egk	393 40%	407 42%	381 39%	415 43%k	385 40%	404 42%	398 41%	424 44%ek	367 39%	389 40%	510 50%w	565 55%mq	533 52%w	566 55%mqsu	490 48%	529 51%w	497 48%	529 51%w
Food waste	358 37%	362 37%	372 38%	398 41%	401 41%	386 40%	455 47%abcd efh	397 41%	438 45%abcf	422 44%abc	431 44%abcf	474 49%abc defgh	476 46%	512 50%	495 48%	503 49%	470 46%	492 48%	551 53%mnopq r	476 46%
Animal welfare	343 35%	327 34%	302 31%	340 35%	324 33%	320 33%	321 33%	355 37%c	356 37%c	356 37%c	350 36%c	396 41%abc defgh	456 44%	478 46%q	458 45%	477 46%q	428 42%	466 45%	451 44%	459 45%
The amount of fat in food	339 35%	365 38%k	349 36%	393 41%acgij kl	355 37%	376 39%k	339 35%	363 37%k	339 35%	365 38%k	317 33%	337 35%	462 45%	520 51%moq stuvw	458 45%	506 49%oqsu vw	460 45%	489 48%w	460 45%	463 45%
The amount of saturated fat in food	336 35%	346 36%k	341 35%k	362 37%k	345 35%k	373 38%jkl	351 36%k	336 35%	351 36%k	322 33%	298 31%	330 34%	434 42%	483 47%mq	465 45%uw	478 46%qtuv w	426 41%	451 44%w	439 43%w	427 42%
The amount of sugar in food	324 33%	346 36%	319 33%	357 37%	324 33%	358 37%	383 40%ace	421 43%abcd ef	406 42%abcd ef	462 48%abcd efg	432 44%abcd efg	491 51%abc defghi k	447 43%	477 46%	441 43%	484 47%	452 44%	500 49%moq	493 48%mo	536 52%mnopqs
Food hygiene when eating out	321 33%	319 33%	280 29%	329 34%c	333 34%c	351 36%cghik	296 31%	306 32%	346 36%cgjk	326 34%c	296 30%	316 33%	405 39%	424 41%q	432 42%qw	440 43%qw	366 36%	456 44%mqtw	424 41%q	410 40%q
Food poisoning such as Salmonella and E.Coli	262 27%g	238 25%	249 26%	277 29%gh	247 25%	246 25%	220 23%	236 24%	294 30%bcdef ghk	254 26%	243 25%	253 26%	325 32%	354 34%qsw	349 34%qsw	355 35%qsvw	307 30%	345 34%sw	303 29%	328 32%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Food prices	555 54%wx	463 45%	472 46%x	430 42%
The amount of salt in food	489 48%	508 49%w	458 45%	497 48%
Food waste	528 51%mq	550 53%moqr t	541 53%moqr t	567 55%mnoport
Animal welfare	468 46%	496 48%q	458 45%	490 48%q
The amount of fat in food	453 44%	446 43%	427 42%	468 45%
The amount of saturated fat in food	418 41%	429 41%	392 38%	435 42%
The amount of sugar in food	531 52%mnop q	564 54%mnop qrs	575 56%mnop qrs	603 58%mnoprstu
Food hygiene when eating out	430 42%qw	424 41%q	382 37%	418 40%q
Food poisoning such as Salmonella and E.Coli	346 34%sw	315 30%	293 29%	320 31%



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
The use of additives (such as preservatives and colouring) in food products	214 22%	235 24%	203 21%	216 22%	212 22%	210 22%	218 23%	233 24%	231 24%	236 25%	211 22%	241 25% <sup>c</sup>	332 32% <sup>q</sup>	331 32% <sup>q</sup>	323 31%	334 32% <sup>q</sup>	290 28%	325 32%	308 30%	329 32%
The use of pesticides to grow food	194 20%	216 22%	180 19%	186 19%	193 20%	218 22% <sup>lck</sup>	219 23% <sup>lck</sup>	208 21%	211 22%	219 23% <sup>lck</sup>	183 19%	228 24% <sup>cdk</sup>	298 29% <sup>q</sup>	306 30% <sup>q</sup>	274 27%	309 30% <sup>q</sup>	254 25%	285 28%	287 28%	279 27%
Food miles (e.g. the distance food travels)	191 20% <sup>lck</sup>	206 21% <sup>lck</sup>	156 16%	189 20%	183 19%	195 20% <sup>lck</sup>	189 19%	179 18%	182 19%	201 21% <sup>lck</sup>	156 16%	193 20% <sup>lck</sup>	271 26% <sup>o</sup>	276 27% <sup>o</sup>	227 22%	263 26%	247 24%	272 26% <sup>o</sup>	284 28% <sup>lox</sup>	265 26% <sup>o</sup>
Foods aimed at children including school meals	187 19%	222 23% <sup>c</sup>	177 18%	215 22% <sup>c</sup>	199 21%	207 21%	206 21%	214 22% <sup>c</sup>	212 22%	211 22% <sup>c</sup>	204 21%	237 24% <sup>ace</sup>	253 25%	289 28%	287 28%	315 31% <sup>m</sup>	295 29% <sup>m</sup>	305 30% <sup>m</sup>	303 29% <sup>m</sup>	302 29% <sup>m</sup>
Food hygiene at home	176 18% <sup>gk</sup>	165 17% <sup>g</sup>	148 15%	162 17% <sup>g</sup>	193 20% <sup>cghk</sup>	185 19% <sup>cghk</sup>	128 13%	148 15%	175 18% <sup>gk</sup>	169 18% <sup>gk</sup>	133 14%	175 18% <sup>gk</sup>	217 21% <sup>sw</sup>	237 23% <sup>stw</sup>	234 23% <sup>stwx</sup>	221 21% <sup>sw</sup>	229 22% <sup>stw</sup>	230 22% <sup>stw</sup>	176 17%	194 19%
Date labels, such as "best before" and "use by" labels	169 17%	227 23% <sup>a</sup>	193 20%	219 23% <sup>a</sup>	221 23% <sup>a</sup>	251 26% <sup>acgj</sup>	196 20%	242 25% <sup>acgj</sup>	254 26% <sup>acgj</sup>	193 20%	218 22% <sup>a</sup>	217 22% <sup>a</sup>	249 24%	309 30% <sup>mwx</sup>	282 27%	293 28% <sup>mw</sup>	308 30% <sup>mwxx</sup>	301 29% <sup>mwx</sup>	277 27%	302 29% <sup>mwx</sup>
Genetically Modified (GM) foods	167 17%	191 20%	159 16%	182 19%	158 16%	174 18%	182 19%	186 19%	201 21% <sup>ce</sup>	202 21% <sup>ace</sup>	197 20% <sup>ce</sup>	201 21% <sup>ce</sup>	245 24%	252 25%	239 23%	252 24%	216 21%	226 22%	222 22%	238 23%
Hormones/steroids /antibiotics in food	164 17% <sup>c</sup>	172 18% <sup>c</sup>	122 13%	159 16% <sup>c</sup>	141 15%	185 19% <sup>ce</sup>	160 17% <sup>c</sup>	225 23% <sup>abcd</sup>	209 21% <sup>abcd</sup>	214 22% <sup>abcd</sup>	178 18% <sup>ce</sup>	205 21% <sup>acd</sup>	219 21%	220 21%	220 21%	242 24% <sup>q</sup>	214 21%	253 25% <sup>q</sup>	227 22%	254 25% <sup>q</sup>
The feed given to livestock	163 17%	165 17% <sup>eg</sup>	135 14%	149 15%	131 13%	181 19% <sup>cegh</sup>	132 14%	138 14%	170 17% <sup>ceg</sup>	145 15%	142 15%	185 19% <sup>cde</sup>	220 21% <sup>q</sup>	229 22% <sup>pq</sup>	204 20%	191 19%	177 17%	225 22% <sup>q</sup>	200 19%	223 22% <sup>q</sup>
BSE ('mad cow disease')	142 15% <sup>egk</sup>	149 15% <sup>ceg</sup>	118 12%	157 16% <sup>ceqh</sup>	101 10%	139 14% <sup>egk</sup>	108 11%	118 12%	147 15% <sup>egk</sup>	136 14% <sup>egk</sup>	105 11%	122 13%	160 16%	204 20% <sup>mqs</sup>	192 19% <sup>qwx</sup>	198 19% <sup>msv</sup>	130 13%	176 17% <sup>qw</sup>	151 15%	179 17% <sup>qwx</sup>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



## Q.1b-Q.1d Food issues concerned about- Summary

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
The use of additives (such as preservatives and colouring) in food products	356 35%qsw	350 34%q	308 30%	320 31%
The use of pesticides to grow food	323 31%oqtw	332 32%oqrs tw	281 27%	299 29%q
Food miles (e.g. the distance food travels)	266 26%o	302 29%oqwx	252 25%	242 24%
Foods aimed at children including school meals	298 29% <i>m</i>	332 32% <i>mno</i>	290 28%	292 28%
Food hygiene at home	217 21% <i>sw</i>	219 21% <i>sw</i>	163 16%	198 19% <i>w</i>
Date labels, such as "best before" and "use by" labels	321 31% <i>msvw</i> x	263 25%	247 24%	257 25%
Genetically Modified (GM) foods	284 28% <i>moqr</i> <i>stw</i>	277 27% <i>qrst</i> w	236 23%	254 25% <i>q</i>
Hormones/steroids /antibiotics in food	297 29% <i>mnop</i> <i>qrstw</i>	295 28% <i>mnop</i> <i>qrstw</i>	240 23%	271 26% <i>mnogs</i>
The feed given to livestock	231 23% <i>pq</i>	230 22% <i>pq</i>	196 19%	234 23% <i>ppw</i>
BSE ('mad cow disease')	182 18% <i>qwx</i>	164 16% <i>q</i>	135 13%	145 14%

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	233	226	269	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	24%abcd efghi	23%abcd efghi	28%abcd efghik	-	-	-	-	-	-	-	-
Net: Any	816 84%k	836 86%hij kl	817 84%k	845 87%hijk l	823 85%k	824 85%k	816 84%k	791 81%	805 83%	793 82%	772 79%	793 82%	917 89%	951 92%mq stuvwx	927 90%t	949 92%mqst uvwx	918 89%	934 91%taw	925 90%t	892 87%
None	127 13%	104 11%	122 13%	102 11%	107 11%	114 12%	123 13%	165 17%abcd efg	138 14%bde	136 14%bde	170 17%abcd efgijl	136 14%bd	93 9%np	65 6%	81 8%	64 6%	80 8%	70 7%	92 9%np	112 11%nopqrs
Don't know	28 3%	31 3%h	32 3%h	24 2%	41 4%dh	34 3%h	29 3%h	15 2%	31 3%h	35 4%h	31 3%h	40 4%dh	20 2%	13 1%	21 2%	16 2%	32 3%npqsu w	24 2%n	15 1%	25 2%n
Average number of mentions	6.07	6.27c	5.77	6.22c	6.08	6.45c	6.17	6.54ace	6.66ace	7.24abc	6.81abc	7.37ab ik	7.14	7.50q	7.32	7.52q	6.98	7.46q	7.26	7.58mq
Standard deviation	4.57	4.52	4.19	4.38	4.27	4.77	4.32	4.59	4.65	5.08	4.88	5.34	4.65	4.68	4.68	4.67	4.75	4.80	4.72	4.84
Standard error	0.16	0.16	0.15	0.15	0.15	0.15	0.13	0.15	0.14	0.16	0.17	0.18	0.15	0.15	0.15	0.15	0.15	0.14	0.14	0.14

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Chemicals from the environment, such as lead, in food	-	329 32% <i>mnop</i> <i>qrstuw</i>	281 27% <i>mnop</i> <i>qrstuv</i>	305 30% <i>mnopqrstu</i>
Food not being what the label says it is	-	305 29% <i>mnop</i> <i>qrstuv</i>	279 27% <i>mnop</i> <i>qrstuv</i>	306 30% <i>mnopqrstu</i>
Net: Any	906 88%	918 89%	898 87%	912 88%
None	103 10% <i>npr</i>	90 9% <i>np</i>	112 11% <i>nopqr</i>	85 8%
Don't know	17 2%	27 3% <i>ns</i>	17 2%	34 3% <i>mnpqsuv</i>
Average number of mentions	7.72 <i>mqs</i>	8.27 <i>mno</i> <i>qrstuv</i>	7.70 <i>m</i>	8.06 <i>mnopqrst</i>
Standard deviation	5.00	5.35	5.17	5.11
Standard error	0.14	0.15	0.16	0.16



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Food prices	130 42%kl	156 49%hjk l	150 46%kl	162 51%ahjk l	154 48%hjk l	162 52%ahjk l	138 44%kl	128 39%	142 44%kl	124 38%	113 34%	101 32%	183 52%x	207 62%mu vwx	209 63%mtuv wx	244 68%mqrt uvw	206 59%vwx	222 58%vwx	209 61%mu vw	199 55%vw
Food hygiene when eating out	100 32%	105 33%	98 30%	95 30%	99 31%	121 38%cd eh	96 31%	88 27%	100 31%	96 30%	94 29%	94 30%	110 32%	131 40%mq	120 36%	152 42%mq	112 32%	142 38%	123 36%	125 35%
Animal welfare	99 32%e	92 29%e	87 27%	88 27%	70 22%	96 30%e	88 28%	109 33%e	101 31%e	97 30%e	130 40%abcd efg	119 38%bcd efg	129 37%r	122 37%r	106 32%r	138 38%r	108 31%	95 25%	109 32%	117 33%r
The amount of saturated fat in food	85 27%	91 29%	92 28%	90 28%	79 24%	91 29%	84 27%	87 27%	86 26%	82 25%	73 22%	74 24%	107 31%	126 38%w	125 38%w	149 41%mu w	127 36%	141 38%w	119 35%	127 35%
The amount of salt in food	84 27%	124 39%acd efhijk	90 28%	98 31%	98 24%	87 28%	99 32%e	94 29%	100 31%	85 26%	95 29%	82 26%	131 37%	158 48%mw	155 47%mw	175 49%mu w	144 41%	175 47%mw	145 42%	157 44%
The amount of fat in food	77 25%	108 34%ace	80 25%	107 33%ace	81 25%	93 29%	83 27%	96 29%	104 32%ac	92 28%	92 28%	93 30%	122 35%	137 41%u	128 39%	165 46%msu vw	135 39%	147 39%	128 37%	144 40%
Food poisoning such as Salmonella and E.Coli	76 24%	90 28%ghk	85 26%k	81 25%	82 26%	79 20%	63 21%	69 21%	84 26%k	81 25%	64 19%	73 23%	72 21%	93 28%n	80 24%	118 33%moq w	87 25%	106 28%n	92 27%	99 27%n
Food waste	74 24%	104 33%a	98 30%	108 34%a	93 29%	102 32%a	116 37%ae	101 31%	115 35%a	104 32%a	124 38%ace	143 46%abc defghi jk	130 37%	131 39%	130 40%	163 45%n	145 42%	148 39%	156 45%n	142 39%
The amount of sugar in food	61 20%	86 27%ae	82 25%e	77 24%	56 17%	73 23%	89 29%ae	85 26%e	99 30%aef	105 32%acde f	117 36%abcd efh	129 41%abc defghi j	122 35%	127 38%	117 36%	148 41%q	113 32%	146 39%	137 40%q	162 45%moq

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Food prices	196 53%wx	163 45%	174 45%	159 44%
Food hygiene when eating out	137 37%	137 37%	135 35%	139 38%
Animal welfare	120 32%r	122 33%r	133 35%r	146 40%oqrsu
The amount of saturated fat in food	116 31%	128 35%	116 30%	135 37%
The amount of salt in food	150 40%	138 38%	141 37%	157 43%
The amount of fat in food	125 34%	131 36%	130 34%	144 39%
Food poisoning such as Salmonella and E.Coli	127 34%moqs vw	94 26%	95 25%	110 30%lm
Food waste	161 44%	167 46%lm	164 43%	182 50%lmnoqt
The amount of sugar in food	163 44%moq	174 48%mmoq r	186 49%mmop qrs	203 56%mmopqrstuv

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Foods aimed at children including school meals	53 17% <sub>kl</sub>	57 18% <sub>kl</sub>	48 15%	42 13%	50 15%	50 16%	51 16%	48 15%	37 11%	48 15%	51 16%	51 16%	82 23%	93 28%	91 27%	125 35% <sub>mquw</sub>	85 24%	89 24%	105 31% <sub>lmr</sub>	105 29%
Date labels, such as "best before" and "use by" labels	49 16%	77 24% <sub>aa</sub>	59 18%	65 20%	59 18%	68 22%	56 18%	71 22%	66 20%	67 21%	63 19%	63 20%	67 19%	96 29% <sub>movx</sub>	71 22%	98 27% <sub>mv</sub>	88 25%	112 30% <sub>movx</sub>	83 24%	98 27% <sub>mv</sub>
Food hygiene at home	40 13%	57 18% <sub>h</sub>	54 17% <sub>h</sub>	41 13%	52 16%	54 17% <sub>h</sub>	39 13%	36 11%	49 15%	44 14%	41 13%	43 14%	58 17%	74 22% <sub>tw</sub>	54 16%	85 23% <sub>molw</sub>	75 21% <sub>w</sub>	80 21% <sub>w</sub>	59 17%	56 16%
Food miles (e.g. the distance food travels)	37 12%	33 10%	28 9%	28 9%	30 9%	37 12%	38 12%	30 9%	39 12%	29 9%	44 14% <sub>uc</sub>	46 15% <sub>cdeh</sub>	62 18% <sub>q</sub>	59 18% <sub>q</sub>	53 16%	72 20% <sub>qrw</sub>	42 12%	48 13%	55 16%	61 17%
The use of pesticides to grow food	34 11%	45 14%	37 11%	34 11%	32 10%	40 13%	50 16% <sub>e</sub>	41 12%	43 13%	41 13%	41 13%	53 17% <sub>acde</sub>	67 19%	62 19%	57 17%	73 20%	58 17%	61 16%	61 18%	77 21%
Genetically Modified (GM) foods	30 10%	45 14%	39 12%	48 15% <sub>l</sub>	32 10%	30 9%	39 12%	41 12%	35 11%	37 11%	54 16% <sub>aafli</sub>	42 14%	65 19%	68 21% <sub>q</sub>	56 17%	85 24% <sub>ioq</sub>	47 13%	68 18%	66 19%	74 21% <sub>q</sub>
The use of additives (such as preservatives and colouring) in food products	29 9%	56 18% <sub>ae</sub>	44 13%	52 16% <sub>ae</sub>	31 10%	38 12%	41 13%	41 12%	43 13%	45 14%	48 15% <sub>aa</sub>	44 14%	86 25%	64 19%	81 25%	111 31% <sub>ngrs</sub>	75 21%	82 22%	68 20%	90 25% <sub>w</sub>
The feed given to livestock	27 9%	33 10%	27 8%	20 6%	19 6%	33 11% <sub>e</sub>	25 8%	31 9%	31 9%	25 8%	28 9%	32 10%	40 12%	58 17% <sub>moq</sub>	37 11%	52 14% <sub>w</sub>	34 10%	47 13%	37 11%	44 12%
Hormones/steroids /antibiotics in food	23 7%	28 9%	22 7%	20 6%	21 6%	39 12% <sub>acdeg</sub>	22 7%	37 11% <sub>cde</sub>	41 13% <sub>acde</sub>	39 12% <sub>cde</sub>	39 12% <sub>cde</sub>	46 15% <sub>abcdeg</sub>	46 13%	54 16%	39 12%	69 19% <sub>mo</sub>	51 15%	57 15%	59 17%	75 21% <sub>moq</sub>
BSE ('mad cow disease')	22 7%	31 10% <sub>egk</sub>	23 7%	30 9% <sub>ek</sub>	11 3%	33 10% <sub>egjk</sub>	16 5%	30 9% <sub>ek</sub>	31 10% <sub>egjk</sub>	17 5%	17 5%	23 7% <sub>e</sub>	46 13% <sub>w</sub>	50 15% <sub>qrw</sub>	40 12%	53 15% <sub>qrw</sub>	32 9%	34 9%	38 11%	40 11%



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Foods aimed at children including school meals	88 24%	119 32%mqru w	96 25%	114 31%smru
Date labels, such as "best before" and "use by" labels	115 31%movx	73 20%	104 27%mv	77 21%
Food hygiene at home	68 18%	68 19%	52 13%	84 23%smotw
Food miles (e.g. the distance food travels)	60 16%	66 18%q	49 13%	60 16%
The use of pesticides to grow food	78 21%	75 21%	66 17%	78 21%
Genetically Modified (GM) foods	71 19%	75 21%q	76 20%q	91 25%loqr
The use of additives (such as preservatives and colouring) in food products	102 28%nsw	93 25%w	72 19%	91 25%
The feed given to livestock	53 14%v	34 9%	45 12%	61 17%qsv
Hormones/steroids 'antibiotics in food	74 20%mo	68 19%o	65 17%	84 23%smnqgrw
BSE ('mad cow disease')	41 11%	33 9%	30 8%	46 13%w



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	43	43	55	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	13%abcd	13%abcd	18%abcd	-	-	-	-	-	-	-	-
Net: Any	241	261	255	263	257	250	240	240	257	255	257	246	295	294	288	322	293	321	296	303
None	59	44	58	50	46	54	59	80	61	53	61	54	45	32	32	28	41	42	38	49
Don't know	12	12	13	7	18	11	12	9	6	17	10	12	9	5	10	11	15	12	9	6
Average number of mentions	4.69	5.44ae	4.87	4.89	4.38	5.31e	5.13e	5.27e	5.24e	5.35e	5.56ae	5.93ac	5.84	6.49	6.07	7.06moq	6.01	6.23	6.25	6.57
Standard deviation	3.48	4.07	3.78	3.41	3.20	3.96	3.94	4.00	3.84	4.19	4.23	4.41	4.30	4.39	4.17	4.66	4.19	4.34	4.16	4.38
Standard error	0.22	0.27	0.23	0.21	0.20	0.23	0.25	0.24	0.22	0.25	0.25	0.27	0.26	0.25	0.25	0.26	0.25	0.23	0.24	0.24



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Chemicals from the environment, such as lead, in food	-	76	88	99
Food not being what the label says it is	-	21%mnop qrstu	23%mnop qrstu	27%mnopqrstu
Net: Any	306 83%	300 82%	316 82%	307 84%
None	51 14%p	52 14%p	60 16%nop	43 12%
Don't know	13 4%	14 4%	8 2%	15 4%
<b>Average number of mentions</b>	<b>6.69m</b>	<b>7.10moq rs</b>	<b>6.68m</b>	<b>7.70mnoqrstuw</b>
<b>Standard deviation</b>	<b>4.36</b>	<b>4.72</b>	<b>4.71</b>	<b>5.24</b>
<b>Standard error</b>	<b>0.23</b>	<b>0.26</b>	<b>0.27</b>	<b>0.31</b>



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food prices	299 62%hjk l	325 65%hij kl	321 66%hijk l	300 65%hijk l	323 69%afhi jkl	299 62%hijkl	314 64%hijk l	246 54%ijl	259 58%jkl	213 47%	203 49%	199 44%	267 54%uvwx	318 64%mtu vw	326 66%mtuv wx	336 66%mtuv wx	319 64%mtuv wx	291 62%muvw x	320 65%mtuv wx	283 57%uvwx
The amount of salt in food	235 49%	272 55%gik l	241 49%g	238 51%gk	236 51%g	239 49%g	205 42%	239 52%gk	212 47%	243 54%gk	184 44%	217 48%	283 57%qsw	270 55%	269 55%	286 57%w	255 51%	264 57%sw	250 51%	279 56%w
Food waste	206 43%	235 47%	230 47%	207 45%	224 48%	206 42%	240 49%af	196 43%	230 51%afh	231 51%afh	209 50%afh	247 55%abc dfh	269 55%	248 50%	251 51%	265 53%	249 49%	252 54%	305 62%lmnop qstu	265 54%
The amount of saturated fat in food	204 42%	238 48%hk	215 44%	200 43%	203 43%	214 44%	205 42%	183 40%	186 42%	187 41%	160 38%	205 45%k	234 47%w	234 47%w	234 47%w	255 51%wx	231 46%	232 50%wx	240 49%wx	231 47%
The amount of fat in food	203 42%	239 48%g	218 44%	202 43%	221 47%g	210 43%	196 40%	204 45%	188 42%	212 47%	174 42%	198 44%	252 51%wx	246 50%w	233 47%	256 51%w	227 45%	250 54%ooqst uvwx	228 46%	230 46%
The amount of sugar in food	199 41%	217 44%	194 40%	206 44%	212 45%	222 46%	218 45%	233 51%abc	228 51%abc	270 60%abcd efghi	227 54%abcd efg	274 60%abc defghi	233 47%	245 50%	227 46%	244 49%	234 46%	245 53%o	251 51%	306 62%mnopqrs u
Food hygiene when eating out	198 41%	204 41%	179 37%	184 40%	174 37%	208 43%	183 38%	188 41%	176 39%	165 38%	165 40%	183 40%	202 41%	198 40%	200 41%	216 43%	204 41%	205 44%w	201 41%	215 43%w
Animal welfare	194 40%	228 46%g	203 41%	189 41%	219 47%afg	192 40%	192 39%	195 43%	201 45%	211 47%fg	174 42%	215 48%afg	238 48%	223 45%	230 47%	258 51%q	225 45%	253 54%noqvw	239 48%	244 49%
Food poisoning such as Salmonella and E.Coli	156 32%eg	146 29%	140 29%	134 29%	121 26%	137 28%	117 24%	125 27%	146 32%eg	121 27%	129 31%g	138 30%g	171 35%	162 33%	167 36%wx	186 37%x	164 33%	159 34%	159 32%	168 34%
The use of additives (such as preservatives and colouring) in food products	155 32%	174 35%cg	141 29%	134 29%	145 31%	143 29%	137 28%	153 34%	151 34%	142 31%	121 29%	152 34%	181 37%q	174 35%	160 32%	158 31%	150 30%	161 35%	179 36%q	178 36%q

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food prices	235 48% <sub>x</sub>	214 44%	222 43%	196 39%
The amount of salt in food	257 52%	286 58% <sub>qswx</sub>	251 49%	261 52%
Food waste	267 54%	278 57% <sub>q</sub>	286 56%	282 56% <sub>q</sub>
The amount of saturated fat in food	229 46%	212 43%	208 41%	214 43%
The amount of fat in food	226 46%	225 46%	221 43%	224 45%
The amount of sugar in food	270 55% <sub>mopq</sub>	286 58% <sub>mnop</sub>	297 58% <sub>mnop</sub>	295 59% <sub>mnopqs</sub>
Food hygiene when eating out	226 46% <sub>wx</sub>	211 43%	190 37%	192 38%
Animal welfare	244 49%	259 53% <sub>snqw</sub>	231 45%	256 51%
Food poisoning such as Salmonella and E.Coli	174 35%	160 32%	159 31%	155 31%
The use of additives (such as preservatives and colouring) in food products	183 37% <sub>q</sub>	195 40% <sub>opq</sub>	181 35%	178 35%

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Foods aimed at children including school meals	140 29%	160 32%	155 32%	145 31%	166 36%a	160 33%	154 32%	159 35%	158 35%a	143 32%	131 31%	160 35%a	116 24%	132 27%	118 24%	146 29%	124 25%	141 30%mo	142 29%	134 27%
Date labels, such as "best before" and "use by" labels	126 26%	142 29%gj	124 25%	111 24%	135 29%gjk	126 26%	105 22%	135 29%gjk	128 29%gj	97 22%	94 23%	116 26%	96 20%	140 28%rn	130 26%rn	148 29%rn	149 30%rn	144 31%rnw	140 28%rn	153 31%rnw
Food miles (e.g. the distance food travels)	122 25%ck	146 29%cdi k	89 18%	109 23%	126 27%ck	116 24%c	116 24%c	116 25%ck	100 22%	127 28%ck	80 19%	106 23%	149 30%	145 29%	134 27%	148 29%	149 30%	161 35%ouwx	163 33%lowx	150 30%
The use of pesticides to grow food	116 24%	151 30%ach	111 23%	114 25%	124 27%	130 27%	128 26%	109 24%	129 29%c	129 29%	115 27%	138 30%ach	168 34%	163 33%	159 32%	178 35%q	146 29%	166 36%q	170 34%	165 33%
Hormones/steroids \antibiotics in food	111 23%	113 23%	89 18%	97 21%	97 21%	113 23%	101 21%	118 26%c	128 28%cddeg	129 28%cddeg	95 23%	131 29%abc degk	132 27%	131 27%	122 25%	151 30%q	119 24%	146 31%oq	135 27%	171 35%mnqswx
Genetically Modified (GM) foods	109 23%	126 25%	104 21%	99 21%	117 25%	121 25%	110 22%	105 23%	132 29%acdgh	127 28%cd	108 26%	124 27%cd	132 27%	137 28%	129 26%	131 26%	115 23%	119 26%	125 25%	136 27%
The feed given to livestock	107 22%g	120 24%cde gh	86 18%	80 17%	80 17%	102 21%g	77 16%	81 18%	102 23%dg	96 21%g	87 21%	111 24%cde gh	131 27%	110 22%	120 24%	126 25%	110 22%	146 31%shopq sw	127 26%	132 27%
Food hygiene at home	98 20%g	101 20%g	88 18%g	90 19%g	110 23%cgkl	89 18%g	63 13%	84 18%g	93 21%g	87 19%g	66 16%	79 17%	113 23%sw	100 20%	107 22%w	103 20%	113 23%w	109 24%sw	88 18%	104 21%
BSE ('mad cow disease')	84 17%e	81 16%	77 16%	75 16%	55 12%	83 17%e	63 13%	60 13%	76 17%e	69 15%	56 14%	63 14%	94 19%	117 24%qsw x	107 22%w	128 25%mqsw x	84 17%	101 22%qw	90 16%	101 20%w
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	145 32%abcd efghi	131 31%abcd efghi	155 34%abcd efghi	-	-	-	-	-	-	-	-



## Q.1b-Q.1d Food issues concerned about- Summary

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Foods aimed at children including school meals	140 28%	152 31%moq	141 27%	134 27%
Date labels, such as "best before" and "use by" labels	145 29% <i>m</i>	127 26% <i>m</i>	125 24%	128 26% <i>m</i>
Food miles (e.g. the distance food travels)	141 29%	165 33% <i>owx</i>	139 27%	136 27%
The use of pesticides to grow food	167 34%	192 39% <i>oqw</i>	159 31%	156 31%
Hormones/steroids /antibiotics in food	164 33% <i>mnoq</i> <i>sx</i>	173 35% <i>mnoq</i> <i>swx</i>	143 28%	137 27%
Genetically Modified (GM) foods	166 34% <i>mopq</i> <i>rstwx</i>	155 32% <i>qrs</i>	135 26%	137 27%
The feed given to livestock	132 27%	132 27%	111 22%	142 28% <i>enqw</i>
Food hygiene at home	106 21% <i>w</i>	113 23% <i>sw</i>	84 16%	105 21%
BSE ('mad cow disease')	109 22% <i>qw</i>	121 25% <i>mqs</i> <i>w</i>	77 15%	88 16%
Chemicals from the environment, such as lead, in food	-	188 38% <i>mno</i> <i>pqrstu</i>	162 32% <i>mno</i> <i>pqrstu</i>	170 34% <i>mno</i> <i>pqrstu</i>

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	142	115	126	-	-	-	-	-	-	-	-
										31%abcd	28%abcd	28%abcd								
										efghi	efghi	efghi								
Net: Any	436	456	436	421	429	442	436	400	407	404	362	401	454	451	450	477	454	430	452	448
	90%	92%hk	89%	91%	92%hk	91%k	89%	88%	91%	89%	87%	89%	92%uw	91%	91%	94%qtuv	90%	92%uw	92%w	90%
																wx				
None	42	35	44	35	29	34	44	50	42	48	43	43	29	29	33	24	33	24	34	40
	9%	7%	9%	7%	6%	7%	9%	11%bef	8%	9%	12%bef	9%	6%	6%	7%	5%	7%	5%	7%	8%p
Don't know	6	6	9	8	9	9	8	6	7	7	8	9	9	13	9	4	15	11	7	7
	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%p	2%	1%	3%p	2%p	1%	1%
Average number of mentions	7.03	7.49g	6.89	6.92	7.19	7.04	6.71	7.33g	7.43g	8.15acd	7.81acd	8.32ab	7.62	7.74	7.65	7.80	7.41	8.25q	7.86	8.14q
										efgh	fg	cdefgh								
Standard deviation	4.80	4.70	4.46	4.55	4.68	4.73	4.30	4.63	5.06	5.32	5.01	5.26	4.73	4.83	4.77	4.71	4.67	5.24	4.96	5.04
Standard error	0.23	0.22	0.22	0.23	0.23	0.21	0.19	0.22	0.23	0.25	0.27	0.27	0.22	0.23	0.23	0.21	0.22	0.23	0.20	0.22



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food not being what the label says it is	-	167 34%mnop qrstuw	141 28%mnop qrstu	166 33%mnopqrstu
Net: Any	435 88%	442 90%	449 88%	444 88%
None	48 10%mnpr	36 7%	52 10%mpqr	38 8%
Don't know	12 2%	13 3%p	11 2%	20 4%pst
Average number of mentions	8.22q	9.07mno pqrstuw	8.18q	8.45mnoq
Standard deviation	5.07	5.52	5.38	5.46
Standard error	0.22	0.23	0.26	0.25



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Food prices	201 55%hij ki	221 61%chi jl	194 54%ijkl	215 61%chijkl	210 58%hijkl	208 58%hijkl	210 58%hijkl	170 47%jkl	164 45%jkl	131 36%	121 34%	126 34%
The amount of salt in food	168 46%	174 48%	170 47%	177 51%k	159 44%	178 49%k	183 50%k	164 45%	169 47%	180 49%k	154 43%	169 46%
The amount of sugar in food	156 43%	147 41%	140 39%	166 48%abc	161 45%	173 48%abc	182 50%abc	171 47%abc	177 49%abc	190 52%abcde	179 50%abc	194 53%abcde
Food waste	155 43%	155 43%	158 44%	158 45%	160 44%	171 48%	190 52%abcde	169 47%	194 53%abcdeh	191 52%abcde	189 53%abcde	187 51%abc
The amount of fat in food	146 40%	155 43%k	148 41%	146 49%acehijkl	132 42%k	146 46%kl	142 45%k	135 42%k	151 41%k	142 41%k	134 35%	146 40%
The amount of saturated fat in food	141 39%	141 39%	140 39%	146 42%	132 37%	146 41%	142 39%	135 37%	151 42%	142 39%	134 37%	137 37%
Animal welfare	139 38%	140 39%	135 37%	144 41%	131 36%	151 42%	145 40%	149 41%	158 43%e	163 45%ace	139 39%	151 41%
Food hygiene when eating out	115 32%	106 29%	115 32%	122 35%hk	111 31%	131 36%bkhk	118 32%k	100 28%	137 38%abccehk	140 38%abcceghk	95 26%	126 34%hk
Food poisoning such as Salmonella and E.Coli	112 31%gk	102 28%	105 29%	114 32%gkl	99 27%	109 30%g	91 25%	103 29%	108 30%	113 31%gk	90 25%	98 27%
The use of pesticides to grow food	107 30%k	101 28%	89 25%	96 27%	87 24%	106 29%k	97 26%	96 27%	117 32%ceghk	113 31%cek	83 23%	102 28%
The use of additives (such as preservatives and colouring) in food products	96 26%	97 27%	100 28%	96 27%	100 28%	111 31%	102 28%	99 28%	108 30%	111 31%	97 27%	96 26%
Food miles (e.g. the distance food travels)	92 25%	100 28%c	79 22%	96 28%c	84 23%	106 29%cehl	101 28%c	86 24%	109 30%cehl	116 32%acehl	95 27%	87 24%
Food hygiene at home	84 23%ghk	70 19%	78 22%gk	65 19%	74 21%gk	81 23%ghkl	55 15%	62 17%	76 21%gk	76 21%gk	53 15%	63 17%

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Date labels, such as "best before" and "use by" labels	81 22%	82 23%	91 25%	90 26%	99 27%	101 28%abk	88 24%	88 24%	121 33%abcdeghjk l	93 25%	79 22%	90 24%
The feed given to livestock	79 22%	74 20%	69 19%	62 18%	63 18%	77 21%	66 18%	73 20%	85 23%deg	88 24%degk	67 19%	75 20%
Genetically Modified (GM) foods	76 21%	67 19%	70 19%	70 20%	62 17%	61 17%	66 18%	68 19%	82 23%efkl	85 23%efgkl	60 17%	61 16%
Hormones/steroids /antibiotics in food	71 20%	65 18%	70 19%	73 21%	68 19%	83 23%	70 19%	78 22%	99 27%abcdeghkl	100 27%abcdeghkl	75 21%	78 21%
BSE ('mad cow disease')	56 16%	75 21%aeg l	63 18%l	68 19%egl	49 14%	65 18%l	52 14%	66 18%el	72 20%egl	60 16%	60 17%	47 13%
Foods aimed at children including school meals	49 14%	68 19%a	52 14%	73 21%acg	70 19%a	70 20%ac	58 16%	69 19%a	86 24%acg	82 22%acg	74 21%acg	71 19%ac
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	109 30%abcdeghkl	82 23%abcdeghkl	95 26%abcdeghkl
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	106 29%abcdeghkl	78 22%abcdeghkl	87 23%abcdeghkl
Net: Any	307 85%k	326 90%aah ijk	315 87%hkl	311 89%hkl	307 85%k	314 87%hkl	316 87%hkl	292 81%	307 85%k	311 85%k	286 80%	307 83%
None	43 12%b	29 8%	36 10%	29 8%	38 11%	30 8%	40 11%	57 16%bcdefgij	45 12%bdf	43 12%b	61 17%abcdeghkl	43 12%b
Don't know	12 3%	7 2%	10 3%	10 3%	15 4%b	15 4%b	8 2%	11 3%	11 3%	12 3%	11 3%	19 5%bq
Average number of mentions	6.93	6.57	6.57	7.08	6.75	7.30bc	6.90	7.20	7.72abcog	8.19abcdeghkl	7.46bce	7.44bce
Standard deviation	4.86	4.65	4.67	4.72	4.86	4.89	4.74	4.89	5.04	5.31	5.23	5.10
Standard error	0.24	0.23	0.24	0.22	0.24	0.21	0.20	0.22	0.20	0.21	0.25	0.24



Q.1b-Q.1d Food issues concerned about- Summary  
Base: All adults UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Food prices	883 53% ijk l	1026 62% ahl jd	1026 51% ahij kl	1035 62% ahij kl	1018 61% ahij kl	998 59% ahij kl	974 59% ahij kl	852 51% jkl	815 49% ijkl	694 41%	699 42%	670 40%	103 60% luvw x	94 51% vwxx	86 52% wxx	107 64% nottu vwxx	96 55% vwxx	89 56% luvw tuwx	117 66% noqr tuwx	83 53% vwxx
The amount of salt in food	757 45% k	834 50% ace gijkl	780 46% k	814 49% egik	724 44%	807 48% egik	727 44%	794 47% ek	730 44%	780 46% k	696 41%	759 45% k	70 41%	88 48% luvw	62 38%	72 43%	75 42%	67 42%	82 47% lotuw x	71 40%
Food waste	688 41%	748 45% a	751 45% a	754 45% a	726 44%	753 44%	848 51% abcd efh	746 44%	799 48% aefh	820 48% abcd efh	832 50% abcd efh	904 54% abcd defhij k	68 40%	68 37%	61 37%	66 40%	71 40%	61 38%	81 46% nort	65 37%
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 38%	690 41%	679 41%	703 42%	687 41%	765 46% abc defghi jk	52 30%	72 40%	53 32%	57 34%	55 31%	54 34%	63 36%	63 36%
The amount of fat in food	671 40%	754 45% ace gijkl	692 41%	758 45% aceg ijkl	694 42% k	746 44% agij k	657 40%	709 42% k	658 40%	679 40%	635 38%	694 41% k	60 35%	69 38%	54 33%	64 39%	60 34%	59 37%	73 42% lotuw x	58 33%
The amount of saturated fat in food	646 39% k	702 42% aeh ijk	691 41% jk	693 41% jk	641 39% k	705 42% hijk	662 40% jk	642 38% k	634 38% k	613 36%	577 34%	665 40% jk	57 33%	63 35%	54 33%	63 38% x	64 36%	57 36% x	71 40% luvw	57 33%
The amount of sugar in food	642 38%	688 41%	651 39%	705 42% a	650 39%	734 43% ace	719 43% ace	805 46% abcd efg	777 47% abcd ef	860 51% abcd efg	854 51% abcd efg	934 56% abcd defghi jk	60 35%	66 36%	47 26%	68 41% o	59 33%	59 37% o	83 47% mnoq ru	73 42% o
Food hygiene when eating out	621 37%	638 38% k	606 36%	640 38% k	582 35%	697 41% aceg hjk	607 37%	600 36%	647 39% ek	635 38% k	573 34%	645 38% ek	47 27%	55 30%	45 27%	53 32%	58 33% x	51 32% x	54 30% x	51 29%
Food poisoning such as Salmonella and E.Coli	483 29% g	503 30% egk	504 30% eg	510 30% egjk	445 27%	497 29% g	426 26%	468 28%	525 32% eghj k	461 27%	454 27%	497 30% g	46 27% wx	43 23%	38 23%	59 35% nowx	47 26% wx	44 28% wx	51 29% wx	49 28% wx



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Food prices	82 47%wx	65 40%xt	63 36%	52 30%
The amount of salt in food	68 39%	72 45%w	62 35%	64 37%
Food waste	83 47%nort	77 48%nort	74 42%	76 44%
Animal welfare	67 38%	69 43%moqr stw	56 32%	60 34%
The amount of fat in food	57 33%	56 35%	51 29%	58 33%
The amount of saturated fat in food	53 30%	62 39%lux	52 30%	46 27%
The amount of sugar in food	69 39%o	77 48%mnnoq ru	80 46%moqr	83 48%mnnoq ru
Food hygiene when eating out	49 28%	47 30%	45 26%	39 23%
Food poisoning such as Salmonella and E.Coli	49 28%wx	46 29%wx	30 17%	29 16%

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
The use of additives (such as preservatives and colouring) in food products	464 28%	474 28%	449 27%	458 27%	423 25%	451 27%	437 26%	466 28%	485 29%ek	479 28%	429 26%	495 30%egk	30 17%	44 24%	31 19%	44 27%mx	32 18%	36 23%	46 26%mqx	52 29%moqrx
The use of pesticides to grow food	414 25%	438 26%cek	391 23%	420 25%	384 23%	430 25%	415 25%	415 25%	440 27%cek	454 27%cek	384 23%	458 27%cek	37 21%q	47 26%q	29 18%	32 19%	23 13%	33 21%q	42 24%q	41 23%q
Food miles (e.g. the distance food travels)	383 23%c	391 25%ck	334 20%	391 23%c	372 22%	401 24%c	404 24%ck	385 23%c	374 22%	423 25%ck	349 21%	378 23%	37 21%k	31 17%	23 14%	29 17%	29 16%	29 18%	35 20%	33 19%
Foods aimed at children including school meals	369 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%ac	30 18%	41 22%	26 16%	44 26%o	35 20%	35 22%	41 23%o	38 22%
Date labels, such as "best before" and "use by" labels	359 21%	453 27%acg jkl	393 23%	419 25%aj	422 25%aj	464 27%acgj kl	387 23%	445 27%acgj k	475 29%acde	373 22%	395 24%	399 24%	23 13%	48 26%am	39 24%am	38 23%am	59 34%mopt uwv	44 28%mw	46 26%um	44 25%um
Genetically Modified (GM) foods	339 20%	383 23%e	349 21%	368 22%e	315 19%	347 20%	346 21%	367 22%e	413 25%acef ghk	401 24%acef	362 22%	401 24%ace fg	33 19%	38 21%q	23 14%	26 16%	21 12%	27 17%	32 18%q	34 19%q
Food hygiene at home	338 20%ghk	348 21%ghk	319 19%gk	324 19%gk	360 22%ghjk	359 21%ghk	257 16%	283 17%	321 19%gk	319 19%gk	263 16%	333 20%ghk	23 13%	28 15%	28 17%w	26 16%	26 15%	24 15%w	27 15%w	26 15%w
The feed given to livestock	322 19%eg	328 20%deg k	295 18%	285 17%	259 16%	342 20%degk	272 16%	307 18%e	335 20%degk	308 18%	279 17%	367 22%cde ghk	27 16%	34 19%q	19 11%	22 13%	18 10%	31 19%oq	28 16%	31 18%oq
Hormones/steroids /antibiotics in food	315 19%	333 20%	298 18%	348 21%ce	296 18%	379 22%ace	327 20%	407 24%abcd egk	426 26%abcd elgk	414 24%abcd egk	348 21%ce	415 25%abc degk	26 15%	36 20%o	18 11%	26 16%	23 13%	29 18%o	34 19%o	43 24%moqrx
BSE ('mad cow disease')	240 14%e	300 18%ace fghjkl	259 15%egk	293 17%aeqh jkl	174 10%	258 15%ek	214 13%e	244 15%ek	288 16%egk	242 14%e	204 12%	232 14%e	24 14%wx	32 18%wx	23 14%w	31 19%wx	26 15%wx	25 16%wx	26 15%wx	26 15%wx

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
The use of additives (such as preservatives and colouring) in food products	45 26%mqx	51 32%moqr x	43 25%	29 17%
The use of pesticides to grow food	41 23%q	42 26%oqx	38 22%q	30 17%
Food miles (e.g. the distance food travels)	34 19%	34 21%ow	24 14%	27 16%
Foods aimed at children including school meals	38 22%	49 30%moqr stuw	37 21%	31 18%
Date labels, such as "best before" and "use by" labels	43 24%m	33 21%m	35 20%	38 22% m
Genetically Modified (GM) foods	32 18%	35 22%oq	27 15%	29 16%
Food hygiene at home	31 17%wx	22 14%	15 9%	19 11%
The feed given to livestock	29 17%q	29 18%q	27 16%	23 13%
Hormones/steroids 'antibiotics in food	35 20%o	40 25%mpq rx	33 19%o	28 16%
BSE ('mad cow disease')	24 14%wx	29 18%wx	9 5%	13 7%

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	466	418	498	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	28%abcd efghi	25%abcd efghi	30%abcd efghik	-	-	-	-	-	-	-	-
Net: Any	1441 86%	1498 90%afg hijk	1478 88%hjk	1499 89%aghi jkl	1467 88%hijk	1487 88%hjk	1441 87%k	1419 84%	1424 86%	1437 85%	1414 84%	1447 86%	151 88%otu w	151 83%w	130 79%	150 90%noqt uw	141 80%	135 85%aw	155 88%oqtu w	136 77%
None	184 11%bde	125 8%	166 10%b	145 9%	143 9%	160 9%b	181 11%bde	225 13%abcd efgl	192 12%bdef	200 12%bdef	224 13%abcd efgl	172 10%b	20 12%	31 17%pr	29 17%prs	10 6%	19 11%	14 9%	19 11%	37 21%mpqrstv
Don't know	44 3%	42 2%	37 2%	32 2%	51 3% <sup>d</sup>	47 3%	37 2%	36 2%	46 3%	56 3% <sup>d</sup>	40 2%	59 4%cdgh	1 1%	1 1%	6 4%mn	6 4%mn	16 9%mnop tuv	9 6%mnstu v	2 1%	3 2%
Average number of mentions	6.67	6.98 <sup>e</sup>	6.65	6.91 <sup>e</sup>	6.50	7.05 <sup>ace</sup>	6.77	7.10 <sup>ace</sup>	7.18 <sup>ace</sup>	7.68 <sup>abc</sup> g	7.26 <sup>acd</sup> eg	7.89 <sup>ab</sup> cdefgh ik	5.65	6.62	5.83	6.16	6.19	6.30	6.66 <sup>m</sup>	6.98 <sup>morx</sup>
Standard deviation	4.62	4.66	4.54	4.57	4.49	4.77	4.57	4.71	4.83	5.13	5.03	5.17	4.42	4.75	4.22	4.04	4.47	4.75	4.70	4.93
Standard error	0.12	0.12	0.12	0.11	0.12	0.12	0.12	0.12	0.12	0.13	0.13	0.13	0.35	0.37	0.36	0.32	0.36	0.22	0.22	0.24

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Chemicals from the environment, such as lead, in food	-	47 29% <i>mnop</i> <i>qrstuw</i>	33 19% <i>mnop</i> <i>qrstu</i>	33 19% <i>mnopqrstu</i>
Food not being what the label says it is	-	44 27% <i>mnop</i> <i>qrstuw</i>	26 15% <i>mnop</i> <i>qrstu</i>	43 25% <i>mnopqrstu</i>
Net: Any	141 80%	140 87% <i>otuw</i>	126 72%	144 83% <i>w</i>
None	33 19% <i>mpar</i> <i>svx</i>	18 11%	41 24% <i>mpar</i> <i>svx</i>	19 11%
Don't know	2 1%	3 2%	7 4% <i>mns</i>	10 6% <i>mnstuv</i>
<b>Average number of mentions</b>	<b>6.59m</b>	<b>7.34mop</b> <i>qrx</i>	<b>6.83m</b>	<b>5.90</b>
<b>Standard deviation</b>	<b>4.76</b>	<b>5.15</b>	<b>4.84</b>	<b>4.77</b>
<b>Standard error</b>	<b>0.20</b>	<b>0.24</b>	<b>0.42</b>	<b>0.39</b>



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food prices	60 61%kl	60 65%kl	54 54%kl	73 70%ckj	60 57%kl	56 61%kl	60 59%kl	45 57%kl	61 63%kl	48 55%kl	45 52%kl	26 29%	33 55%	47 79%mat uwxx	33 62%w	42 79%mtsu wx	39 68%w	40 71%mtwx	40 62%w	36 56%
Food waste	51 52%bch l	26 28%	37 37%	57 55%bcef hl	41 39%	36 39%	43 42%bl	30 37%	52 53%bceh l	37 42%bl	38 43%bl	24 27%	27 44%	31 52%	18 34%	24 45%	33 57%o	29 51%o	34 54%o	32 50%
Animal welfare	49 50%beg l	26 28%	37 36%	39 38%	37 35%	36 39%	36 35%	35 43%b	52 52%bcde gl	47 54%bcde gl	44 50%bcegl	28 32%	22 36%	35 59%mpq stuw	23 43%	20 38%	21 37%	27 47%	27 42%	26 40%
The amount of salt in food	47 48%	36 39%	47 47%	58 56%bfg l	37 35%	36 40%	38 38%	36 45%	54 55%bfg l	44 50%el	39 44%	31 35%	26 43%	40 67%mtw	36 69%mtw	30 55%	36 63%mw	32 57%	35 54%	33 51%
The amount of saturated fat in food	47 48%bfg l	31 33%	38 38%	56 54%bcef ghl	39 37%	30 33%	27 26%	31 38%	53 54%bcef ghl	44 50%bfgl	37 42%gl	23 26%	20 33%	33 56%lm	23 43%	28 52%lm	27 47%	31 55%mw	31 49%lm	33 51%lm
The amount of fat in food	46 47%bef l	30 33%	37 36%	49 47%befl	34 33%	30 33%	39 38%kl	29 36%	44 44%kl	41 47%belf	34 39%kl	21 24%	23 39%	32 54%	25 47%	28 53%	28 49%	30 53%w	30 46%	31 48%
The amount of sugar in food	46 47%	33 35%	37 36%	43 42%	39 37%	36 39%	43 42%	45 56%bcef	55 56%bcef	51 58%bcde fg	44 50%	43 49%	24 41%	36 60%lm	26 50%	24 45%	27 48%	30 53%	31 48%	34 53%
Food poisoning such as Salmonella and E.Coli	36 37%gl	25 27%	33 32%	43 41%bgl	30 28%	27 30%	22 22%	27 34%	38 39%gl	32 37%gl	30 34%kl	19 21%	21 35%	22 37%	23 44%	22 40%	32 56%mnst w	24 42%	23 36%	19 30%
Food hygiene when eating out	36 36%	27 29%	35 35%	48 46%begl	31 30%	30 33%	33 32%	33 41%	49 50%bcef gl	42 48%bfg l	38 44%bel	24 28%	23 37%	24 40%	25 46%	29 53%	28 48%	28 50%w	27 43%	32 50%w
Food miles (e.g. the distance food travels)	34 35%ceh l	22 24%kl	19 19%	23 22%kl	19 18%	22 24%kl	23 23%kl	15 19%	22 22%kl	26 30%el	25 29%kl	8 10%	8 13%	17 29%mw	8 15%	10 18%	10 17%	15 27%mw	11 18%	12 18%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	N1			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food prices	39 60%w	39 64%w	27 45%	33 55%
Food waste	31 49%	39 64%mpcr tuw	28 47%	36 61%mw
Animal welfare	27 42%	33 55%mpqs tuw	21 34%	33 55%mpqstuw
The amount of salt in food	35 55%	37 61%mw	28 47%	31 52%
The amount of saturated fat in food	29 45%	33 55%mw	24 41%	31 52% <i>m</i>
The amount of fat in food	33 52%	35 58%mw	24 40%	32 53%w
The amount of sugar in food	36 57% <i>m</i>	38 63%mpsw	29 48%	34 57%
Food poisoning such as Salmonella and E.Coli	28 43%	31 51% <i>mstw</i>	22 36%	29 49% <i>t</i>
Food hygiene when eating out	32 49%	25 42%	22 37%	25 42%
Food miles (e.g. the distance food travels)	18 29% <i>mw</i>	19 32% <i>moqs</i> tw	10 16%	22 37% <i>mpqstw</i>

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
The use of additives (such as preservatives and colouring) in food products	33 34%gl	22 23%	26 26%	27 26%	27 25%	21 23%	22 21%	21 27%	31 32%kl	31 35%gl	28 31%kl	14 16%	19 31%	26 43%	20 37%	20 38%	20 35%	27 48%msw	22 35%	23 36%
The use of pesticides to grow food	30 31%bcl	13 14%	19 19%	29 28%bl	23 22%	19 21%	29 29%bl	16 20%	28 29%bl	30 34%bceh l	24 28%b	14 16%	10 17%	23 39%mt	15 29%	15 29%	17 29%	21 36%mt	20 32%um	15 24%
Hormones/steroids /antibiotics in food	29 30%bcf ghl	10 11%	17 17%	20 19%	23 21%kl	15 17%	16 16%	13 16%	25 25%bl	33 38%bode	20 23%bl	9 10%	14 23%	12 20%	9 17%	16 29%ss	14 24%	14 25%ss	10 15%	17 26%ss
Genetically Modified (GM) foods	27 27%bfgl	8 9%	17 17%	21 20%b	24 23%bfl	10 11%	15 15%	13 16%	20 20%b	25 29%bcfg hl	30 35%bcdf ghl	10 11%	13 22%	14 23%	10 16%	19 36%st	13 23%	16 28%st	11 17%	10 16%
BSE ('mad cow disease')	25 25%begl	6 6%	16 16%bg	17 17%bg	15 14%	16 18%bg	7 7%	14 18%bg	19 19%bg	16 19%bg	17 20%bg	8 10%	13 21%	15 25%	12 23%	14 26%	16 29%w	16 28%w	12 19%	12 19%
Foods aimed at children including school meals	25 25%	14 15%	31 31%bg	36 35%bfg l	23 22%	18 20%	18 17%	19 23%	32 33%bfgl	26 30%bg	27 31%bg	17 19%	16 27%	25 42%	16 31%	14 26%	23 39%	20 35%	21 33%	22 34%
The feed given to livestock	23 24%bl	9 9%	15 15%	18 18%	19 18%	14 15%	18 18%	12 15%	19 19%	23 27%bcl	22 25%bl	10 11%	11 18%	23 38%moq sw	10 18%	14 27%	12 21%	19 33%motw	14 22%	12 18%
Date labels, such as "best before" and "use by" labels	19 20%	12 13%	24 24%b	30 29%b	29 27%b	24 27%b	20 19%	25 31%b	36 37%abgl	24 28%b	24 28%b	17 20%	18 29%	24 41%w	19 35%w	26 49%msw	20 34%w	20 35%w	21 32%w	30 47%msuwx
Food hygiene at home	19 19%g	13 14%	21 21%g	17 16%g	15 14%	15 17%g	7 7%	15 19%g	27 28%begl	25 29%bdeg l	15 17%g	12 13%	14 23%w	13 22%w	13 25%w	16 30%w	22 38%suwx	16 28%wx	13 20%w	19 29%wx
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	32 37%abcd efghl	34 39%abcd efghl	15 17%abcd efgh	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	N1			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
The use of additives (such as preservatives and colouring) in food products	25 39%	26 43%	19 32%	22 37%
The use of pesticides to grow food	24 37%mt	26 43%mtw	17 29%	24 41%mt
Hormones/steroids \antibiotics in food	20 32%os	22 36%nos	17 29% <i>s</i>	23 39% <i>mnogqrst</i>
Genetically Modified (GM) foods	20 31%st	17 29%st	13 22%	16 26%
BSE ('mad cow disease')	19 29%w	12 21%	9 15%	14 24%
Foods aimed at children including school meals	24 37%	29 49% <i>mopr</i> <i>stw</i>	21 35%	31 51% <i>mnoprstuw</i>
The feed given to livestock	18 29%	15 26%	11 18%	19 32% <i>mtw</i>
Date labels, such as "best before" and "use by" labels	21 33%w	27 45% <i>m<sub>sw</sub></i>	11 19%	20 33%w
Food hygiene at home	14 22%w	23 38% <i>nsuw<sub>x</sub></i>	3 6%	10 17%w
Chemicals from the environment, such as lead, in food	-	17 29% <i>mnop</i> <i>qrstu</i>	22 36% <i>mmop</i> <i>qrstu</i>	28 47% <i>mnopqrstuv</i>

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	32	25	13	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	36%abcd	29%abcd	14%abcd	-	-	-	-	-	-	-	-
Net: Any	90	80	85	94	81	82	89	68	91	79	81	65	50	59	51	51	51	53	56	60
	92%el	86%el	84%	91%el	77%	91%el	88%el	86%	93%el	91%el	93%el	74%	83%	98%mqsuwx	96%mw	94%wx	89%	92%wx	87%	93%wx
None	6	12	7	7	19	7	8	11	6	4	5	18	9	1	2	3	6	4	7	4
	6%	13%j	7%	7%	18%acdfgjk	7%	8%	13%j	6%	5%	6%	20%acd	16%en	2%	4%	6%	11%en	6%	11%en	7%
Don't know	2	1	9	2	6	1	4	1	1	4	1	5	1	-	-	-	-	1	1	-
	2%	1%	9%abfhi	2%	5%	2%	4%	1%	1%	4%	1%	6%bi	1%	-	-	-	-	1%	1%	-
Average number of mentions	7.54bf	5.29	6.58	7.46bgl	7.00b	5.97	5.79	6.90b	7.85bfg	8.94bce	7.90bfg	5.89	7.08	8.43	7.15	8.18	8.56	8.65	7.79	7.47
	gl								l	fghi	l									
Standard deviation	4.83	3.95	4.79	5.10	4.99	4.93	3.66	4.94	4.87	5.95	5.41	4.86	5.29	4.42	4.37	4.97	5.28	5.47	5.17	5.09
Standard error	0.50	0.43	0.51	0.50	0.52	0.53	0.37	0.58	0.49	0.59	0.59	0.53	0.72	0.56	0.62	0.70	0.72	0.50	0.47	0.49

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	N			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food not being what the label says it is	-	31	18	26
	-	51% <i>mnop</i> <i>qrstuw</i>	29% <i>mnop</i> <i>qrstu</i>	44% <i>mnopqrstuw</i>
Net: Any	55	55	48	49
	86%	92% <i>wx</i>	80%	81%
None	9	4	12	11
	14% <i>ln</i>	7%	20% <i>noprv</i> <i>tv</i>	19% <i>noprv</i>
Don't know	-	-	-	-
	-	1%	-	-
<b>Average number of mentions</b>	<b>8.92</b>	<b>10.35</b> <i>mno</i> <i>prstw</i>	<b>8.18</b>	<b>11.09</b> <i>mnopqrstuw</i>
<b>Standard deviation</b>	<b>5.80</b>	<b>6.59</b>	<b>5.77</b>	<b>6.17</b>
<b>Standard error</b>	<b>0.57</b>	<b>0.59</b>	<b>0.57</b>	<b>0.61</b>

**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42%e	783 43%ceg	752 41%	826 45%abdefghik
BSE ('mad cow disease')	277 15%egk	321 18%aeg hijkl	287 16%egk	324 18%aeghijkl	205 11%	290 16%egk	233 13%	271 15%e	306 17%egkl	271 15%e	230 13%	255 14%e
Date labels, such as "best before" and "use by" labels	396 22%	489 27%acg ijkl	436 24%	475 26%aj	471 26%a	509 28%acgijkl	427 23%	500 27%acgijkl	532 29%acdegijkl	424 23%	430 24%	436 24%
Food hygiene at home	370 20%ghk	375 21%ghk	354 19%gk	357 19%gk	397 22%ghk	390 21%ghk	278 15%	316 17%	362 20%gk	366 20%gk	281 15%	354 19%gk
Food hygiene when eating out	679 37%	689 38%k	666 36%	716 39%ek	641 35%	755 41%aceghk	667 37%	665 36%	728 40%ceghk	702 38%k	633 35%	694 38%k
Food miles (e.g. the distance food travels)	425 23%c	452 25%cek	360 20%	424 23%c	401 22%	438 24%ck	438 24%ck	411 23%c	414 23%c	468 25%cehkl	384 21%	408 22%c
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghk	507 28%	547 30%g	471 26%	515 28%	590 32%eghjk	524 28%	506 28%	544 30%g
Food prices	976 53%jkl	1133 62%aghl ijkl	1114 61%ahijkl	1150 63%afghijkl	1116 61%ahijkl	1094 59%ahijkl	1073 59%ahijkl	933 51%jkl	915 50%jkl	781 42%	771 42%	729 40%
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%ac
Food waste	766 42%	805 44%	806 44%	835 46%a	800 44%	818 44%	925 51%abcdefh	808 44%	883 48%abcfeh	895 49%abcfeh	898 49%abcdefh	964 53%abcdefhijk
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acelgh	444 24%acelgh	405 22%e	426 23%cefg
Hormones/steroids \antibiotics in food	357 20%	355 20%	324 18%	384 21%ce	332 18%	409 22%ceeg	353 19%	436 24%abcdegk	471 26%abcdefgk	469 25%abcdefgk	385 21%ce	447 24%abcdegk



**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of fat in food	741 41%	816 45%ace gijkl	753 41%	836 46%aceghijkl	756 41%k	807 44%agik	726 40%	768 42%k	735 40%	755 41%	692 38%	747 41%
The amount of salt in food	830 45%k	910 50%aeg ijk	863 47%ek	901 49%aegikl	797 44%	876 48%egk	800 44%	862 47%eegk	819 45%	860 47%k	763 42%	822 45%
The amount of saturated fat in food	713 39%k	766 42%sehj k	752 41%jk	777 42%aehjk	707 39%k	767 42%jk	720 39%k	706 39%k	716 39%k	689 37%	638 35%	719 39%k
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abcdefg	868 48%abcdefg	949 52%abcdefgi	926 51%abcdefg	1011 55%abcdefghijk
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%cdegk	304 17%	330 18%	372 20%cdegk	346 19%e	311 17%	396 22%cdegkh
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egk	536 29%ek	476 26%	531 29%ek
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%cek	509 28%cehk	426 23%	497 27%cek
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abcdefghi	474 26%abcdefghi	541 30%abcdefghik
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28%abcdefghi k	456 25%abcdefghi	492 27%abcdefghi
Net: Any	1582 87%	1637 90%ace ghijkl	1614 88%hijkl	1644 90%aghijkl	1599 88%hjk	1622 88%hijkl	1586 87%k	1547 85%	1571 86%	1572 85%	1544 85%	1561 85%
None	199 11%bd	138 8%	175 10%b	156 8%	168 9%	170 9%	196 11%bd	240 13%abcdefg	207 11%bdef	208 11%bdef	241 13%abcdefg	201 11%bd





**Q.1b-Q.1d Food issues concerned about- Summary**  
**Base: All adults UK**

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Don't know	47 3%	42 2%	46 3%	34 2%	56 3% <sup>dh</sup>	49 3%	42 2%	37 2%	46 3%	60 3% <sup>dh</sup>	41 2%	64 4% <sup>bdghk</sup>
Average number of mentions	6.73	6.95 <sup>e</sup>	6.66	6.98 <sup>e</sup>	6.59	7.05 <sup>ce</sup>	6.75	7.10 <sup>aceg</sup>	7.28 <sup>aceg</sup>	7.83 <sup>abcdelgh</sup>	7.33 <sup>abcdeg</sup>	7.91 <sup>abcdelghik</sup>
Standard deviation	4.65	4.64	4.55	4.62	4.56	4.81	4.56	4.73	4.87	5.26	5.08	5.24
Standard error	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.12	0.12	0.12	0.12	0.13

## Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
I am very concerned	(5) 297 15%	340 17% <sup>egjkl</sup>	305 15% <sup>e</sup>	322 16% <sup>ekd</sup>	256 13%	349 17% <sup>aeghijkl</sup>	294 15%	301 15% <sup>e</sup>	313 16% <sup>e</sup>	282 14%	271 14%	272 14%
I am fairly concerned	(4) 730 37%	702 35%	770 38% <sup>abfghijkl</sup>	716 36%	728 36%	699 35%	688 34%	675 34%	699 35%	684 34%	672 34%	677 34%
I am neither concerned nor unconcerned	(3) 416 21% <sup>c</sup>	426 21% <sup>c</sup>	365 19%	387 19%	411 21%	433 22% <sup>c</sup>	435 22% <sup>c</sup>	413 21%	426 21% <sup>c</sup>	388 19%	400 20%	425 21% <sup>c</sup>
I am fairly unconcerned	(2) 358 18% <sup>f</sup>	393 20% <sup>f</sup>	349 17%	416 21% <sup>acf</sup>	390 20% <sup>f</sup>	309 15%	402 20% <sup>cf</sup>	380 19% <sup>f</sup>	374 19% <sup>f</sup>	393 20% <sup>f</sup>	383 19% <sup>f</sup>	392 20% <sup>f</sup>
I am very unconcerned	(1) 176 9% <sup>b</sup>	121 6%	200 10% <sup>abd</sup>	154 8% <sup>b</sup>	186 9% <sup>b</sup>	193 10% <sup>bd</sup>	171 9% <sup>b</sup>	214 11% <sup>abdgi</sup>	174 9% <sup>b</sup>	233 12% <sup>abdefgi</sup>	258 13% <sup>abcddefghi</sup>	222 11% <sup>abdgi</sup>
Net: Concerned	1028 51% <sup>kl</sup>	1042 52% <sup>hijk</sup> l	1075 54% <sup>eghijkl</sup>	1038 52% <sup>hijkl</sup>	984 49%	1048 52% <sup>eghijkl</sup>	983 49%	976 49%	1012 51% <sup>kl</sup>	966 48%	943 47%	948 47%
Net: Unconcerned	535 27%	514 26%	548 27%	569 28% <sup>f</sup>	576 29% <sup>bf</sup>	502 25%	573 29% <sup>bf</sup>	594 30% <sup>abf</sup>	548 27%	625 31% <sup>abcfl</sup>	641 32% <sup>abcddefgi</sup>	614 31% <sup>abcfl</sup>
Don't know	21 1% <sup>dg</sup>	19 1% <sup>d</sup>	13 1%	5 *	28 1% <sup>cdgijl</sup>	18 1% <sup>d</sup>	9 *	18 1% <sup>d</sup>	14 1%	21 1% <sup>dg</sup>	16 1% <sup>d</sup>	13 1%
Mean score	3.31 <sup>jk</sup>	3.38 <sup>eg</sup>	3.32 <sup>hijkl</sup>	3.32 <sup>ehjkl</sup>	3.24 <sup>k</sup>	3.35 <sup>eghijkl</sup>	3.27 <sup>kl</sup>	3.24 <sup>k</sup>	3.30 <sup>kl</sup>	3.20	3.16	3.19
Standard deviation	1.19	1.16	1.22	1.19	1.19	1.22	1.19	1.23	1.20	1.24	1.25	1.22
Standard error	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?  
 Base: All adults UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
I am very concerned	(5) 130 13%	138 14%	129 13%	133 14%	115 12%	151 16%eg	118 12%	124 13%	146 15%e	128 13%	124 13%	123 13%	168 16%	202 20%mqv wx	175 17%q	189 18%qwx	141 14%	198 19%qwx	176 17%q	177 17%q
I am fairly concerned	(4) 342 35%k	330 34%k	365 38%fghj kl	323 33%	359 37%fjkl	314 32%	317 33%	343 35%k	313 32%	287 30%	302 31%	388 38%	372 36%	404 39%tu	392 38%	369 36%	385 37%	371 36%	358 35%	
I am neither concerned nor unconcerned	(3) 206 21%	219 23%j	183 19%	206 21%	205 21%	217 22%j	236 24%cdijk	205 21%	201 21%	177 18%	194 20%	213 22%j	210 20%	207 20%	181 18%	181 18%	206 20%	216 21%	199 19%	208 20%
I am fairly unconcerned	(2) 191 20%	204 21%f	173 18%	216 22%cf	190 20%	163 17%	196 20%f	203 21%f	185 19%	208 22%cf	202 21%f	197 20%f	167 16%	189 18%r	175 17%	199 19%r	200 19%r	146 14%	206 20%lmr	176 17%
I am very unconcerned	(1) 97 10%b	71 7%	115 12%b	89 9%	93 10%	117 12%bd	95 10%	112 12%b	94 10%	132 14%abde	159 16%abcd efghi	127 13%abde gi	79 8%n	50 5%	85 8%n	64 6%	93 9%np	76 7%n	76 7%n	102 10%nprr
Net: Concerned	472 49%kl	467 48%k	495 51%ahik l	457 47%k	474 49%kl	465 48%k	441 45%	490 50%ahik l	441 46%	411 42%	426 44%	556 54%q	574 56%auv x	580 56%atuv wx	581 56%atuv wx	510 50%	583 57%atuv wx	548 53%	535 52%	
Net: Unconcerned	288 30%	275 28%	288 30%	305 31%	283 29%	280 29%	291 30%	315 32%	280 29%	340 35%abce fij	361 37%abcd efghi	324 33%bef i	246 24%	239 23%	260 25%r	264 26%r	294 29%lmnr	222 22%	282 27%lnr	278 27%nr
Don't know	4 *	10 1%cd	5 *	2 *	9 1%cd	10 1%cd	6 1%	10 1%cd	5 *	7 1%	8 1%	6 1%	17 2%psx	9 1%	8 1%	3 *	19 2%oprst wx	8 1%	4 *	8 1%
Mean score	3.22jk l	3.27hj kl	3.23jkl	3.20k	3.22jkl	3.23jkl	3.17k	3.14k	3.27hjk	3.10	3.02	3.10	3.39qv x	3.48qs tuwx	3.40qvw x	3.43qtv wx	3.26 uw	3.47qst uw	3.36	3.33
Standard deviation	1.20	1.16	1.23	1.20	1.18	1.25	1.18	1.23	1.21	1.27	1.30	1.25	1.17	1.15	1.20	1.17	1.19	1.17	1.19	1.23
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.03	0.03	0.03



Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		1385	1354	1139	1156
Weighted Base		1025	1036	1027	1032
I am very concerned	(5)	167 16%	154 15%	147 14%	148 14%
I am fairly concerned	(4)	355 35%	371 36%	385 37%	374 36%
I am neither concerned nor unconcerned	(3)	226 22% <sup>op</sup>	211 20%	207 20%	212 21%
I am fairly unconcerned	(2)	188 18% <sup>r</sup>	185 18% <sup>r</sup>	181 18% <sup>r</sup>	195 19% <sup>r</sup>
I am very unconcerned	(1)	80 8% <sup>n</sup>	101 10% <sup>np</sup>	100 10% <sup>np</sup>	95 9% <sup>np</sup>
Net: Concerned		523 51%	526 51%	532 52%	523 51%
Net: Unconcerned		268 26% <sup>r</sup>	286 28% <sup>nr</sup>	280 27% <sup>nr</sup>	290 28% <sup>mnr</sup>
Don't know		9 1%	13 1% <sup>ps</sup>	8 1%	7 1%
<b>Mean score</b>		<b>3.34</b>	<b>3.29</b>	<b>3.29</b>	<b>3.28</b>
Standard deviation		1.18	1.21	1.20	1.20
Standard error		0.03	0.03	0.04	0.04

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?  
Base: All adults UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
I am very concerned	(5) 32 10%e	33 10%e	29 9%	35 11%e	18 5%	38 12%e	30 9%	26 8%	26 8%	32 10%e	28 8%	28 9%	39 11%	58 18%mtv x	58 18%mtv x	53 15%	50 14%	55 15%	54 16%t	36 10%
I am fairly concerned	(4) 104 33%	99 31%	129 39%beh j	109 34%	94 29%	100 32%	99 32%	96 29%	114 35%l	98 30%	112 34%	87 28%	137 39%svv	114 34%	125 38%sv	134 37%sv	123 35%	137 37%sv	97 28%	135 38%sv
I am neither concerned nor unconcerned	(3) 78 25%d	75 24%d	64 19%	51 16%	77 24%d	71 23%	75 24%d	75 23%d	74 23%d	70 21%	75 23%d	79 25%d	72 21%	67 20%	53 16%	80 22%o	61 17%	81 22%	83 24%oq	78 22%
I am fairly unconcerned	(2) 65 21%	77 24%	67 20%	89 28%cfk	84 26%fk	55 18%	68 22%	82 25%f	73 24%	76 24%	61 19%	70 22%	62 18%	69 21%r	65 20%	69 19%	81 23%r	53 14%	73 21%r	70 19%
I am very unconcerned	(1) 31 10%	31 10%	38 12%	36 11%	46 14%	48 15%	37 12%	45 14%	35 11%	46 14%	50 15%b	47 15%	31 9%	22 7%	30 9%	25 7%	27 8%	45 12%npu	35 10%	39 11%n
Net: Concerned	137 44%e	131 42%	158 48%ehj	144 45%el	112 35%	138 44%e	128 41%	123 37%	140 43%e	130 40%	139 43%e	114 37%	177 51%v	172 52%v	183 55%svvv x	187 52%v	174 50%v	192 51%v	152 44%	171 48%v
Net: Unconcerned	97 31%	108 34%	105 32%	126 39%a	130 40%ac	103 33%	105 34%	127 39%	108 33%	123 38%	111 34%	117 38%	94 27%	91 28%	94 29%	94 26%	108 31%	98 26%	108 31%	109 30%
Don't know	1 *	2 1%	-	-	3 1%	3 1%	2 1%	4 1%	3 1%	1 *	2 1%	2 1%	6 2%op	1 *	-	-	6 2%op	3 1%	1 *	1 *
Mean score	3.13eh	3.08e	3.14ehj	3.05	2.85	3.08e	3.05	2.93	3.07e	2.98	3.02	2.93	3.27v	3.35tv x	3.35tvw x	3.34vwx	3.26v	3.28v	3.18	3.16
Standard deviation	1.16	1.17	1.19	1.23	1.16	1.26	1.19	1.19	1.16	1.23	1.22	1.21	1.16	1.18	1.23	1.15	1.20	1.23	1.23	1.18
Standard error	0.07	0.07	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.07	0.06	0.07	0.06	0.07	0.06



Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		440	386	367	342
Weighted Base		370	366	384	365
I am very concerned	(5)	54 15%	42 12%	48 13%	42 12%
I am fairly concerned	(4)	118 32%	103 28%	131 34%	120 33%
I am neither concerned nor unconcerned	(3)	96 26% <i>oq</i> w	85 23% <i>o</i>	72 19%	77 21%
I am fairly unconcerned	(2)	72 20%	87 24% <i>r</i>	75 20%	80 22% <i>r</i>
I am very unconcerned	(1)	28 8%	43 12% <i>n</i> p	52 13% <i>n</i> p <i>q</i> u	42 11% <i>n</i> p
Net: Concerned		172 47%	145 40%	180 47%	162 44%
Net: Unconcerned		100 27%	130 35% <i>m</i> n <i>p</i> r u	127 33% <i>p</i> r	121 33% <i>p</i> r
Don't know		2 1%	6 2% <i>o</i> p	5 1% <i>o</i> p	4 1%
<b>Mean score</b>		<b>3.27</b> <i>v</i>	<b>3.04</b>	<b>3.13</b>	<b>3.12</b>
<b>Standard deviation</b>		<b>1.16</b>	<b>1.21</b>	<b>1.26</b>	<b>1.21</b>
<b>Standard error</b>		<b>0.06</b>	<b>0.06</b>	<b>0.07</b>	<b>0.07</b>

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?  
 Base: All adults UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
I am very concerned	(5) 75 16%	91 18%el	80 16%e	78 17%e	52 11%	90 19%el	76 16%e	89 19%el	79 18%e	65 14%	77 18%el	58 13%	94 19%	106 21%qvw	87 18%	102 20%w	81 16%	98 21%qw	84 17%	99 20%w
I am fairly concerned	(4) 202 42%fgk	189 38%	191 39%	171 37%	203 44%fghi jk	164 34%	166 34%	165 36%	160 36%	162 36%	137 33%	168 37%	180 36%	176 36%	198 40%tx	194 38%	198 39%ix	178 38%	199 40%tx	168 34%
I am neither concerned nor unconcerned	(3) 94 19%	93 19%	81 17%	93 20%	88 19%	115 24%lcj	110 23%c	88 19%	93 21%	83 18%	83 20%	105 23%c	85 17%	97 20%	83 17%	89 18%	103 20%	94 20%	88 18%	97 20%
I am fairly unconcerned	(2) 73 15%	92 18%	82 17%	93 20%	81 17%	83 17%	97 20%	75 16%	84 19%	86 19%	73 17%	74 16%	88 18%r	88 18%r	77 16%	83 16%	76 15%	57 12%	87 18%r	81 16%
I am very unconcerned	(1) 36 7%	26 5%	53 11%bdfl	29 6%	42 9%b	28 6%	37 8%	37 8%	30 7%	53 12%abdf gl	46 11%bdfl	46 10%bdf	43 9%n	24 5%	45 9%n	36 7%	35 7%	36 8%	34 7%	46 9%n
Net: Concerned	277 57%gjl	280 56%g	271 55%	249 54%	255 55%	254 52%	242 50%	254 56%	240 53%	227 50%	214 51%	225 50%	274 56%	282 57%w	285 58%wx	296 59%wx	279 55%	275 59%wx	283 57%w	267 54%
Net: Unconcerned	109 23%	118 24%	135 28%	122 26%	122 26%	110 23%	134 28%	112 25%	114 25%	139 31%abf	119 28%	120 27%	131 26%r	112 23%	123 25%	119 23%	111 22%	93 20%	121 25%	127 26%r
Don't know	4 1%	6 1%dg	2 *	-	1 *	6 1%dg	1 *	2 *	3 1%	4 1%d	2 1%	2 *	4 1%	2 *	2 *	9 2%opsuv x	3 1%	1 *	4 1%	
Mean score	3.43j	3.46eg	3.33	3.38	3.31	3.43j	3.30	3.42j	3.39j	3.23	3.30	3.26	3.40w	3.51wx	3.42w	3.48wx	3.43w	3.53vw	3.43w	3.39w
Standard deviation	1.15	1.15	1.24	1.16	1.15	1.15	1.18	1.21	1.17	1.25	1.26	1.18	1.23	1.16	1.21	1.19	1.15	1.18	1.16	1.24
Standard error	0.05	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.06	0.06	0.06	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.05



Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

		50-65			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		596	653	493	540
Weighted Base		494	492	512	502
I am very concerned	(5)	92 19%	81 16%	77 15%	92 18%
I am fairly concerned	(4)	191 39%	198 40%tx	179 35%	167 33%
I am neither concerned nor unconcerned	(3)	90 18%	88 18%	97 19%	94 19%
I am fairly unconcerned	(2)	80 16%	71 14%	99 19%rv	103 21%oqrv
I am very unconcerned	(1)	40 8%n	53 11%npqs	57 11%npqs	43 9%n
Net: Concerned		283 57%w	279 57%w	256 50%	259 52%
Net: Unconcerned		119 24%	124 25%	156 31%npqr su	147 29%npqr
Don't know		2 -	1 -	3 1%	2 -
<b>Mean score</b>		<b>3.44w</b>	<b>3.37</b>	<b>3.23</b>	<b>3.32</b>
<b>Standard deviation</b>		<b>1.20</b>	<b>1.23</b>	<b>1.25</b>	<b>1.23</b>
<b>Standard error</b>		<b>0.05</b>	<b>0.05</b>	<b>0.06</b>	<b>0.05</b>



## Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

66+												
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
I am very concerned	(5) 56 16%	52 14%	51 14%	55 16%	56 16%	69 19% <sup>cghkl</sup>	51 14%	51 14%	62 17% <sup>kk</sup>	61 17% <sup>kk</sup>	41 11%	52 14%
I am fairly concerned	(4) 106 29%	124 34%	127 35%	108 31%	109 30%	120 33%	127 35%	110 31%	116 32%	124 34%	113 32%	136 37% <sup>adeh</sup>
I am neither concerned nor unconcerned	(3) 88 24% <sup>ijl</sup>	93 26% <sup>ijl</sup>	84 23% <sup>j</sup>	74 21%	82 23% <sup>j</sup>	71 20%	78 21%	74 21%	75 21%	62 17%	73 20%	70 19%
I am fairly unconcerned	(2) 70 19%	67 19%	57 16%	81 23% <sup>cdll</sup>	69 19%	61 17%	76 21% <sup>cc</sup>	72 20%	65 18%	72 20%	74 21%	65 18%
I am very unconcerned	(1) 35 10% <sup>b</sup>	18 5%	34 9% <sup>b</sup>	28 8%	35 10% <sup>b</sup>	36 10% <sup>b</sup>	28 8%	46 13% <sup>bdg</sup>	41 11% <sup>bg</sup>	39 11% <sup>b</sup>	54 15% <sup>abcdefgj</sup>	44 12% <sup>bdg</sup>
Net: Concerned	163 45%	176 49%	178 49%	163 47%	165 46%	189 53% <sup>aehtk</sup>	178 49%	161 45%	178 49%	185 51% <sup>hkk</sup>	154 43%	188 51% <sup>hkk</sup>
Net: Unconcerned	105 29%	85 24%	91 25%	109 31% <sup>bc</sup>	104 29%	97 27%	104 29%	118 33% <sup>bcf</sup>	106 29% <sup>b</sup>	111 30% <sup>lb</sup>	128 36% <sup>abcdefgijl</sup>	108 29% <sup>b</sup>
Don't know	7 2% <sup>f</sup>	7 2% <sup>f</sup>	9 3% <sup>ll</sup>	4 1%	8 2% <sup>ll</sup>	2 *	5 1%	7 2% <sup>f</sup>	4 1%	8 2% <sup>f</sup>	4 1%	3 1%
Mean score	3.22k	3.35hk	3.30hk	3.23k	3.23k	3.35hk	3.27k	3.13	3.26k	3.27k	3.04	3.24k
Standard deviation	1.22	1.10	1.18	1.21	1.22	1.25	1.17	1.27	1.26	1.26	1.27	1.24
Standard error	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?  
 Base: All adults UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
I am very concerned	(5) 248 15%	294 18%aeg hkl	267 16%ek	275 16%ejkl	219 13%	300 18%aegh jkl	248 15%	253 15%	262 16%e	229 14%	224 13%	229 14%	19 11%	19 11%	16 9%	18 11%	14 8%	20 12%	16 9%	20 11%
I am fairly concerned	(4) 615 37%	587 35%	660 39%bfigh ijkl	604 36%	610 37%	590 35%	564 34%	574 34%	584 35%	574 34%	571 34%	589 35%	64 37%tx	58 32%	65 39%lux	54 33%	64 36%x	58 37%lux	68 39%lux	51 29%
I am neither concerned nor unconcerned	(3) 359 22%c	368 22%cd	315 19%	321 19%	345 21%	362 21%	366 22%cd	346 21%	337 20%	337 20%	343 20%	370 22%cd	26 15%	31 17%	24 14%	46 28%mnov	41 23%o	35 22%o	41 23%mov	44 25%mnov
I am fairly unconcerned	(2) 284 17%	306 18%f	284 17%	346 21%acf	322 19%f	262 15%	334 20%acf	318 19%f	328 20%acf	331 20%acf	323 19%f	318 19%f	45 26%oru w	54 30%oqr stuvw	27 17%	34 20%u	35 20%u	26 17%	35 20%u	38 22%ru
I am very unconcerned	(1) 146 9%b	94 6%	143 8%b	125 7%b	144 9%b	164 10%bd	142 9%b	175 10%bdi	138 8%b	205 12%abcd efgil	206 12%abcd efgil	160 10%bd	18 11%	19 10%	33 20%mpqqr stuv	13 8%	19 11%	18 11%	16 9%	20 12%
Net: Concerned	863 52%jk	881 53%ghj kl	927 55%aegh ijkl	879 52%jkl	829 50%	890 53%gkl	813 49%	827 49%	847 51%jk	803 47%	795 47%	818 49%	83 48%x	77 42%	81 49%x	72 43%	78 44%	78 49%lux	84 48%tx	71 40%
Net: Unconcerned	430 26%	400 24%	426 25%	472 28%b	466 28%b	426 25%	475 29%bcf	493 29%abcf	466 28%b	536 32%abcd efil	528 31%abcd efi	477 28%bcf	63 36%ru	73 40%prs u	61 37%ru	47 28%	54 31%	44 28%	51 29%	59 33%u
Don't know	18 1%dg	16 1%dg	13 1%gd	4 *	21 1%dg	15 1%dg	5 *	14 1%dg	12 1%gd	12 1%gd	12 1%gd	13 1%gd	-	2 1%	-	1 1%	4 2%	2 1%	1 *	2 1%
Mean score	3.32jk	3.41ae ghijkl	3.37egh ijkl	3.33hjk l	3.27jk	3.36egh jkl	3.27jk	3.25	3.31jk	3.17	3.17	3.25	3.12x	3.03	3.01	3.18x	3.11x	3.23twx	3.19x	3.07x
Standard deviation	1.18	1.15	1.19	1.19	1.18	1.22	1.19	1.23	1.20	1.24	1.24	1.19	1.22	1.21	1.33	1.12	1.15	1.20	1.13	1.20
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.09	0.09	0.10	0.08	0.09	0.05	0.05	0.05



Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

SCOTLAND				
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
I am very concerned	(5) 22 12%	17 11%	18 10%	16 9%
I am fairly concerned	(4) 52 30%	59 37% <sup>dx</sup>	57 33%	44 25%
I am neither concerned nor unconcerned	(3) 57 33% <sup>mnoq</sup> rstwx	28 17%	36 20%	34 20%
I am fairly unconcerned	(2) 23 13%	33 21% <sup>u</sup>	27 16%	49 28% <sup>orsuw</sup>
I am very unconcerned	(1) 21 12%	21 13%	33 19% <sup>mnpq</sup> rstu	31 18% <sup>nprs</sup>
Net: Concerned	74 42%	76 48% <sup>x</sup>	75 43%	60 35%
Net: Unconcerned	44 25%	54 34% <sup>u</sup>	60 35% <sup>u</sup>	80 46% <sup>pqrstuvw</sup>
Don't know	-	3	3	-
		2%	2%	-
<b>Mean score</b>	<b>3.17<sup>x</sup></b>	<b>3.12<sup>x</sup></b>	<b>3.00</b>	<b>2.80</b>
Standard deviation	1.18	1.24	1.30	1.26
Standard error	0.04	0.05	0.10	0.09

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?  
 Base: All adults UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
I am very concerned	(5) 20	11	14	21	13	14	15	18	16	16	21	14	11	16	9	8	10	15	15	11
	20%	12%	14%	21%	13%	15%	15%	22%	16%	18%	24%be	16%	18%	28%w	17%	15%	17%	28%w	24%w	17%
I am fairly concerned	(4) 34	33	26	34	34	28	31	24	37	35	24	20	18	24	18	23	20	22	24	26
	34%	36%	26%	33%	32%	31%	31%	30%	38%l	40%cl	27%	23%	30%	40%	33%	43%v	35%	39%v	38%	40%v
I am neither concerned nor unconcerned	(3) 20	18	18	14	20	27	18	18	24	16	13	15	10	8	9	7	5	9	10	4
	21%	19%	17%	13%	19%	30%cdkl	18%	23%	24%	18%	15%	17%	17%t	14%	16%	13%	9%	16%t	16%t	6%
I am fairly unconcerned	(2) 14	26	29	24	16	15	22	12	15	15	18	13	15	7	7	11	17	5	11	12
	15%	28%aeh	29%aehi	23%	15%	17%	22%	15%	16%	17%	21%	15%	26%kru	12%	14%	20%	30%noru	10%	17%	18%
I am very unconcerned	(1) 8	3	14	10	19	5	11	6	5	4	11	25	5	5	10	5	5	5	3	12
	8%	4%	14%bj	10%	18%abfij	6%	11%	8%	5%	5%	12%b	28%abcd	8%	8%	20%sv	9%	9%	9%	4%	19%nrsv
Net: Concerned	53	44	40	56	47	42	47	42	53	51	45	35	29	39	27	31	30	37	39	36
	54%cl	48%	40%	54%	45%	46%	46%	52%	54%	58%cl	51%	40%	47%	66%mw	51%	58%	52%	65%mw	62%w	57%
Net: Unconcerned	22	30	43	35	35	21	33	19	21	19	29	38	21	12	18	16	22	11	14	24
	22%	32%	43%afhi	33%	33%	23%	33%	23%	21%	22%	33%	44%afh	34%r	20%	33%	29%	39%nrns	19%	22%	37%nrns
Don't know	3	1	-	-	4	1	3	2	1	1	1	-	1	-	-	-	-	-	-	-
	3%	1%	-	-	4%d	1%	3%	2%	1%	2%	1%	-	1%	-	-	-	-	-	-	-
Mean score	3.46ce	3.24l	2.97	3.31l	3.07	3.33cl	3.18	3.44cl	3.44cel	3.51cel	3.31l	2.84	3.23	3.65ot	3.15	3.36	3.22	3.64moq	3.60otw	3.18
Standard deviation	1.21	1.11	1.29	1.31	1.33	1.12	1.26	1.23	1.11	1.13	1.37	1.48	1.26	1.22	1.40	1.22	1.29	1.23	1.16	1.42
Standard error	0.12	0.11	0.12	0.12	0.12	0.11	0.12	0.13	0.11	0.11	0.14	0.14	0.16	0.15	0.19	0.17	0.17	0.11	0.10	0.13

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

		NI			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		119	135	126	126
Weighted Base		64	60	60	60
I am very concerned	(5)	14 22%	20 33% <sup>mopq</sup> twx	8 14%	12 20%
I am fairly concerned	(4)	25 39% <sup>sv</sup>	16 27%	20 33%	23 38%
I am neither concerned nor unconcerned	(3)	8 13%	8 13%	8 14% <sup>t</sup>	7 11%
I am fairly unconcerned	(2)	8 12%	13 22% <sup>ru</sup>	15 25% <sup>nru</sup>	12 19% <sup>lr</sup>
I am very unconcerned	(1)	9 14% <sup>sv</sup>	3 5%	9 14% <sup>sv</sup>	7 11% <sup>s</sup>
Net: Concerned		39 61% <sup>w</sup>	36 60%	28 47%	35 58%
Net: Unconcerned		17 26%	16 27%	23 38% <sup>nrsu</sup>	18 31% <sup>lr</sup>
Don't know		-	-	-	-
Mean score		3.42	3.60 <sup>tw</sup>	3.08	3.36
Standard deviation		1.34	1.30	1.31	1.31
Standard error		0.12	0.11	0.12	0.12

Q.2a How concerned or unconcerned are you about the safety of ALL food that is sold in UK restaurants, pubs, cafes and takeaways?

Base: All adults UK

		ADDITIONAL COUNTRY ENGLAND/WALES/NI											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base		1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
I am very concerned	(5)	278 15%	321 18% <sup>ejk l</sup>	289 16% <sup>e</sup>	305 17% <sup>ekl</sup>	242 13%	329 18% <sup>aeghijkl</sup>	279 15%	281 15%	292 16% <sup>e</sup>	265 14%	253 14%	256 14%
I am fairly concerned	(4)	666 36%	644 35%	705 38% <sup>dghijkl</sup>	662 36%	664 36%	640 35%	620 34%	624 34%	647 35%	625 34%	615 34%	633 35%
I am neither concerned nor unconcerned	(3)	390 21% <sup>od</sup>	395 22% <sup>cd</sup>	341 19%	341 19%	370 20%	398 22% <sup>od</sup>	394 22% <sup>cd</sup>	368 20%	369 20%	360 20%	365 20%	391 21% <sup>cd</sup>
I am fairly unconcerned	(2)	314 17%	339 19% <sup>f</sup>	320 17%	381 21% <sup>acf</sup>	355 19% <sup>f</sup>	283 15%	367 20% <sup>acf</sup>	342 19% <sup>f</sup>	351 19% <sup>f</sup>	359 20% <sup>f</sup>	355 19% <sup>f</sup>	343 19% <sup>f</sup>
I am very unconcerned	(1)	158 9% <sup>b</sup>	102 6%	167 9% <sup>b</sup>	141 8% <sup>b</sup>	168 9% <sup>b</sup>	175 10% <sup>b</sup>	155 9% <sup>b</sup>	193 11% <sup>bdgjl</sup>	152 8% <sup>b</sup>	212 12% <sup>abcdelgjl</sup>	225 12% <sup>abcdelgjl</sup>	191 10% <sup>bdgjl</sup>
Net: Concerned		945 52% <sup>k</sup>	965 53% <sup>eeh jkl</sup>	994 54% <sup>eghijkl</sup>	966 53% <sup>gijkl</sup>	906 50%	970 53% <sup>gijkl</sup>	899 49%	905 50%	938 51% <sup>k</sup>	890 48%	868 48%	888 49%
Net: Unconcerned		472 26%	442 24%	487 27%	522 28% <sup>bf</sup>	523 29% <sup>abf</sup>	458 25%	522 29% <sup>abf</sup>	535 29% <sup>abf</sup>	503 28% <sup>b</sup>	571 31% <sup>abcfl</sup>	580 32% <sup>abcdelgjl</sup>	534 29% <sup>abf</sup>
Don't know		21 1% <sup>dg</sup>	17 1% <sup>d</sup>	13 1% <sup>d</sup>	4 -	25 1% <sup>edgkl</sup>	16 -	9 -	16 1% <sup>d</sup>	14 1% <sup>d</sup>	18 1% <sup>d</sup>	13 1% <sup>d</sup>	13 1% <sup>d</sup>
Mean score		3.33 <sup>jk</sup>	3.41 <sup>ad e ehik l</sup>	3.35 <sup>ehjkl</sup>	3.33 <sup>kl</sup>	3.25	3.36 <sup>eghijkl</sup>	3.28 <sup>k</sup>	3.25	3.32 <sup>kl</sup>	3.20	3.17	3.23
Standard deviation		1.18	1.15	1.20	1.20	1.19	1.22	1.19	1.23	1.20	1.24	1.25	1.21
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

## Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?

Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
I am very concerned	(5) 221 11%	261 13%cej	220 11%	230 12%	217 11%	307 15%abcdeghjk l	257 13%ej	246 12%	274 14%acdekl	212 11%	222 11%	221 11%
I am fairly concerned	(4) 684 34%k	663 33%	706 35%ajkl	659 33%	655 33%	725 36%bdegijkl	663 33%	681 34%k	628 31%	632 32%	615 31%	627 31%
I am neither concerned nor unconcerned	(3) 419 21%	424 21%c	372 19%	421 21%	429 21%c	391 20%	420 21%	389 19%	450 22%cfh	427 21%c	421 21%	421 21%
I am fairly unconcerned	(2) 451 23%f	470 24%f	451 23%f	492 25%fik	457 23%f	361 18%	467 23%f	443 22%f	425 21%f	443 22%f	432 22%f	470 23%f
I am very unconcerned	(1) 213 11%b	168 8%	244 12%bdfg	193 10%	212 11%b	202 10%	187 9%	232 12%bdg	213 11%b	270 13%abdefgi	301 15%abcdefghi l	248 12%bdfg
Net: Concerned	906 45%k	925 46%jkl	926 46%jkl	889 44%	872 44%	1033 52%abcdeghij kl	920 46%jkl	927 46%jkl	902 45%k	844 42%	837 42%	849 42%
Net: Unconcerned	664 33%f	638 32%f	695 35%f	685 34%f	670 33%f	563 28%	654 33%f	675 34%f	638 32%f	713 36%bfgi	733 37%abefgi	718 36%bfgi
Don't know	12 1%	14 1%	7 *	5 *	30 1%abcdfghikl	13 1%	6 *	9 *	10 *	17 1%dg	9 *	12 1%
Mean score	3.13jk	3.19ce jkl	3.10k	3.12jk	3.10k	3.29abcdeghi jkl	3.17jkl	3.13jkl	3.16jkl	3.04	3.01	3.05
Standard deviation	1.20	1.18	1.23	1.19	1.19	1.22	1.20	1.23	1.22	1.23	1.26	1.22
Standard error	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03

**Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?**  
**Base: All adults UK**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
I am very concerned	(5) 94 10%	98 10%	89 9%	92 9%	102 11%	136 14%abcd eghjk	107 11%	98 10%	141 14%abcd eghjk	96 10%	104 11%	106 11%	127 12%	163 16%moq vwx	131 13%	138 13%	115 11%	172 17%mpoq uvw	150 15%qwx	148 14%qwx
I am fairly concerned	(4) 303 31%k	319 33%k	328 34%kl	297 31%k	319 33%k	310 32%k	308 32%k	323 33%kl	297 30%k	302 31%k	256 26%	279 29%	381 37%quv	344 33%	378 37%uv	361 35%	336 33%	415 40%npqs tuvwx	355 34%	358 35%
I am neither concerned nor unconcerned	(3) 209 22%	203 21%	180 19%	211 22%	213 22%	204 21%	214 22%	185 19%	215 22%	195 20%	201 21%	202 21%	210 20%	220 21%	193 19%	209 20%	215 21%	187 18%	206 20%	204 20%
I am fairly unconcerned	(2) 232 24%f	251 26%fi	232 24%f	259 27%efij	217 22%	194 20%	231 24%f	229 24%	203 21%	214 22%	237 24%f	232 24%f	219 21%r	220 21%r	219 21%r	233 23%nw	240 23%nw	167 16%	236 23%nw	215 21%r
I am very unconcerned	(1) 132 14%b	91 9%	139 14%bdeg	109 11%	107 11%	120 12%b	105 11%	128 13%b	116 12%	146 15%bdeg i	172 18%abde fghi	145 15%bdeg i	81 8%	77 7%	105 10%n	84 8%	105 10%n	83 8%	82 8%	103 10%n
Net: Concerned	398 41%	418 43%k	417 43%k	389 40%	421 43%k	446 46%adik l	415 43%k	421 43%k	438 45%dkl	360 41%	385 37%	385 40%	508 49%qvx	507 49%qvx	509 49%qvx	500 49%qv	451 44%	587 57%mnop qstuvwx	505 49%qv	506 49%qvx
Net: Unconcerned	364 37%fi	341 35%	371 38%efi	368 38%efi	324 33%	313 32%	336 35%	357 37%f	319 33%	360 37%fi	409 42%abef ghij	377 39%efi	300 29%r	297 29%r	324 31%r	317 31%r	345 34%lmnr	250 24%	318 31%r	318 31%r
Don't know	1 -	9 1%a	3 -	2 -	12 1%acdgi k	9 1%a	3 -	8 1%a	3 -	11 1%acdgi k	3 -	5 1%	11 1%pst	5 1%	4 -	3 -	18 2%nopr stuvwx	5 -	2 -	1 -
Mean score	3.00k	3.09kl	3.00k	3.00k	3.10kl	3.15acd hjk	3.08kl	3.03k	3.15acd hjk	2.99	2.88	2.97	3.25qv wx	3.29qu vwx	3.21v	3.23qv	3.11	3.42mno pqstuvwx	3.25qv x	3.23qv
Standard deviation	1.22	1.17	1.23	1.19	1.19	1.25	1.20	1.23	1.25	1.28	1.25	1.25	1.16	1.19	1.21	1.18	1.20	1.18	1.19	1.22
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.03	0.03	0.03





Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
Base: All adults UK

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		1385	1354	1139	1156
Weighted Base		1025	1036	1027	1032
I am very concerned	(5)	133 13%	116 11%	118 11%	115 11%
I am fairly concerned	(4)	331 32%	330 32%	359 35%	349 34%
I am neither concerned nor unconcerned	(3)	235 23% <i>or</i>	231 22% <i>or</i>	220 21%	219 21%
I am fairly unconcerned	(2)	223 22% <i>r</i>	228 22% <i>r</i>	195 19%	238 23% <i>rw</i>
I am very unconcerned	(1)	97 9%	124 12% <i>mnpr</i> s	129 13% <i>mnpr</i> s	103 10% <i>n</i>
Net: Concerned		464 45%	446 43%	477 46%	464 45%
Net: Unconcerned		320 31% <i>r</i>	353 34% <i>mnpr</i>	324 32% <i>r</i>	341 33% <i>nr</i>
Don't know		7 1% <i>t</i>	6 1% <i>t</i>	6 1% <i>t</i>	7 1% <i>t</i>
<b>Mean score</b>		<b>3.18</b>	<b>3.08</b>	<b>3.14</b>	<b>3.13</b>
<b>Standard deviation</b>		<b>1.19</b>	<b>1.21</b>	<b>1.22</b>	<b>1.19</b>
<b>Standard error</b>		<b>0.03</b>	<b>0.03</b>	<b>0.04</b>	<b>0.04</b>

Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
 Base: All adults UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
I am very concerned	(5) 19 6%	23 7%e	21 6%	23 7%e	10 3%	30 10%eh	25 8%e	16 5%	27 8%e	25 8%e	24 7%e	24 8%e	31 9%	49 13%v	35 11%	35 10%	37 10%	56 15%mpvtv	45 13%w	35 10%
I am fairly concerned	(4) 102 33%j	84 26%	95 29%	88 28%	90 28%	104 33%j	93 30%	101 31%j	92 28%	74 23%	98 30%	91 29%	126 36%luvw	118 36%luvw	122 37%luvw	124 34%w	115 33%	126 34%w	102 30%	118 33%
I am neither concerned nor unconcerned	(3) 70 23%	78 25%	81 25%	63 20%	73 23%	69 22%	76 24%	67 20%	80 25%	79 25%	87 26%	70 23%	77 22%	62 19%	59 18%	81 22%	78 22%	80 21%	85 25%o	74 21%
I am fairly unconcerned	(2) 79 25%k	92 29%fk	81 25%	96 30%fk	92 29%fk	62 20%	76 24%	85 26%k	81 25%	84 26%k	62 19%	72 23%	77 22%	84 25%u	75 23%r	88 24%r	85 24%r	61 16%	76 22%	88 24%r
I am very unconcerned	(1) 39 13%	39 12%	49 15%	50 16%	48 15%	46 15%	40 13%	57 17%	42 13%	59 18%b	57 17%	52 17%	33 10%	24 7%	38 12%	32 9%	30 9%	49 13%n	34 10%	43 12%n
Net: Concerned	121 39%j	107 34%	115 35%	111 35%	100 31%	134 43%bej	118 38%	116 35%	119 37%	100 31%	122 37%	115 37%	157 45%v	161 49%vw	157 48%vw	160 44%v	152 43%v	182 49%vw	147 43%v	153 43%v
Net: Unconcerned	119 38%	130 41%	130 40%	146 46%fk	140 43%f	108 34%	116 37%	141 43%f	124 38%	143 44%fk	118 36%	123 39%	111 32%	108 33%	114 34%	120 33%	115 33%	110 29%	110 32%	131 36%u
Don't know	2 1%	1 *	-	1 *	9 3%kbcddj	4 1%c	1 *	4 1%	3 1%	1 *	1 *	4 1%c	4 1%	1 *	-	1 *	5 1%ou	2 1%	1 *	1 *
Mean score	2.94	2.87	2.87	2.81	2.75	3.03deh	2.96e	2.80	2.94e	2.76	2.91	2.88	3.13vw	3.22vw	3.12v	3.12vw	3.13vw	3.21vwx	3.14vw	3.04
Standard deviation	1.16	1.15	1.17	1.21	1.12	1.23	1.18	1.19	1.18	1.22	1.21	1.22	1.15	1.17	1.22	1.15	1.16	1.26	1.20	1.21
Standard error	0.07	0.07	0.06	0.07	0.06	0.06	0.07	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.07	0.06	0.06	0.06	0.06	0.06

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?**  
**Base: All adults UK**

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		440	386	367	342
Weighted Base		370	366	384	365
I am very concerned	(5)	52 14% <i>mv</i>	28 8%	44 11%	41 11%
I am fairly concerned	(4)	104 28%	101 27%	102 27%	109 30%
I am neither concerned nor unconcerned	(3)	107 29% <i>nort</i> x	87 24%	87 23%	73 20%
I am fairly unconcerned	(2)	69 19%	93 26% <i>ru</i>	81 21%	89 24% <i>r</i>
I am very unconcerned	(1)	38 10%	51 14% <i>npq</i>	67 17% <i>mnp</i> <i>qstu</i>	50 14% <i>npq</i>
Net: Concerned		156 42%	129 35%	146 38%	150 41%
Net: Unconcerned		107 29%	145 39% <i>mru</i>	148 39% <i>ru</i>	139 38% <i>ru</i>
Don't know		*	6 2% <i>opu</i>	3 1%	3 1%
<b>Mean score</b>		<b>3.17vw</b>	<b>2.89</b>	<b>2.93</b>	<b>3.01</b>
Standard deviation		1.19	1.19	1.28	1.25
Standard error		0.06	0.06	0.07	0.07

Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
 Base: All adults UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
I am very concerned	(5) 54 11%	76 15%cd	51 10%	48 10%	55 12%	74 15%cd	62 13%	63 14%	72 16%acd	50 11%	58 14%	52 12%	72 15%	77 16%	76 15%	77 15%	66 13%	84 18%qpw	75 15%	86 17%vw
I am fairly concerned	(4) 174 36%l	174 35%l	169 35%l	164 35%l	166 36%l	191 39%gkl	159 33%	171 37%l	141 31%	151 33%l	129 31%	121 27%	171 35%	177 36%	186 38%	176 35%	179 36%	180 39%	176 36%	174 35%
I am neither concerned nor unconcerned	(3) 108 22%	95 19%	89 18%	106 23%	97 21%	101 21%	109 22%	85 19%	91 20%	101 22%	94 22%	111 25%bch	84 17%	96 19%	73 15%	100 20%o	108 21%o	82 18%	92 19%	102 21%o
I am fairly unconcerned	(2) 96 20%	101 20%	111 23%	106 23%	98 21%	86 18%	113 23%l	99 22%	107 24%l	91 20%	82 20%	115 25%l	111 22%r	113 23%rt	103 21%	111 22%r	97 19%	77 17%	112 23%rt	87 18%
I am very unconcerned	(1) 51 11%l	45 9%	66 13%bdfigh i	38 8%	48 10%l	29 6%	44 9%	38 8%	38 8%	58 13%dfhi	53 13%dfhi	52 12%l	54 11%n	28 6%	54 11%n	39 8%	45 9%	40 9%	38 8%	46 9%n
Net: Concerned	229 47%l	250 50%l	220 45%l	212 46%l	221 47%l	265 55%acde gkl	221 45%l	233 51%ij	213 47%l	200 44%	187 45%	173 38%	243 49%	254 52%	261 53%	253 50%	245 49%	264 57%mpqv wx	251 51%	260 52%
Net: Unconcerned	146 30%l	147 29%l	177 36%bl	145 31%l	147 31%l	116 24%	157 32%l	137 30%l	144 32%l	148 33%l	135 32%l	167 37%abl h	165 33%rt	142 29%	158 32%r	151 30%	142 28%	117 25%	150 30%	133 27%
Don't know	1 *	6 1%g	3 1%	2 *	1 *	4 1%	1 *	1 *	1 *	3 1%	2 1%	1 *	1 *	2 *	1 *	1 *	7 1%mpst	2 *	-	1 *
Mean score	3.18	3.27c	3.06	3.17	3.17	3.40acd egkl	3.17	3.26c	3.23cl	3.10	3.14	3.01	3.19	3.33w	3.25	3.28	3.25	3.41moq vwx	3.28	3.34wx
Standard deviation	1.18	1.21	1.24	1.14	1.20	1.13	1.18	1.19	1.22	1.22	1.25	1.20	1.25	1.16	1.26	1.19	1.18	1.21	1.19	1.22
Standard error	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.06	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.05



Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
Base: All adults UK

		50-65			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		596	653	493	540
Weighted Base		494	492	512	502
I am very concerned	(5)	74 15%	63 13%	64 13%	68 14%
I am fairly concerned	(4)	178 36%	180 37%	184 36%	173 34%
I am neither concerned nor unconcerned	(3)	100 20%o	98 20%o	89 17%	92 18%
I am fairly unconcerned	(2)	91 18%	90 18%	104 20%	113 22%r
I am very unconcerned	(1)	48 10%n	58 12%mps	69 13%npqr st	53 11%n
Net: Concerned		251 51%	243 49%	249 49%	241 48%
Net: Unconcerned		140 28%	148 30%	172 34%rt	166 33%rt
Don't know		3 1%	3 1%	2 *	3 1%
<b>Mean score</b>		<b>3.28</b>	<b>3.21</b>	<b>3.14</b>	<b>3.18</b>
<b>Standard deviation</b>		<b>1.21</b>	<b>1.22</b>	<b>1.26</b>	<b>1.23</b>
<b>Standard error</b>		<b>0.05</b>	<b>0.05</b>	<b>0.06</b>	<b>0.05</b>

## Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?

Base: All adults UK

66+												
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
I am very concerned	(5) 45 12%	42 12%	37 10%	46 13%k	50 14%k	63 18%abchjkl	51 14%kl	46 13%k	49 14%k	46 13%k	31 9%	36 10%
I am fairly concerned	(4) 111 31%	110 31%	135 37%abdek	107 31%	105 29%	124 35%k	132 36%ek	118 33%	114 31%	126 35%k	102 28%	134 36%ek
I am neither concerned nor unconcerned	(3) 79 22%fgj	93 26%cef ghijkl	71 20%	71 20%	72 20%	60 17%	58 16%	62 17%	72 20%	62 17%	65 18%	74 20%
I am fairly unconcerned	(2) 88 24%	80 22%	80 22%	91 26%	85 24%	74 21%	90 25%	85 24%	77 21%	84 23%	104 29%bcfijl	81 22%
I am very unconcerned	(1) 35 10%	31 9%	36 10%	34 10%	41 11%	37 10%	31 9%	48 13%bg	47 13%bg	44 12%	55 15%abcdfig	41 11%
Net: Concerned	156 43%	153 42%	172 47%k	153 44%k	154 43%	187 52%abdehik	183 50%abdek	164 46%k	163 45%k	172 47%k	133 37%	170 46%k
Net: Unconcerned	123 34%	112 31%	116 32%	124 36%	126 35%	112 31%	121 33%	133 37%	124 34%	129 35%	159 44%abcddefghi j	123 33%
Don't know	4 1%	4 1%	3 1%	1 *	7 2%dfhkl	1 *	3 1%	2 *	3 1%	3 1%	1 *	2 *
Mean score	3.12k	3.15k	3.16k	3.12k	3.10k	3.28adehjkl	3.22k	3.08k	3.12k	3.12k	2.86	3.12k
Standard deviation	1.20	1.16	1.18	1.21	1.25	1.27	1.21	1.27	1.26	1.25	1.24	1.19
Standard error	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05

Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
 Base: All adults UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
I am very concerned	(5) 185 11%	220 13%j	202 12%	202 12%	193 11%	265 16%abcd eghjk	212 13%j	211 13%	235 14%aejk l	177 10%	186 11%	193 12%	17 10%	16 9%	9 5%	10 6%	14 8%	19 12%opx	13 8%	16 9%x
I am fairly concerned	(4) 580 35%ijk	567 34%	611 36%dijk	548 33%	559 34%	613 36%ldjk l	556 34%	579 34%	520 31%	532 31%	527 31%	531 32%	51 29%	48 26%	52 32%	53 32%	54 31%	56 35%nuw	62 35%nuw	55 31%
I am neither concerned nor unconcerned	(3) 363 22%c	360 22%c	313 19%	347 21%	371 22%c	336 20%	349 21%	328 20%	360 22%c	361 21%	358 21%	360 21%c	26 15%	37 20%	30 18%	47 28%mor	34 19%	30 19%	41 23%lm	39 22%lm
I am fairly unconcerned	(2) 363 22%f	373 22%f	369 22%f	416 25%afk	365 22%f	302 18%	388 23%f	372 22%f	371 22%f	379 22%f	366 22%f	395 24%f	53 31%ruw	57 31%ruv w	40 24%u	39 24%	47 27%uw	31 20%	42 24%u	44 25%uw
I am very unconcerned	(1) 169 10%b	132 8%	179 11%b	158 9%	160 10%	167 10%	151 9%	182 11%b	167 10%b	229 14%abcd efghil	233 14%abcd efghil	187 11%b	26 15%	24 13%	35 21%prst	16 10%	25 14%	21 13%	17 10%	22 13%
Net: Concerned	765 46%j	787 47%jkl	813 48%dejk l	750 45%	742 45%	878 52%abcd eghjk	768 46%jk	789 47%jkl	755 45%j	709 42%	713 43%	725 43%	67 39%	64 35%	61 37%	63 38%	68 38%	75 47%knopq tuwx	75 43%x	71 40%
Net: Unconcerned	532 32%f	505 30%	547 33%f	575 34%bfl	524 32%f	469 28%	539 32%f	554 33%f	538 32%f	608 36%abce fgl	599 36%abef i	581 35%bfl	79 46%prs u	81 44%prs u	74 45%prsu	55 33%	72 41%	53 33%	59 33%	66 38%
Don't know	10 1%g	13 1%dg	7 *	4 *	23 1%acdfg hik	11 1%g	3 *	8 *	9 1%	15 1%dg	7 *	12 1%dg	- *	1 *	- *	1 *	2 1%	1 1%	1 *	1 *
Mean score	3.15jk	3.22dj kl	3.17jk	3.13jk	3.15jk	3.30acd eghijkl	3.18jk	3.16jk	3.17jk	3.03	3.04	3.09	2.88	2.86	2.76	3.02x	2.91	3.13mno qwx	3.07now x	2.99ox
Standard deviation	1.18	1.17	1.21	1.19	1.18	1.22	1.19	1.22	1.22	1.23	1.24	1.21	1.26	1.20	1.25	1.09	1.21	1.25	1.14	1.20
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.09	0.09	0.09	0.08	0.09	0.05	0.05	0.05

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?**  
**Base: All adults UK**

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		700	549	183	180
Weighted Base		176	160	174	174
I am very concerned	(5)	15 9%	14 9%	17 10%	8 4%
I am fairly concerned	(4)	48 27%	49 31%	46 26%	50 29%
I am neither concerned nor unconcerned	(3)	55 31% <sup>mnoq</sup>	34 21%	40 23%	37 21%
I am fairly unconcerned	(2)	29 16%	36 22%	29 17%	45 26% <sup>uw</sup>
I am very unconcerned	(1)	28 16% <sup>s</sup>	25 16% <sup>s</sup>	40 23% <sup>npqr</sup>	35 20% <sup>prst</sup>
Net: Concerned		63 36%	63 40%	63 36%	58 33%
Net: Unconcerned		57 32%	61 38%	69 40%	80 46% <sup>prsu</sup>
Don't know		1 *	1 1%	2 1%	- -
<b>Mean score</b>		<b>2.96<sup>x</sup></b>	<b>2.94</b>	<b>2.83</b>	<b>2.72</b>
<b>Standard deviation</b>		<b>1.20</b>	<b>1.24</b>	<b>1.32</b>	<b>1.21</b>
<b>Standard error</b>		<b>0.05</b>	<b>0.05</b>	<b>0.10</b>	<b>0.09</b>



Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
Base: All adults UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
I am very concerned	(5) 13 13%	10 10%	6 6%	13 13%	12 12%	12 13%	18 18% <sub>uc</sub>	12 15% <sub>uc</sub>	12 12%	11 13%	14 16% <sub>uc</sub>	12 13%	7 11%	16 26% <sub>mopt</sub> w	3 6%	4 8%	8 14%	12 21% <sub>optw</sub>	14 22% <sub>optw</sub>	7 10%
I am fairly concerned	(4) 36 36%	30 32%	27 27%	35 34%	28 26%	31 35%	26 26%	26 32%	38 38%	29 33%	24 27%	22 26%	18 30%	18 31%	15 29%	22 42%	14 25%	25 43% <sub>qsw</sub>	19 30%	22 34%
I am neither concerned nor unconcerned	(3) 21 21%	20 21%	17 17%	13 12%	17 16%	17 18%	15 15%	22 22%	26 26% <sub>dgk</sub>	23 27% <sub>dgk</sub>	12 14%	16 19%	9 15%	8 13%	12 22% <sub>t</sub>	14 25% <sub>t</sub>	7 12%	8 15%	15 23% <sub>lv</sub>	5 7%
I am fairly unconcerned	(2) 19 19%	29 31% <sub>aj</sub>	32 31% <sub>ajl</sub>	28 27%	26 24%	20 23%	26 25%	15 18%	17 17%	15 17%	20 23%	17 19%	17 27% <sub>uru</sub>	12 20%	11 21%	9 17%	20 34% <sub>prsu</sub>	7 13%	12 18%	13 21%
I am very unconcerned	(1) 9 9%	5 5%	19 19% <sub>bi</sub>	14 13%	19 18% <sub>bi</sub>	9 10%	15 14% <sub>bi</sub>	9 12%	6 6%	9 10%	18 21% <sub>abl</sub>	20 23% <sub>abl</sub> hij	9 15%	6 10%	11 22% <sub>rs</sub>	4 8%	9 15%	5 8%	5 7%	18 27% <sub>nprsvwx</sub>
Net: Concerned	49 50% <sub>uc</sub>	40 43%	33 33%	49 47% <sub>uc</sub>	40 38%	43 47% <sub>uc</sub>	44 43%	38 48% <sub>uc</sub>	50 51% <sub>uc</sub>	40 45%	38 43%	34 39%	25 42%	34 57% <sub>oqw</sub>	18 35%	27 50%	22 39%	37 64% <sub>mogs</sub> tw	33 52% <sub>low</sub>	28 44%
Net: Unconcerned	28 28%	34 36%	50 50% <sub>afhi</sub> j	42 40% <sub>i</sub>	45 42% <sub>ajj</sub>	30 33%	40 40% <sub>i</sub>	24 30%	23 23%	24 27%	38 43% <sub>ajj</sub>	37 42% <sub>ajj</sub>	25 42% <sub>rs</sub>	18 30%	23 43% <sub>rs</sub>	14 25%	28 49% <sub>nprsv</sub> vx	12 21%	16 25%	31 48% <sub>nprsvwx</sub>
Don't know	1 1%	-	-	1 1%	4 4%	1 1%	2 2%	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-
Mean score	3.26 <sub>ce</sub>	3.12 <sub>c</sub>	2.70	3.06 <sub>c</sub>	2.89	3.17 <sub>c</sub>	3.07 <sub>c</sub>	3.21 <sub>c</sub>	3.34 <sub>cek</sub>	3.21 <sub>c</sub>	2.95	2.87	2.96	3.43 <sub>oq</sub> tw	2.76	3.25 <sub>otw</sub>	2.88	3.57 <sub>moq</sub> twvwx	3.40 <sub>moq</sub> tw	2.79
Standard deviation	1.19	1.12	1.22	1.29	1.33	1.23	1.36	1.25	1.08	1.18	1.41	1.39	1.29	1.34	1.25	1.09	1.32	1.20	1.22	1.43
Standard error	0.12	0.11	0.12	0.12	0.12	0.12	0.13	0.14	0.10	0.11	0.15	0.13	0.16	0.17	0.17	0.15	0.17	0.11	0.10	0.13

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
\* small base



**Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?**  
**Base: All adults UK**

		NI			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base		119	135	126	126
Weighted Base		64	60	60	60
I am very concerned	(5)	12 18% <i>ow</i>	10 16% <i>w</i>	4 7%	9 14%
I am fairly concerned	(4)	22 35%	22 37%	18 31%	23 39%
I am neither concerned nor unconcerned	(3)	9 14%	8 13%	11 18% <i>t</i>	8 14%
I am fairly unconcerned	(2)	9 14%	13 22%	17 28% <i>ru</i>	13 22%
I am very unconcerned	(1)	13 20% <i>rs</i>	7 11%	10 16% <i>s</i>	7 11%
Net: Concerned		34 53% <i>ow</i>	32 53% <i>ow</i>	23 38%	32 53% <i>ow</i>
Net: Unconcerned		21 33% <i>r</i>	20 33% <i>r</i>	26 44% <i>prs</i>	20 33% <i>r</i>
Don't know		-	-	-	-
<b>Mean score</b>		<b>3.18t</b>	<b>3.25otw</b>	<b>2.85</b>	<b>3.24otw</b>
Standard deviation		1.41	1.29	1.24	1.26
Standard error		0.13	0.11	0.11	0.11

Q.2b How concerned or unconcerned are you about the safety of ALL food that is sold in UK shops and supermarkets?  
 Base: All adults UK

		ADDITIONAL COUNTRY ENGLAND/WALES/NI											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base		1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
I am very concerned	(5)	205 11%	245 14%aej k	211 12%	220 12%	203 11%	289 16%acdeghjkl	244 13%aj	230 13%	259 14%acejkl	198 11%	205 11%	214 12%
I am fairly concerned	(4)	633 35%k	615 34%	653 36%ajkl	606 33%	601 33%	669 36%degijkl	601 33%	626 34%k	580 32%	583 32%	569 31%	577 32%
I am neither concerned nor unconcerned	(3)	393 21%c	387 21%	343 19%	373 20%	395 22%c	361 20%	379 21%	351 19%	395 22%c	392 21%c	381 21%	385 21%
I am fairly unconcerned	(2)	398 22%f	414 23%af	412 22%af	453 25%alhi	410 22%af	329 18%	425 23%af	400 22%af	397 22%af	407 22%af	403 22%af	425 23%af
I am very unconcerned	(1)	187 10%b	143 8%	209 11%bg	177 10%	187 10%b	181 10%b	170 9%	209 11%bg	185 10%b	245 13%abdefgi	261 14%abdefghi i	214 12%bdg
Net: Concerned		838 46%jk	860 47%jkl	865 47%jkl	826 45%	804 44%	958 52%abcdeghij kl	845 46%jk	856 47%jkl	839 46%jk	780 42%	774 42%	791 43%
Net: Unconcerned		585 32%af	557 31%	621 34%bfi	630 34%bfi	597 33%af	511 28%	595 33%af	609 33%af	582 32%af	651 35%abfi	664 36%abefgi	638 35%bfi
Don't know		12 1%	13 1%cd	7 -	5 -	27 1%abcdfghikl	12 1%	5 -	8 -	9 -	16 1%dg	7 -	12 1%
Mean score		3.15jk	3.22cd ejkl	3.13jk	3.13jk	3.12k	3.30acdeghij kl	3.18jkl	3.15jk	3.18jkl	3.04	3.03	3.08
Standard deviation		1.19	1.18	1.22	1.20	1.19	1.22	1.20	1.23	1.22	1.23	1.25	1.22
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03



Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?

Base: All adults UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Yes - always	961 48%	1054 53%ade h	993 50%	969 48%	942 47%	1007 50%e	1028 51%ae	978 49%	1105 55%acdefghij	1026 51%ae	1049 52%adeh	1039 52%ade
Yes - sometimes	633 32%	584 29%	586 29%	707 35%abcfghijkl	703 35%abcfghijkl	631 32%	606 30%	666 33%bcgij	604 30%	630 32%	627 31%	646 32%bc
Net: Yes	1594 80%	1637 82%ac	1579 79%	1676 84%ac	1645 82%ac	1638 82%ac	1635 82%ac	1644 82%ac	1709 85%abcfghij	1656 83%ac	1675 84%ac	1685 84%abcfgh
No	389 19%dei jkl	347 17%l	412 21%bdefghijk l	312 16%	339 17%l	346 17%l	357 18%kkl	344 17%l	279 14%	326 16%l	308 15%	303 15%
Don't know	17 1%	15 1%	9 *	12 1%	16 1%	16 1%	8 *	12 1%	12 1%	18 1%	16 1%	12 1%

Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?  
 Base: All adults UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Yes - always	432 45%	469 48% <sup>d</sup>	428 44%	421 43%	427 44%	445 46%	457 47%	430 44%	531 55% <sup>abcd</sup>	464 48% <sup>d</sup>	461 47%	480 50% <sup>acd</sup>	529 51%	585 57% <sup>mq</sup>	565 55% <sup>q</sup>	547 53%	515 50%	562 55% <sup>q</sup>	571 55% <sup>q</sup>	547 53%
Yes - sometimes	306 32%	301 31%	315 32%	362 37% <sup>abcf</sup>	341 35% <sup>kl</sup>	315 32%	299 31%	334 34% <sup>kl</sup>	292 30%	311 32%	314 32%	322 33%	326 32% <sup>no</sup>	283 27%	271 26%	345 34% <sup>no</sup>	362 35% <sup>mnors</sup>	316 31% <sup>o</sup>	307 30%	332 32% <sup>no</sup>
Net: Yes	739 76%	770 79%	743 77%	784 81% <sup>ac</sup>	768 79%	760 78%	757 78%	765 79%	823 84% <sup>abcd</sup>	775 80% <sup>ac</sup>	775 80%	802 83% <sup>ace</sup>	855 83%	868 84%	836 81%	892 87% <sup>mo</sup>	877 85% <sup>o</sup>	878 85% <sup>o</sup>	878 85% <sup>o</sup>	879 85% <sup>o</sup>
No	225 23% <sup>djl</sup>	191 20% <sup>kl</sup>	224 23% <sup>djl</sup>	179 18% <sup>kl</sup>	198 20% <sup>kl</sup>	204 21% <sup>kl</sup>	208 21% <sup>kl</sup>	201 21% <sup>kl</sup>	146 15%	179 19% <sup>kl</sup>	193 20% <sup>kl</sup>	163 17%	164 16% <sup>pw</sup>	156 15% <sup>w</sup>	188 18% <sup>pqrs</sup>	133 13%	142 14%	142 14%	149 14% <sup>w</sup>	143 14%
Don't know	7 1%	10 1%	4 *	8 1%	5 1%	7 1%	3 *	6 1%	6 1%	10 1%	5 1%	3 *	10 1%	5 *	6 1%	4 *	10 1%	9 1%	5 *	7 1%



Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?  
Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Yes - always	574 56%mq	561 54%	588 57%mq	558 54%
Yes - sometimes	312 30%o	320 31%o	313 30%o	324 31%no
Net: Yes	886 86%mo	881 85%o	901 88%mmo	883 86%o
No	133 13%	147 14%w	116 11%	140 14%
Don't know	6 1%	8 1%	11 1%	9 1%

Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?  
 Base: All adults UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Yes - always	116 37%	110 35%	122 37% <sup>ab</sup>	102 32%	95 30%	114 36%	117 38% <sup>ab</sup>	113 34%	148 45% <sup>abcd</sup>	115 35%	132 40% <sup>de</sup>	124 40% <sup>de</sup>	150 43%	165 50% <sup>p</sup>	142 43%	150 42%	162 46%	164 44%	182 53% <sup>lmopr</sup>	159 44%
Yes - sometimes	117 38%	135 43%	122 37%	142 44%	136 42%	125 40%	113 36%	129 39%	124 38%	131 41%	123 37%	121 39%	139 40% <sup>nuv</sup>	103 31%	112 34%	150 42% <sup>nsuv</sup>	123 35%	134 36%	111 32%	138 38% <sup>u</sup>
Net: Yes	233 75%	245 77%	244 75%	244 76%	231 72%	239 76%	230 74%	241 73%	272 84% <sup>acde</sup>	246 76%	255 78%	245 78%	289 83%	268 81%	254 77%	300 83%	286 82%	298 80%	293 85% <sup>or</sup>	296 83%
No	77 25% <sup>ai</sup>	70 22% <sup>ai</sup>	82 25% <sup>ai</sup>	75 23% <sup>ai</sup>	89 28% <sup>ai</sup>	74 23% <sup>ai</sup>	80 26% <sup>ai</sup>	87 27% <sup>ai</sup>	51 16%	77 24% <sup>ai</sup>	70 21%	66 21%	57 16%	61 18% <sup>x</sup>	75 23% <sup>mpsu</sup>	56 16%	59 17%	75 20% <sup>x</sup>	49 14%	62 17%
Don't know	2 1%	1 *	1 *	2 *	2 1%	2 1%	- -	- -	2 1%	1 *	3 1%	2 1%	3 1%	3 1%	- -	4 1%	5 2% <sup>ou</sup>	2 1%	1 *	- -



**Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?**  
**Base: All adults UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Yes - always	197 53% mopr t	193 53% mopr t	176 46%	186 51% p
Yes - sometimes	113 31%	116 32%	143 37%	129 35%
Net: Yes	310 84% o	309 84% o	318 83%	315 86% o
No	60 16%	53 14%	61 16%	46 13%
Don't know	*	4 1%	5 1%	4 1%



**Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?**  
**Base: All adults UK**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Yes - always	242 50%	273 55%e	261 53%	255 55%e	222 49%	270 56%e	247 51%	253 55%e	248 55%e	225 50%	234 56%e	227 50%	276 56%	308 62%mp qt	272 55%	275 54%	270 54%	268 58%	279 57%	275 56%
Yes - sometimes	153 32%	151 30%	140 29%	149 32%	181 39%abcd fgk	141 29%	154 32%	151 33%	147 33%	156 34%	133 32%	173 38%abc fg	135 27%	112 23%	130 26%	170 34%mnos uwx	162 32%nuvw x	136 29%ln	137 28%	144 29%ln
Net: Yes	395 82%	424 85%	401 82%	404 87%acg	403 86%	410 85%	400 82%	404 88%acg	395 88%acg	381 84%	367 88%acg	400 89%acg	411 83%	420 85%	402 82%	444 88%mo	431 86%	404 87%o	416 84%	419 85%
No	85 18%hik l	71 14%	87 18%dhik l	59 13%	64 14%	70 15%	86 18%dhik l	50 11%	53 12%	68 15%	50 12%	50 11%	80 16%pu	71 14%	89 18%pruv w	58 12%	68 13%	57 12%	76 15%	73 15%
Don't know	4 1%	2 *	1 *	1 *	- *	5 1%e	1 *	3 1%	1 *	5 1%e	1 *	2 1%	2 *	3 1%	2 1%	3 1%	3 1%	4 1%	2 *	3 1%



Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?  
Base: All adults UK

	50-55			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Yes - always	311 63% moppq st	305 62% opqst	306 60%	293 58%
Yes - sometimes	125 25%	121 25%	134 26%	132 26%
Net: Yes	437 88% mo	426 87% o	440 86%	426 85%
No	56 11%	64 13%	66 13%	74 15%
Don't know	2 *	1 *	6 1%	2 *

Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?

Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Yes - always	177	197	195	187	193	191	204	178	201	188	201	209
	49%	55%	54%	54%	54%	53%	56%ah	49%	56%ah	51%	56%ah	57%ah
Yes - sometimes	89	83	82	97	101	96	91	105	94	106	95	91
	25%	23%	23%	28%	28%	27%	25%	29% <sup>abc</sup>	26%	29% <sup>abc</sup>	26%	25%
Net: Yes	266	280	277	284	294	286	295	283	296	293	295	299
	73%	78%	77%	81% <sup>a</sup>	82% <sup>a</sup>	80% <sup>a</sup>	81% <sup>a</sup>	79%	82% <sup>a</sup>	80% <sup>a</sup>	82% <sup>ac</sup>	81% <sup>a</sup>
No	90	74	79	63	60	70	66	71	60	65	62	68
	25% <sup>def</sup>	21%	22% <sup>d</sup>	16%	17%	20%	18%	20%	17%	18%	17%	18%
Don't know	6	6	5	2	6	3	4	6	7	7	2	2
	2%	2%	2%	1%	2%	1%	1%	2%	2% <sup>kl</sup>	2% <sup>kl</sup>	*	*

Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?  
 Base: All adults UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Yes - always	777 47%	883 53%ade h	839 50%	792 47%	778 47%	842 50%	841 51%ae	802 48%	903 54%acde fghj	860 51%ade	868 52%adeh	859 51%ade	88 51%	84 46%	69 42%	96 58%noqs	73 42%	88 56%noqs v	84 48%	96 55%noqs
Yes - sometimes	546 33%bc	475 29%	494 29%	611 36%abcf gijk	603 36%abcf gijk	541 32%b	509 31%	574 34%bcgl	508 31%	544 32%b	542 32%b	571 34%bcg i	52 30%	59 32%	61 37%rx	47 28%	63 36%x	44 28%	59 34%rx	51 29%
Net: Yes	1323 79%	1358 82%	1333 79%	1403 84%ac	1381 83%ac	1383 82%	1349 81%	1376 82%	1410 85%abcf gh	1404 83%ac	1410 84%acg	1430 85%abc fgh	140 81%	142 78%	130 79%	143 86%qvx	136 77%	132 83%x	143 81%	147 84%x
No	331 20%dei jkl	294 18%il	339 20%defh ijk	263 16%	270 16%	296 17%il	302 18%ikl	293 17%il	240 14%	274 16%	255 15%	237 14%	32 19%	38 21%p	35 21%p	21 13%	38 22%pu	26 17%	33 19%	28 16%
Don't know	15 1%	13 1%	9 1%	10 1%	11 1%	15 1%	7 *	11 1%	11 1%	15 1%	13 1%	11 1%	-	2 1%	-	2 1%	2 1%	-	-	1 1%



Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?  
Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Yes - always	96 54%oq	77 48%	88 51%	89 51%
Yes - sometimes	54 31%	48 30%	51 29%	40 23%
Net: Yes	150 85%nqvx	125 78%	139 80%	129 74%
No	25 14%	33 21%pu	32 18%	45 26%prtu
Don't know	1 1%	2 1%	3 2%ss	1 .

**Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?**  
**Base: All adults UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Yes - always	60	47	50	53	54	40	54	41	61	49	55	49	37	40	35	28	37	37	49	38
	61% <i>fd</i>	51%	49%	51%	51%	45%	54%	52%	63% <i>fd</i>	56%	62% <i>fd</i>	56%	61%	67%	66%	52%	65%	65%	77% <i>mp</i>	59%
Yes - sometimes	19	31	21	30	24	32	29	23	28	27	18	24	15	19	10	20	13	13	10	19
	19%	34% <i>ac</i>	21%	28%	23%	36% <i>ack</i>	28%	29%	28%	31%	20%	27%	25%	32% <i>as</i>	18%	36% <i>osvx</i>	23%	23%	16%	29% <i>as</i>
Net: Yes	79	79	71	82	78	73	83	64	89	76	73	73	52	59	45	48	50	50	60	56
	81%	85% <i>c</i>	70%	79%	74%	80%	82%	80%	91% <i>acde</i>	87% <i>ce</i>	83% <i>c</i>	83% <i>c</i>	86%	99% <i>map</i>	84%	89%	87%	88%	93% <i>v</i>	88%
No	18	14	30	22	24	17	18	16	9	9	15	15	7	1	8	6	7	7	4	8
	18%	15%	29% <i>bjl</i>	21% <i>d</i>	23% <i>ej</i>	19%	18%	20% <i>d</i>	9%	11%	17%	17%	12% <i>n</i>	1%	16% <i>n</i>	11% <i>n</i>	12% <i>n</i>	12% <i>n</i>	7%	12% <i>n</i>
Don't know	1	-	1	-	3	1	1	-	-	2	-	-	1	-	-	-	1	-	-	-
	1%	-	1%	-	3%	1%	1%	-	-	2%	-	-	1%	-	-	-	1%	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Yes - always	45 70%p	40 66%	37 62%	42 70%p
Yes - sometimes	14 22%	11 18%	16 27% <sup>s</sup>	12 19%
Net: Yes	59 93%	51 85%	53 89%	54 89%
No	5 7%	9 15% <sup>ns</sup>	7 11% <sup>n</sup>	6 11% <sup>n</sup>
Don't know	-	-	-	-

Q.3a When you buy food in shops or supermarkets, or eat at restaurants, cafes, pubs and takeaways, do you tend to be aware of the standards of hygiene of these places?

Base: All adults UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Yes - always	873 48%	970 53%ade fh	924 50%	872 48%	869 48%	919 50%	945 52%adeh	882 48%	1009 55%acdefghj	948 52%ade	960 53%adeh	950 52%adeh
Yes - sometimes	581 32% c	525 29%	525 29%	660 36%abcfghijk	640 35%abcfghijk	587 32% c	547 30%	615 34%bcgij	550 30%	582 32% c	576 32%	606 33%bcgij
Net: Yes	1454 80%	1495 82%ac	1448 79%	1533 84%ac	1509 83%ac	1506 82% c	1492 82% c	1497 82% c	1559 85%abcdefgh	1531 83%ac	1536 84%ac	1556 85%abcdefgh
No	357 20% deij kl	309 17% kl	377 21% bdefghijk l	291 16%	301 16% i	320 17% kl	324 18% kl	316 17% kl	254 14%	293 16%	277 15%	258 14%
Don't know	17 1%	13 1%	9 1%	10 1%	14 1%	16 1%	8 -	11 1%	11 1%	16 1%	13 1%	11 1%



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1674	1699	1638	1787	1695	2121	2043	2048	2260	2183	1818	1860
Weighted Base	1594	1637	1579	1676	1645	1638	1635	1644	1709	1656	1675	1685
General appearance of shop/restaurant/cafe/pub/takeaway	1041 65%efi jkl	1115 68%cef ghijkl	1003 64%ef	1162 69%acefghijk l	979 60%	981 60%	1026 63%	1053 64%efkl	1051 61%	1015 61%	1016 61%	1020 61%
Appearance of people working there	819 51%ehi jk	893 55%efg hijkl	826 52%efhijkl	898 54%efhijkl	744 45%	787 46%	833 51%ehijk	765 47%	810 47%	755 46%	776 46%	813 46%
Reputation	667 42%egj kl	754 46%acd efghij kl	644 41%gjk	691 41%egjk	619 38%	693 42%egijkl	602 37%	646 39%k	661 39%k	618 37%	589 35%	644 36%
Word of mouth	580 36%fhj kl	594 36%fhj kl	528 33%	557 33%	561 34%hij	533 33%	561 34%hijk	504 31%	575 34%j	503 30%	520 31%	534 32%
Hygiene certificate	456 29%	497 30%	482 31%	562 34%a	611 37%abcd	649 40%abcd	655 40%abcd	638 39%abcd	793 46%abcdefgij	700 42%abodeh	739 44%abcdefgh	772 46%abcdefgh
Hygiene sticker	191 12%	253 15%ac	197 13%	307 18%abc	344 21%abc	413 25%abcde	409 25%abcde	476 29%abcdefg	592 35%abcdefgh	555 34%abcdefgh	569 34%abcdefgh	635 38%abcdefghijk
Websites	84 5%	91 6%	99 6%	112 7%	105 6%	136 8%abce	139 9%abcde	124 8%ab	185 11%abcdefgh	173 10%abcdefh	192 11%abcdefgh	222 13%abcdefghij
Other	35 2%	38 2%	43 3%	49 3%e	29 2%	40 2%	38 2%	39 2%	36 2%	36 2%	34 2%	35 2%
Don't know	24 2%	26 2%	43 3%abikl	36 2%ikl	52 3%abijkl	43 3%abikl	40 2%ikl	39 2%kl	21 1%	33 2%l	21 1%	16 1%
Average number of mentions	2.47	2.63 <sup>a</sup> <sub>c</sub>	2.49	2.65 <sup>a</sup> <sub>c</sub> <sub>e</sub>	2.51	2.65 <sup>a</sup> <sub>c</sub> <sub>e</sub>	2.67 <sup>a</sup> <sub>c</sub> <sub>e</sub>	2.65 <sup>a</sup> <sub>c</sub> <sub>e</sub>	2.78 <sup>a</sup> <sub>b</sub> <sub>c</sub> <sub>d</sub> <sub>e</sub> <sub>f</sub> <sub>g</sub> <sub>h</sub>	2.68 <sup>a</sup> <sub>c</sub> <sub>e</sub>	2.68 <sup>a</sup> <sub>c</sub> <sub>e</sub>	2.80 <sup>a</sup> <sub>b</sub> <sub>c</sub> <sub>d</sub> <sub>e</sub> <sub>f</sub> <sub>g</sub> <sub>h</sub> <sub>i</sub> <sub>j</sub> <sub>k</sub>
Standard deviation	1.36	1.39	1.32	1.43	1.44	1.48	1.45	1.47	1.54	1.48	1.52	1.59
Standard error	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	MALE												FEMALE								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	735	745	765	831	756	991	959	882	1076	1029	816	879	939	954	873	956	939	1130	1084	1166	
Weighted Base	739	770	743	784	768	760	757	765	823	775	775	802	855	868	836	892	877	878	878	879	
General appearance of shop/restaurant/cafe/pub/takeaway	460 62%	505 66%cef ijk	439 59%	506 65%cefj kl	442 58%	442 58%	470 62%	466 61%	494 60%	460 59%	452 58%	467 58%	581 68%qrs uwvx	610 70%qrs uwvx	564 68%qruv wx	655 73%moqr stuvwx	538 61%	539 61%	556 63%	588 67%qr	
Appearance of people working there	348 47%e	387 50%efh ijkl	355 48%e	375 48%e	301 39%	341 45%e	366 48%ehj	327 43%	368 45%e	334 43%	341 44%	358 45%e	471 55%tuv w	506 58%qrs tuvwx	471 56%qru wx	523 59%qrst uwvx	443 50%	446 51%	467 53%uvw	437 50%	
Reputation	292 40%k	349 45%acd efghijk l	290 39%k	293 37%	265 35%	309 41%ekj	275 36%	303 40%ek	316 38%k	271 35%	256 33%	303 38%	375 44%stu wx	405 47%qst uwvx	354 42%sw	398 45%stuv wx	354 40%	384 44%stuv x	328 37%	343 39%	
Word of mouth	256 35%hjk	261 34%jk	222 30%	243 31%	243 32%	236 31%	242 32%	224 29%	275 33%jk	220 28%	220 28%	239 30%	324 38%ltw x	333 38%rtu wx	307 37%tv	314 35%	318 36%t	298 34%	319 36%t	280 32%	
Hygiene certificate	183 25%	223 29%	198 27%	236 30%a	268 35%abc	292 38%abcd	273 36%abcd	297 39%abcd	364 44%abcd efgh	315 41%abcd e	331 43%abcd ef	326 41%abc de	273 32%	274 32%	284 34%	327 37%mn	343 39%mno	357 41%mo	383 44%mnop t	341 39%mo	
Hygiene sticker	83 11%	116 15%a	92 12%	137 18%ac	171 22%abcd	194 26%abcd	203 27%abcd e	231 30%abcd ef	294 36%abcd efgh	270 35%abcd efg	270 35%abcd efg	289 36%abc defgh	108 13%	137 16%	105 13%	169 19%mo	289 20%mo	173 25%mnop q	219 23%mnop q	206 28%mnopqs	246 28%mnopqs
Websites	40 5%	45 6%	46 6%	42 5%	48 6%	68 9%abcd	69 9%abcde	61 8%cd	90 11%abcd eh	76 10%abcd e	95 12%abcd efgh	106 13%abcd efghj	45 5%	46 5%	53 6%	70 8%mn	57 6%	68 8%mn	70 8%mn	63 7%	
Other	20 3%	22 3%	22 3%	22 3%	14 2%	18 2%	19 3%	18 2%	17 2%	14 2%	17 2%	19 2%	15 2%	15 2%	21 3%	27 3%	16 2%	21 2%	19 2%	21 2%	
Don't know	9 1%	12 2%	22 3%aikl	26 3%abikl	23 3%aikl	21 3%ail	22 3%aikl	16 2%	11 1%	17 2%	11 1%	9 1%	16 2%	14 2%	21 3%puwx	10 1%	30 3%imnpuv wx	22 2%puwx	18 2%ix	22 3%puwx	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1184	1154	1002	981
Weighted Base	886	881	901	883
General appearance of shop/restaurant/cafe/pub \takeaway	556 63%	555 63%	564 63%	553 63%
Appearance of people working there	442 50%	420 48%	435 48%	455 52%
Reputation	344 39%	347 39%	333 37%	341 39%
Word of mouth	300 34%	283 32%	301 33%	295 33%
Hygiene certificate	429 48% mnop qrst	386 44% mnop qt	408 45% mnop qrt	446 51% mnopqrstvw
Hygiene sticker	298 34% mnop qrst	285 32% mnop qrst	299 33% mnop qrst	346 39% mnopqrstuvw
Websites	95 11% mnop qrt	97 11% mnop qrst	97 11% mnop qrst	116 13% mnopqrst
Other	19 2%	22 2%	17 2%	16 2%
Don't know	10 1%	15 2%	10 1%	7 1%

**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	735	745	765	831	756	991	959	882	1076	1029	816	879	939	954	873	956	939	1130	1084	1166
Weighted Base	739	770	743	784	768	760	757	765	823	775	775	802	855	868	836	892	877	878	878	879
Average number of mentions	2.30	2.52ac e	2.31	2.45ac	2.35	2.57ace	2.61acd e	2.57ace	2.73abc deh	2.59ace	2.60acd e	2.66ac de	2.61	2.73	2.65	2.82moq	2.64	2.72	2.73	2.71
Standard deviation	1.29	1.34	1.25	1.35	1.34	1.49	1.44	1.47	1.54	1.47	1.48	1.50	1.39	1.43	1.36	1.47	1.51	1.47	1.46	1.47
Standard error	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1184	1154	1002	981
Weighted Base	886	881	901	883
Average number of mentions	2.84moq	2.77m	2.76m	2.93mnoqrstvw
Standard deviation	1.54	1.50	1.54	1.66
Standard error	0.05	0.04	0.05	0.05



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	240	221	253	241	230	282	232	287	334	275	282	273	269	279	254	291	263	335	304	345
Weighted Base	233	245	244	244	231	239	230	241	272	246	255	245	289	268	254	300	286	298	293	296
General appearance of shop/restaurant/cafe/pub/takeaway	109 47%	131 53%	127 52%	134 55%fl	112 48%	106 44%	123 53%	120 50%	122 45%	118 48%	127 50%	130 53%	168 58%	184 68%mqr suwx	153 60%qx	205 68%mqrs uvwx	145 51%	180 60%qpx	151 52%	180 61%qpx
Reputation	96 41%eij k	111 45%deg hjk	93 38%	81 33%	70 30%	87 36%	75 32%	83 35%	82 30%	75 31%	78 31%	97 40%eij k	113 39%	132 49%moq rstuvw x	89 35%	131 44%stuw x	105 37%	122 41%uw	103 35%	105 35%
Word of mouth	80 34%cdjk l	87 35%cej kl	63 26%	68 28%	61 26%	66 28%	65 28%	69 29%	78 29%	63 25%	65 25%	59 24%	102 35%t	112 42%pqr tuwx	93 37%t	100 33%	89 31%	94 32%	108 37%t	76 26%
Appearance of people working there	70 30%	118 48%acd efhijk l	92 38%e	87 36%	64 28%	80 34%	109 47%adef hijkl	82 34%	88 32%	73 30%	76 30%	86 35%	113 39%	132 49%muw wx	116 46%vw	149 50%mqrt uvwx	116 41%	123 41%	127 43%	121 41%
Hygiene certificate	68 29%	93 38%	76 31%	98 40%ac	98 42%ac	116 48%abc	98 42%ac	105 44%ac	131 48%abc	107 43%ac	122 48%abc	112 46%ac	93 32%	97 36%	95 37%	112 37%	115 40%	119 40%	139 47%mnop	123 42%mn
Hygiene sticker	24 10%	48 19%ac	29 12%	41 17%a	54 23%ac	72 30%abcd	68 30%abcd	77 32%abcd e	109 40%abcd efg	93 38%abcd e	95 37%abcd e	90 37%abcd de	46 16%	51 19%	41 16%	58 19%	86 30%mnop	83 28%mnop	90 31%mnop	113 38%mnop
Websites	13 5%	14 6%	17 7%	19 8%	22 10%	21 9%	20 9%	23 9%	32 12%abc	24 10%	28 11%ab	30 12%abc	25 9%	20 8%	24 10%	29 10%	19 7%	41 14%nq	37 13%q	27 9%
Other	1 *	2 1%	5 2%l	4 2%l	2 1%	3 1%	1 1%	1 *	- 2%	4 3%ahil	7 *	1 *	9 3%v	3 1%	3 1%	9 3%v	6 2%	3 1%	7 2%	6 2%
Don't know	3 1%	3 1%	6 3%	3 1%	6 3%	9 4%	2 1%	8 3%	5 2%	7 3%	3 1%	3 1%	7 2%x	4 1%x	6 2%x	5 2%x	10 4%lux	7 2%x	7 2%x	2 1%
Average number of mentions	2.00	2.49ac	2.11	2.21	2.14	2.39ac	2.44ace	2.39ace	2.41ace	2.32a	2.37ac	2.49ac	2.37	2.76mo	2.48	2.69m	2.48	2.62	2.66m	2.55
Standard deviation	1.14	1.37	1.17	1.25	1.23	1.44	1.40	1.37	1.33	1.33	1.46	1.54	1.42	1.47	1.29	1.46	1.40	1.54	1.49	1.41

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	364	328	308	290
Weighted Base	310	309	318	315
General appearance of shop/restaurant/cafe/pub \takeaway	180 58%	180 58%	175 55%	162 51%
Reputation	102 33%	113 37%	104 33%	107 34%
Word of mouth	93 30%	91 30%	104 33%	93 30%
Appearance of people working there	123 40%	109 35%	115 36%	125 40%
Hygiene certificate	152 49% mnop qr	131 42% m	161 50% mnop qrt	172 55% mnopqrv
Hygiene sticker	127 41% mnop qrs	109 35% mnop	124 39% mnop	141 45% mnopqrsv
Websites	43 14% nq	45 15% mnqt	51 16% mnop	56 18% mnopqt
Other	4 1%	2 1%	4 1%	3 1%
Don't know	1 *	3 1%	6 2% x	-
<b>Average number of mentions</b>	<b>2.67m</b>	<b>2.55</b>	<b>2.68m</b>	<b>2.73m</b>
<b>Standard deviation</b>	<b>1.48</b>	<b>1.41</b>	<b>1.62</b>	<b>1.51</b>

**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	240	221	253	241	230	282	232	287	334	275	282	273	269	279	254	291	263	335	304	345
Weighted Base	233	245	244	244	231	239	230	241	272	246	255	245	289	268	254	300	286	298	293	296
Standard error	0.07	0.09	0.07	0.08	0.08	0.09	0.09	0.08	0.07	0.08	0.09	0.09	0.09	0.09	0.08	0.09	0.09	0.08	0.09	0.08





**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	364	328	308	290
Weighted Base	310	309	318	315
Standard error	0.08	0.08	0.09	0.09

**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	378	429	388	384	373	488	453	457	451	434	356	375	417	418	392	465	434	512	549	490
Weighted Base	395	424	401	404	403	410	400	404	395	381	367	400	411	420	402	444	431	404	416	419
General appearance of shop/restaurant/cafe/pub/takeaway	280 71%fhk l	279 68%tk	262 65%k	292 72%cefg hijkl	258 64%k	240 59%	258 64%k	250 62%	254 64%k	248 65%k	207 56%	239 60%	288 70%q	309 74%qru vx	272 68%	327 74%qruv x	275 64%	267 66%	291 70%q	302 72%q
Appearance of people working there	229 58%efg hkl	220 52%h	219 54%ehl	216 54%ehl	185 46%	203 49%	190 47%	175 43%	200 51%h	187 49%	175 46%	183 46%	241 59%qu	256 61%qu v	238 59%qu	264 59%qu	220 51%	212 52%	236 57%	231 55%
Reputation	180 46%gk	208 49%legl jkl	182 45%gk	174 43%	156 39%	176 43%	150 38%	178 44%	160 41%	159 42%	138 38%	155 39%	167 41%	180 43%	175 44%	195 44%	183 42%	184 46%lw	170 41%	174 41%
Word of mouth	167 42%dfg jkl	155 37%	144 36%	137 34%	156 39%	143 35%	135 34%	146 36%	143 36%	121 32%	128 35%	136 34%	138 34%	153 37%t	145 36%	163 37%tw	152 35%	141 35%	161 39%lw	125 30%
Hygiene certificate	120 30%	149 35%	145 36%	157 39%a	172 43%ab	183 45%abc	182 45%abc	177 44%abc	191 48%abcd	183 48%abcd	173 47%abcd	202 50%abc de	110 27%	107 26%	117 29%	138 31%	153 35%mn	159 39%mnop	171 41%mnop	161 39%mnop
Hygiene sticker	47 12%	67 16%	60 15%	91 22%abc	91 23%abc	113 27%abc	107 27%abc	134 33%abcd efg	152 38%abcd efg	158 41%abcd efg	147 40%abcd efg	159 40%abc defg	43 11%	60 14%	47 12%	83 19%mo	78 18%mo	104 26%mnop q	103 25%mnop q	113 27%mnopq
Websites	24 6%	31 7%	30 8%	27 7%	30 7%	33 8%	36 9%	36 9%	52 13%abcd ef	57 15%abcd efgh	59 16%abcd efgh	67 17%abcd efgh	18 4%	22 5%	25 6%	31 7%	31 7%	32 8%lm	38 9%lmn	31 7%
Other	7 2%	10 2%	15 4%fk	14 3%k	6 1%	6 2%	11 3%	13 3%	11 3%	7 2%	4 1%	8 2%	10 2%	13 3%	10 3%	16 4%	10 2%	16 4%	10 2%	14 3%
Don't know	4 1%	6 1%	4 1%	7 2%	10 3%	5 1%	9 2%	8 2%	4 1%	3 1%	4 1%	4 1%	7 2%w	8 2%uw	11 3%uwv	9 2%uw	14 3%uwv	10 2%uw	8 2%uw	8 2%uw
Average number of mentions	2.70	2.68	2.67	2.79	2.68	2.71	2.73	2.80	2.97abc	2.97abc	2.84	2.90bc	2.51	2.67	2.64	2.80m	2.65	2.83m	2.89mmo	2.80m
Standard deviation	1.40	1.37	1.35	1.48	1.52	1.42	1.50	1.57	1.63	1.61	1.54	1.62	1.30	1.42	1.43	1.45	1.52	1.57	1.48	1.54
Standard error	0.07	0.07	0.07	0.08	0.08	0.06	0.07	0.07	0.08	0.08	0.08	0.08	0.06	0.07	0.07	0.07	0.07	0.07	0.06	0.07



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	517	565	426	462
Weighted Base	437	426	440	426
General appearance of shop/restaurant/cafe/pub \takeaway	289 66%	283 68%	304 69%	281 66%
Appearance of people working there	220 50%	225 53%	242 55%	238 56%
Reputation	205 47% <sup>uw</sup>	165 39%	167 38%	175 41%
Word of mouth	147 34%	139 33%	133 30%	152 36%
Hygiene certificate	214 49% <sup>mnap</sup> qrst	188 44% <sup>mnap</sup> q	196 45% <sup>mnap</sup> q	201 47% <sup>mnap</sup> prt
Hygiene sticker	143 33% <sup>mnap</sup> qrs	128 30% <sup>mnap</sup> q	136 31% <sup>mnap</sup> qs	167 39% <sup>mnap</sup> qrsthw
Websites	46 11% <sup>mno</sup>	37 9% <sup>mn</sup>	41 9% <sup>mn</sup>	47 11% <sup>mnpq</sup>
Other	10 2%	14 3%	12 3%	11 3%
Don't know	2 -	6 1%	1 -	3 1%
Average number of mentions	2.93 <sup>mno</sup>	2.81 <sup>m</sup>	2.80 <sup>m</sup>	3.02 <sup>mnpqtv</sup>
Standard deviation	1.60 q	1.51	1.51	1.66
Standard error	0.07	0.06	0.07	0.08

**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	370	352	351	406	395	504	505	469	594	581	446	460
Weighted Base	266	280	277	284	294	286	295	283	296	293	295	299
General appearance of shop/restaurant/cafe/pub/takeaway	195 73%efj	213 76%cef gjk	189 68%	203 72%ej	190 65%	189 66%	202 69%	201 71%ej	205 69%	186 63%	203 69%	210 70%j
Appearance of people working there	166 62%ehj	168 60%	161 58%	183 64%ehjk	158 54%	170 59%	171 58%	156 55%	179 61%e	161 55%	168 57%	180 60%
Reputation	111 42%k	122 44%egj kl	104 37%	111 39%	106 36%	124 43%egjkl	105 35%	106 37%	112 36%	106 36%	102 35%	109 36%
Word of mouth	92 35%	87 31%	83 30%	89 31%	102 35%	89 31%	94 32%	88 31%	113 38%bcdfghjkl	89 30%	91 31%	94 31%
Hygiene certificate	65 24%bc	50 18%	50 18%	58 20%	72 25%bc	72 25%bc	66 22%	71 25%bc	106 36%abcdeghl	91 31%abcdeg	88 30%abcdg	85 28%bcd
Hygiene sticker	31 12%c	28 10%	20 7%	34 12%c	36 12%c	41 14%c	41 14%c	40 14%c	61 21%abcdegh	69 23%abcdegh	67 23%abcdegh	78 26%abcdegh
Websites	4 2%	4 1%	3 1%	6 2%	3 1%	9 3%e	8 3%	8 3%	12 4%abce	10 4%ce	14 5%abcde	22 7%abcdeghj
Other	8 3%	11 4%	9 3%	6 2%	6 2%	11 4%	9 3%	5 2%	12 4%	9 3%	8 3%	12 4%
Don't know	4 2%	5 2%	16 6%abkl	12 4%a	11 4%	12 4%a	14 5%abl	13 5%abl	9 3%	14 5%abl	8 3%	6 2%
Average number of mentions	2.57c	2.49	2.36	2.53	2.38	2.57c	2.48	2.50	2.80abcdegh jk	2.57ce	2.58ce	2.69ceg
Standard deviation	1.37	1.34	1.18	1.35	1.31	1.40	1.31	1.30	1.52	1.39	1.38	1.53
Standard error	0.07	0.07	0.06	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.07	0.07



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	ENGLAND												SCOTLAND								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	1385	1408	1378	1497	1413	1478	1394	1431	1482	1530	1482	1521	152	146	140	153	142	452	431	448	
Weighted Base	1323	1358	1333	1403	1381	1383	1349	1376	1410	1404	1410	1430	140	142	130	143	136	132	143	147	
General appearance of shop/restaurant/cafe/pub/takeaway	864 65%efi kl	931 69%cef ghijkl	851 64%efkl	967 69%cefg hijkl	811 59%	822 59%	840 62%	862 63%e	855 61%	865 62%	840 60%	858 60%	90 65%	90 63%	76 58%	98 68%	91 67%	89 67%	107 75%nmor x	113 77%mnopqrv	
Appearance of people working there	666 50%ehj k	732 54%efg ijkl	697 52%efhi ijkl	737 53%efhi ijkl	626 45%	657 48%	673 50%ehjk	631 46%	658 47%	628 45%	642 45%	680 48%	77 55%	90 63%oq	60 46%	88 61%oq	66 48%	74 56%	90 63%oprv	91 62%oq	
Reputation	543 41%gk l	617 45%acd efghijk	546 41%gk	585 42%gjk	526 38%	578 42%gjk	490 36%	536 39%	546 39%	533 38%	500 35%	570 40%k	54 38%	73 52%mp stwx	45 34%	50 35%	56 41%	68 51%mpq stwx	59 41%	60 41%	
Word of mouth	471 36%dh jk	475 35%fhj k	440 33%	447 32%	464 34%h	434 31%	453 34%h	406 30%	474 34%h	432 31%	440 31%	471 33%	53 38%ox	64 45%opt wx	32 25%	45 32%	59 43%otwx	58 44%optv wx	60 42%optv wx	47 32%	
Hygiene certificate	379 29%	420 31%	408 31%	471 34%a	511 37%abc	555 40%abcd	549 41%abcd	531 39%abcd	665 47%abcd efgh	600 43%abcd eh	624 44%abcd efh	681 48%abcd efghj	50 35%o	43 30%	30 23%	36 25%	37 28%	35 27%	44 31%	44 30%	
Hygiene sticker	157 12%	216 16%ac	161 12%	261 19%ac	282 20%abc	342 25%abcd e	353 26%abcd e	397 29%abcd ef	478 34%abcd efgh	473 34%abcd efgh	549 35%abcd efgh	549 38%abcd defghi j	14 10%	28 20%mp qs	13 10%	12 8%	14 11%	24 18%mpq s	16 11%	23 15%p	
Websites	67 5%	71 5%	83 6%	97 7%a	90 7%	119 9%abce	118 9%abce	102 7%ab	161 11%abcd efgh	150 11%abcd eh	168 12%abcd efgh	203 14%abcd efghij	6 4%	14 10%	6 5%	7 5%	9 7%	9 7%	12 9%	13 8%	
Other	28 2%	33 2%	34 3%	44 3%e	26 2%	35 2%	32 2%	37 3%	31 2%	31 2%	29 2%	31 2%	1 1%	5 3%	7 5%mrst	2 1%	2 1%	2 1%	2 1%	2 2%	2 1%
Don't know	18 1%	23 2%	34 3%aki	32 2%kl	40 3%abkl	35 3%akl	33 2%kl	32 2%kl	17 1%	28 2%l	17 1%	13 1%	3%n	-	9 7%nux	5 3%n	11 8%nrstu wx	4 3%n	4 3%n	5 3%n	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	572	442	146	136
Weighted Base	150	125	139	129
General appearance of shop/restaurant/cafe/pub \takeaway	106 71% <sub>o</sub>	86 69%	99 71% <sub>o</sub>	84 66%
Appearance of people working there	88 59% <sub>oq</sub>	68 54%	81 58%	71 55%
Reputation	69 46% <sub>opwx</sub>	50 40%	47 34%	41 32%
Word of mouth	61 41% <sub>otwx</sub>	42 34%	42 30%	33 26%
Hygiene certificate	60 40% <sub>nopa rst</sub>	45 38% <sub>opr</sub>	52 37% <sub>opr</sub>	43 34%
Hygiene sticker	43 29% <sub>moppq rstw</sub>	21 17% <sub>mps</sub>	18 13%	31 24% <sub>moppqstw</sub>
Websites	17 11% <sub>mop</sub>	13 10% <sub>m</sub>	16 12% <sub>mop</sub>	10 8%
Other	4 3%	3 3%	3 2%	4 3%
Don't know	2 1%	3 3% <sub>n</sub>	3 2%	1 1%

**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1385	1408	1378	1497	1413	1478	1394	1431	1482	1530	1482	1521	152	146	140	153	142	452	431	448
Weighted Base	1323	1358	1333	1403	1381	1383	1349	1376	1410	1404	1410	1430	140	142	130	143	136	132	143	147
Average number of mentions	2.43	2.62 <sup>ac</sup> e	2.48	2.63 <sup>ace</sup>	2.49	2.63 <sup>ace</sup>	2.67 <sup>ace</sup>	2.61 <sup>ace</sup>	2.78 <sup>abc</sup> defh	2.70 <sup>ace</sup>	2.68 <sup>ace</sup>	2.85 <sup>ab</sup> cdefgh jk	2.54 <sup>o</sup>	2.86 <sup>op</sup> x	2.22	2.44	2.67 <sup>o</sup>	2.78 <sup>opx</sup> x	2.81 <sup>mop</sup> x	2.75 <sup>op</sup>
Standard deviation	1.33	1.40	1.31	1.44	1.46	1.49	1.45	1.44	1.53	1.50	1.51	1.62	1.25	1.52	1.25	1.22	1.32	1.43	1.40	1.49
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.10	0.13	0.11	0.10	0.12	0.07	0.07	0.07

**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	572	442	146	136
Weighted Base	150	125	139	129
<b>Average number of mentions</b>	<b>3.04mop</b>	<b>2.69o</b>	<b>2.62o</b>	<b>2.49</b>
<b>Standard deviation</b>	<b>1.69</b>	<b>1.41</b>	<b>1.47</b>	<b>1.36</b>
<b>Standard error</b>	<b>0.07</b>	<b>0.07</b>	<b>0.12</b>	<b>0.12</b>



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	81	83	74	90	88	79	87	68	97	97	76	91	56	62	46	47	52	112	131	101
Weighted Base	79*	79*	71*	82*	78*	73*	83*	64*	89*	76*	73*	73*	52*	59*	45*	48*	50*	50	60	56*
General appearance of shop/restaurant/cafe/pub/takeaway	52 66%gj	53 68%gj	59 83%abef ghijkl	65 79%efgh ijkl	46 59%	40 55%	38 45%	37 56%	50 56%	34 44%	38 53%	39 54%	34 65%o	40 69%o	18 40%	32 67%o	31 62%o	31 62%o	41 69%o	41 73%ov
Appearance of people working there	42 53%fhi	33 42%h	51 72%abef ghijkl	50 60%befg hijkl	32 41%	26 36%	35 43%h	17 26%	26 29%	30 40%	25 34%	31 43%h	34 65%oqt	38 64%oqt	18 40%	23 46%	20 40%	30 61%oqt	34 57%q	26 46%
Reputation	37 47%ejk	36 46%ejk	35 49%eijk	35 43%jkl	29 29%	29 40%jk	30 36%	24 37%	30 33%	17 23%	17 24%	18 25%	33 63%opr suvx	28 48%ux	19 42%	21 43%	15 29%	18 36%	24 40%u	26 47%qux
Word of mouth	35 45%ejj	28 36%kl	33 46%eijk	36 44%eijk	22 28%	22 30%	29 35%j	21 32%	24 27%	17 23%	15 21%	15 20%	21 40%v	27 46%uvx	23 52%svux	28 58%qrstu vx	16 32%	20 40%uv	19 32%	30 53%qsuvx
Hygiene certificate	12 15%	14 17%	20 28%a	27 33%ab	35 45%abc	30 41%ab	37 45%abc	33 51%abcd	32 36%ab	34 45%abc	35 49%abcd	23 31%ab	16 30%	20 34%	24 54%mn	28 58%mn	28 55%mn	29 57%mns	25 42%	31 54%mn
Websites	7 9%	4 4%	2 3%	3 4%	3 3%	6 8%	3 4%	5 8%	5 5%	7 10%	3 4%	8 11%	4 8%	2 3%	8 17%nrux	5 10%	3 5%	2 3%	5 9%u	5 8%
Hygiene sticker	7 8%	3 4%	8 11%	16 19%b	22 29%abc	20 28%abc	18 22%ab	30 47%abcd efg	41 46%abcd efg	42 55%abcd efg	31 42%abcd dg	31 42%abc dg	14 27%n	6 10%	16 35%n	18 37%n	26 52%mn	26 52%mnsv	22 37%n	26 46%mn
Other	4 5%i	-	-	4 5%	2 2%	1 2%	3 4%	-	-	-	2 3%	1 1%	2 4%	-	1 3%	-	-	2 5%nsxw	-	1 1%
Don't know	2 2%	3 4%	1 2%	-	2 2%	4 5%di	2 2%	2 3%	-	1 1%	1 1%	1 2%	-	-	-	-	-	-	1 2%	-
Average number of mentions	2.54	2.26	2.98bef ghijkl	2.87bei kl	2.40	2.53	2.39	2.69	2.32	2.41	2.32	2.31	3.02	2.74	2.84	3.22v	2.77	3.16v	2.93	3.27nv
Standard deviation	1.54	1.18	1.30	1.58	1.28	1.34	1.53	1.56	1.33	1.45	1.35	1.35	1.80	1.19	1.70	1.33	1.27	1.55	1.62	1.93
Standard error	0.17	0.13	0.15	0.17	0.14	0.15	0.17	0.19	0.13	0.15	0.16	0.14	0.24	0.15	0.25	0.19	0.18	0.15	0.14	0.19

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?**  
**Base: All adults who are at all aware of the standards of hygiene when they buy food UK**

	N1			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	109	114	114	112
Weighted Base	59*	51	53	54
General appearance of shop/restaurant/cafe/pub \takeaway	40 68%o	30 59%o	39 73%ov	39 73%ov
Appearance of people working there	38 64%oqt	28 56%	29 54%	31 57%
Reputation	16 27%	18 35%	25 47%qux	15 28%
Word of mouth	15 25%	12 23%	23 44%uvx	15 29%
Hygiene certificate	36 60%mnsv x	22 44%	28 53%mn	24 45%
Websites	3 5%	3 6%	5 10%x	1 3%
Hygiene sticker	31 52%mnsv	19 38%n	24 45%mn	24 45%mn
Other	1 1%	- 1%	- -	- -
Don't know	2 3%	- 1%	- -	- 1%
<b>Average number of mentions</b>	<b>3.10v</b>	<b>2.63</b>	<b>3.26nvx</b>	<b>2.81</b>
<b>Standard deviation</b>	<b>1.55</b>	<b>1.41</b>	<b>1.79</b>	<b>1.40</b>
<b>Standard error</b>	<b>0.15</b>	<b>0.13</b>	<b>0.17</b>	<b>0.13</b>

Q.3b How do you know about the hygiene standards of the places you buy food from or eat out at?  
 Base: All adults who are at all aware of the standards of hygiene when they buy food UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556
Word of mouth	527 36%fhj kl	530 35%fhj k	496 34%hj	511 33%	502 33%	476 32%	502 34%j	457 31%	513 33%	461 30%	478 31%	501 32%
Reputation	613 42%eai jk	681 46%cde ghijk l	600 41%egjk	641 42%egijk	563 37%	625 41%egijk	543 36%	586 39%k	592 38%	568 37%	542 35%	603 39%k
Appearance of people working there	742 51%ehi jk	804 54%efg hijkl	766 53%efhijkl	810 53%efhijkl	678 45%	714 47%	743 50%ehjk	673 45%	722 46%	687 45%	695 45%	742 46%
General appearance of shop/restaurant/cafe/pub \takeaway	950 65%efg ijkl	1025 69%cef ghijkl	927 64%efkl	1063 69%acefghijk l	888 59%	892 59%	918 62%	941 63%ef	945 61%	929 61%	917 60%	936 60%
Hygiene sticker	177 12%	225 15%a	184 13%	294 19%abc	330 22%abc	389 26%abcde	393 26%abcde	454 30%abcdefg	549 35%abcdefg	534 35%abcdefg	552 36%abcdefg	604 39%abcdefghj
Hygiene certificate	406 28%	453 30%	452 31%	526 34%ab	574 38%abcd	614 41%abcd	612 41%abcd	594 40%abcd	733 47%abcdefghj	656 43%abcde	688 45%abcdefg	728 47%abcdefghj
Websites	78 5%	76 5%	93 6%	105 7%b	96 6%	126 8%abce	127 8%abce	112 7%ab	168 11%abcdefghj	160 10%abcdeh	176 11%abcdefghj	212 14%abcdefghj
Other	34 2%	33 2%	36 2%	47 3%e	28 2%	38 3%	36 2%	37 2%	32 2%	33 2%	31 2%	31 2%
Don't know	20 1%	26 2%	35 2%kl	32 2%j	41 3%aikl	39 3%aikl	36 2%aikl	34 2%kl	19 1%	29 2%j	18 1%	15 1%
Average number of mentions	2.46	2.61ae	2.51	2.67ace	2.49	2.64ace	2.66ace	2.64ace	2.76abcefh	2.68ace	2.69ace	2.83abcdeghjk
Standard deviation	1.37	1.38	1.32	1.45	1.44	1.49	1.46	1.47	1.53	1.49	1.52	1.61
Standard error	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food Standards Agency	1574 79%jkl	1665 83%ace hijkl	1592 80%ejkl	1617 81%ejkl	1534 77%ijkl	1639 82%acehijkl	1642 82%acehijkl	1582 79%ijkl	1559 78%ijkl	1476 74%ik	1354 68%	1421 71%uk
Office of Fair Trading	1489 74%ehi jkl	1507 75%ehi jkl	1476 74%ehijkl	1491 75%ehijkl	1402 70%ik	1483 74%ehijkl	1485 74%ehijkl	1398 70%ik	1382 69%ik	1389 69%ik	1315 66%	1363 69%
Health & Safety Executive	1386 69%ikl	1428 71%ehi jkl	1426 71%ehijkl	1411 71%shkl	1364 68%ik	1394 70%ihkl	1445 72%acehijkl	1319 66%	1356 68%ik	1356 68%ik	1296 65%	1313 66%
Department of Health (only show if England)	1368 68%ik	1387 69%hij kl	1370 68%ik	1404 70%ehijkl	1339 67%	1369 68%ik	1389 69%hijkl	1329 66%	1288 64%	1323 66%	1285 64%	1320 66%
The British Medical Association	1360 68%ik	1400 70%efh ijk	1370 68%ejk	1424 71%acehijk	1297 65%	1317 66%	1376 69%efijk	1332 67%	1337 67%ik	1307 65%	1273 64%	1367 68%ejk
World Health Organisation (WHO)	1227 61%	1264 63%	1250 63%	1292 65%a	1251 63%	1252 63%	1269 63%	1248 62%	1348 67%abcdfghk	1302 65%a	1271 64%	1355 68%abcdelghk
The Environment Agency (only show if England or Wales)	1224 61%	1285 64%ik	1308 65%acehijkl	1314 66%acehijkl	1233 62%	1275 64%ik	1287 64%ik	1244 62%	1239 62%	1240 62%	1208 60%	1235 62%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 45%	965 48%acef k	955 48%e	948 47%	888 44%	903 45%	959 48%aek	937 47%	915 46%	936 47%	896 45%	970 49%aefk
Office of Communications (OFCOM)	875 44%	924 46%	891 45%	1014 51%abcdfhk	910 46%	919 46%	999 50%abcdfk	944 47%a	986 49%acef	951 48%a	929 46%	991 50%abcef
National Institute for Health and Clinical Excellence (NICE)	805 40%	851 43%	861 43%	864 43%e	801 40%	836 42%	875 44%ae	844 42%	873 44%ae	857 43%	828 41%	882 44%ae
British Dietetic Association (BDA)	747 37%	734 37%	772 39%ef	726 36%	690 35%	712 36%	753 38%e	738 37%	805 40%bcdefhjk	723 36%	737 37%	746 37%

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	80 4%	88 4%	73 4%	88 4%	69 3%	86 4%	95 5% <sup>ae</sup>	93 5%	101 5% <sup>ce</sup>	88 4%	95 5% <sup>ae</sup>	81 4%
Department for Public Health and Health Professions (only show if Wales)	59 3% <sup>b</sup>	38 2%	44 2%	66 3% <sup>bchj</sup>	63 3% <sup>bhj</sup>	57 3% <sup>b</sup>	55 3%	42 2%	65 3% <sup>bchj</sup>	40 2%	57 3%	44 2%
Audit Scotland (only show if Scotland)	55 3%	70 4% <sup>c</sup>	47 2%	53 3%	50 2%	64 3%	71 4% <sup>c</sup>	69 3% <sup>c</sup>	55 3%	64 3%	52 3%	60 3%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 2%	41 2%	36 2%	30 2%	37 2%	40 2%	37 2%	42 2%	46 2%	40 2%	37 2%	41 2%
Department for Rural Affairs (only show if Wales)	43 2%	33 2%	35 2%	35 2%	28 1%	38 2%	46 2% <sup>e</sup>	33 2%	49 2% <sup>e</sup>	43 2%	48 2% <sup>e</sup>	34 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	39 2%	51 3% <sup>dg</sup>	33 2%	26 1%	35 2%	43 2% <sup>d</sup>	33 2%	37 2%	41 2%	38 2%	37 2%	40 2%
Public Health Agency (PHA) (only show if NI)	31 2%	40 2%	38 2%	30 2%	36 2%	41 2%	35 2%	39 2%	43 2%	44 2%	42 2%	47 2%
Safefood (only show if NI)	31 2%	26 1%	25 1%	28 1%	31 2%	38 2%	32 2%	29 1%	41 2%	40 2%	29 1%	45 2% <sup>bcd</sup>
Scottish Government Rural Directorate (only show if Scotland)	26 1%	27 1%	22 1%	31 2%	24 1%	27 1%	32 2%	33 2%	42 2% <sup>ce</sup>	34 2%	39 2% <sup>c</sup>	32 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	25 1%	41 2% <sup>c</sup>	23 1%	37 2%	30 1%	41 2% <sup>c</sup>	40 2% <sup>c</sup>	48 2% <sup>ace</sup>	53 3% <sup>ace</sup>	44 2% <sup>ac</sup>	45 2% <sup>ac</sup>	43 2% <sup>ac</sup>



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	2105	2078	2076	2141	2069	2581	2509	2483	2684	2640	2163	2224
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Food Standards Scotland	-	-	-	-	-	-	-	-	-	114	107	100
	-	-	-	-	-	-	-	-	-	6%abcdefghi	5%abcdefghi	5%abcdefghi
None	77	67	99	76	97	94	93	114	97	100	115	86
	4%	3%	5%b	4%	5%b	5%b	5%b	6%abdl	5%b	5%b	6%abdl	4%
Don't know	18	17	13	16	33	12	10	11	20	24	29	27
	1%	1%	1%	1%	2%abcdfgh	1%	-	1%	1%	1%fgh	1%cfgh	1%cfgh
Average number of mentions	7.03	7.24ae	7.23ek	7.30aek	7.01	7.17	7.35aehk	7.14	7.23ek	7.17	6.99	7.17
Standard deviation	3.26	3.17	3.22	3.19	3.28	3.21	3.22	3.27	3.28	3.29	3.38	3.32
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	989	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Food Standards Agency	770 79%jkl	809 83%ace hijk	789 79%jkl	779 80%ejkl	734 76%kl	784 81%ejkl	791 82%ehij kl	757 78%jkl	758 78%jkl	707 73%kl	651 67%	689 71%	804 78%vwx	855 83%mqv wx	823 80%vwx	839 81%qvw	800 78%wx	855 83%mqv wx	851 82%mqv wx	825 80%vw
Office of Fair Trading	727 75%ehi jkl	750 77%ehi jkl	720 74%ehjk l	735 76%ehij kl	676 70%	723 74%ehjk l	717 74%ehjk l	670 69%	688 71%k	671 70%	640 66%	678 70%k	762 74%uvwx x	757 74%uvwx x	756 73%uvwx	756 73%uvwx	726 71%wx	759 74%uvwx x	768 74%quvw x	728 71%wx
Health & Safety Executive	703 72%k	724 75%ehi jkl	708 73%hk	715 74%hk	683 70%	696 72%k	714 74%hkl	667 69%	685 70%	677 70%	654 67%	674 70%	683 66%x	704 68%twx	718 70%tuwx x	696 68%twx	681 66%x	698 68%twx	730 71%umqtu vwx	652 63%
The British Medical Association	657 68%	696 72%ehk	687 71%ehk	706 73%aehi jk	626 64%	668 69%ek	673 70%ek	640 66%	663 68%	661 69%	626 64%	690 71%ehk	702 68%rvw	703 68%rvw	682 66%	718 70%qrw x	671 65%	649 63%	703 68%rvw	692 67%rvw
Department of Health (only show if England)	646 67%	682 70%kl	652 67%	671 69%ik	645 66%	657 68%	669 69%ik	647 67%	628 64%	642 67%	617 63%	641 66%	722 70%uvwx x	705 69%u	717 70%uw	733 71%tuwx x	694 67%	712 69%uw	721 70%uvwx	683 66%
The Environment Agency (only show if England or Wales)	605 62%	634 65%k	649 67%ak	652 67%aik	615 63%	626 64%	643 66%k	611 63%	612 63%	620 64%	588 60%	617 64%	618 60%	650 63%	659 64%	662 64%mqx	617 60%	649 63%	644 62%	633 61%
World Health Organisation (WHO)	591 61%	629 65%	623 64%	657 68%ia	632 65%	634 65%	638 66%a	618 64%	686 70%abce	659 68%ah	632 65%	689 71%abc efghk	636 62%	635 62%	627 61%	635 62%	618 60%	619 60%	630 61%	630 61%
Office of Communications (OFCOM)	451 46%	475 49%	472 49%	534 55%abce fhjk	475 49%	486 50%	501 52%a	476 49%	531 54%abce	484 50%	474 49%	523 54%abc ehk	424 41%	449 44%	419 41%	480 47%mor	435 42%	433 42%	497 49%mmoq r	467 45%mo
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	434 45%	476 49%	477 49%	470 48%	436 45%	452 47%	479 50%ae	449 46%	463 47%	456 47%	443 46%	493 51%aeh k	463 45%	489 47%	478 46%	478 46%	452 44%	451 44%	480 46%	488 47%
National Institute for Health and Clinical Excellence (NICE)	388 40%	408 42%	411 42%	404 42%	377 39%	393 40%	409 42%	406 42%	421 43%	410 43%	393 40%	454 47%abc defghk	417 41%	444 43%	450 44%	460 45%	424 41%	443 43%	467 45%lm	438 43%



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

Base: All adults UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Food Standards Agency	801 78%wx	769 74%w	703 68%	732 71%
Office of Fair Trading	693 68%	718 69%	675 66%	684 66%
Health & Safety Executive	671 65%	678 66%	642 63%	639 62%
The British Medical Association	674 66%	646 62%	647 63%	677 66%
Department of Health (only show if England)	660 64%	681 66%	668 65%	679 66%
The Environment Agency (only show if England or Wales)	627 61%	620 60%	620 60%	619 60%
World Health Organisation (WHO)	661 64%qr	644 62%	638 62%	666 65%qr
Office of Communications (OFCOM)	455 44%	467 45%o	455 44%	468 45%mo
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	452 44%	480 46%	453 44%	477 46%
National Institute for Health and Clinical Excellence (NICE)	452 44%	447 43%	435 42%	428 42%



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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	989	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
British Dietetic Association (BDA)	344 35%	341 35%	342 35%	314 32%	316 33%	326 34%	339 35%	358 37% <sup>d</sup>	387 40% <sup>bcd</sup>	315 33%	356 37%	359 37% <sup>de</sup>	403 39%	393 38%	431 42% <sup>qrw</sup>	411 40%	374 36%	386 38%	414 40%	381 37%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	41 4%	44 5%	39 4%	46 5%	33 3%	46 5%	49 5%	46 5%	51 5% <sup>e</sup>	45 5%	45 5%	44 5%	38 4%	44 4%	34 3%	41 4%	37 4%	39 4%	46 4%	47 5%
Department for Public Health and Health Professions (only show if Wales)	28 3%	18 2%	20 2%	29 3%	35 4% <sup>bcd</sup>	28 3%	26 3%	23 2%	32 3%	21 2%	23 2%	19 2%	31 3%	20 2%	24 2%	37 4% <sup>ntv</sup>	28 3%	30 3%	29 3%	19 2%
Audit Scotland (only show if Scotland)	27 3%	33 3%	24 2%	32 3%	23 2%	34 4%	40 4% <sup>oe</sup>	33 3%	28 3%	34 3%	28 3%	33 3%	28 3%	37 4% <sup>p</sup>	23 2%	22 2%	26 3%	30 3%	31 3%	35 3%
Department for Rural Affairs (only show if Wales)	24 2%	19 2%	21 2%	18 2%	15 2%	21 2%	22 2%	21 2%	26 3%	23 2%	23 2%	17 2%	19 2%	14 1%	14 1%	17 2%	13 1%	17 2%	24 2% <sup>t</sup>	12 1%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	21 2%	18 2%	14 1%	13 1%	16 2%	19 2%	18 2%	22 2%	25 3%	18 2%	18 2%	20 2%	25 2%	23 2%	22 2%	17 2%	20 2%	21 2%	19 2%	20 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	19 2%	24 2%	13 1%	16 2%	16 2%	20 2%	17 2%	21 2%	23 2%	18 2%	21 2%	21 2%	20 2%	28 3% <sup>p</sup>	20 2%	10 1%	19 2%	22 2% <sup>p</sup>	16 2%	16 2%
Public Health Agency (PHA) (only show if NI)	16 2%	18 2%	16 2%	15 2%	17 2%	20 2%	17 2%	21 2%	22 2%	19 2%	21 2%	24 2%	15 1%	22 2%	22 2%	16 2%	19 2%	21 2%	18 2%	18 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	15 2%	22 2%	11 1%	20 2%	11 1%	20 2%	20 2%	20 2%	24 2% <sup>ce</sup>	21 2%	20 2%	24 2% <sup>ce</sup>	10 1%	19 2%	12 1%	17 2%	19 2%	21 2% <sup>m</sup>	19 2%	27 3% <sup>mo</sup>
Scottish Government Rural Directorate (only show if Scotland)	14 1%	15 2%	11 1%	20 2% <sup>e</sup>	8 1%	13 1%	17 2%	14 1%	19 2% <sup>e</sup>	19 2% <sup>e</sup>	21 2% <sup>e</sup>	16 2%	12 1%	12 1%	11 1%	11 1%	16 2%	14 1%	14 1%	20 2%



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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
British Dietetic Association (BDA)	417 41%q	408 39%	381 37%	387 38%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	49 5%	42 4%	51 5%	38 4%
Department for Public Health and Health Professions (only show if Wales)	33 3%tv	19 2%	34 3%tv	24 2%
Audit Scotland (only show if Scotland)	28 3%	30 3%	24 2%	28 3%
Department for Rural Affairs (only show if Wales)	23 2%	20 2%	25 2%t	17 2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	21 2%	22 2%	19 2%	20 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	19 2%	20 2%	16 2%	18 2%
Public Health Agency (PHA) (only show if NI)	21 2%	25 2%	20 2%	23 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	29 3%mo	22 2%m	24 2%mo	20 2%
Scottish Government Rural Directorate (only show if Scotland)	23 2%nop	15 1%	18 2%	16 2%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	969	950	1000	1035	962	1260	1234	1124	1299	1286	1024	1068	1136	1128	1076	1106	1107	1321	1275	1359
Weighted Base	971	971	971	971	971	972	968	971	975	964	973	968	1029	1029	1029	1029	1029	1028	1032	1029
Safefood (only show if NI)	12 1%	13 1%	12 1%	13 1%	10 1%	18 2%	13 1%	16 2%	23 2%e	16 2%	15 2%	22 2%e	19 2%	13 1%	13 1%	15 1%	21 2%	20 2%	19 2%	12 1%
Food Standards Scotland	-	-	-	-	-	-	-	-	-	53 6%abcde	44 5%abcde	44 5%abcd	-	-	-	-	-	-	-	-
None	36 4%	29 3%	50 5%b	37 4%	53 5%b	49 5%b	49 5%b	53 5%b	42 4%	46 5%	59 6%abd	42 4%	41 4%	38 4%	49 5%	39 4%	43 4%	45 4%	43 4%	61 6%mp
Don't know	6 1%	11 1%	7 1%	7 1%	15 2%fh	5 1%	6 1%	5 1%	11 1%	11 1%	17 2%acdfg	11 1%	12 1% <sub>s</sub>	6 1%	6 1%	9 1%	18 2% <sub>norst</sub>	7 1%	4 1%	6 1%
Average number of mentions	7.04	7.36a	7.32	7.40aek	7.09	7.29	7.47aek	7.16	7.37a	7.26	7.09	7.42ae	7.01	7.12	7.14	7.20w	6.93	7.05	7.25qwx	7.11
Standard deviation	3.32	3.21	3.21	3.14	3.27	3.21	3.22	3.34	3.24	3.27	3.39	3.29	3.21	3.13	3.23	3.24	3.30	3.21	3.22	3.21
Standard error	0.11	0.11	0.11	0.10	0.11	0.09	0.09	0.10	0.09	0.09	0.11	0.10	0.10	0.10	0.10	0.10	0.10	0.09	0.09	0.09



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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1385	1354	1139	1156
Weighted Base	1025	1036	1027	1032
Safefood (only show if NI)	18 2%	24 2%t	14 1%	23 2%
Food Standards Scotland	-	61 6%mnopq rstu	63 6%mnopq rstu	56 5%mnoprstu
None	55 5%	54 5%	56 5%	44 4%
Don't know	10 1%	13 1% <sub>s</sub>	12 1% <sub>s</sub>	16 2% <sub>norst</sub>
<b>Average number of mentions</b>	<b>7.10</b>	<b>7.08</b>	<b>6.91</b>	<b>6.93</b>
<b>Standard deviation</b>	<b>3.31</b>	<b>3.31</b>	<b>3.36</b>	<b>3.33</b>
<b>Standard error</b>	<b>0.09</b>	<b>0.09</b>	<b>0.10</b>	<b>0.10</b>

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Food Standards Agency	203 65%kl	239 78%ace ghijkl	213 65%kl	229 72%ijkl	207 64%kl	225 71%ijkl	207 67%kl	221 67%kl	203 63%kl	199 61%kl	183 56%	165 53%	258 74%wx	271 82%mq uwvx	261 79%wx	291 81%mqv wx	253 72%wx	287 76%wx	276 80%quw x	270 75%wx
Department of Health (only show if England)	166 53%l	170 54%l	164 50%l	176 55%l	173 54%l	185 59%chjk l	160 51%l	161 49%	166 51%l	155 48%	156 48%	130 42%	220 63%	222 67%quv x	202 61%	245 68%qruv x	204 58%	227 60%	235 69%quv x	229 64%
Health & Safety Executive	149 48%	151 48%	146 45%	155 48%	146 45%	146 46%	147 47%	135 41%	134 41%	134 41%	133 40%	129 41%	194 56%	213 64%mq uwvx	219 66%mq uwvx	216 60%	192 55%	205 55%	234 68%mpq tuwx	207 58%
Office of Fair Trading	144 46%jl	162 51%hij kl	152 47%jl	163 51%hijk l	141 44%	159 51%hijk l	141 45%jl	131 40%	134 41%	120 37%	131 40%	115 37%	229 66%quv wx	228 69%quv wx	217 66%quv x	247 69%quv x	188 54%	232 62%qw	232 68%quw x	226 63%quw
The Environment Agency (only show if England or Wales)	127 41%	151 48%ijl	148 45%l	138 43%	132 41%	143 45%l	130 42%	139 42%	126 39%	125 39%	135 41%	112 36%	191 55%	198 60%uv	190 58%	222 62%quv w	183 52%	202 54%	206 60%uv	207 58%
The British Medical Association	118 38%	127 40%j	127 39%j	118 37%	115 36%	106 34%	114 37%	126 38%	119 37%	101 31%	126 38%	130 42%jl	198 57%v	193 58%qvw	194 59%qvw	230 64%qrw	174 50%	195 52%	204 59%qvw	203 56%v
World Health Organisation (WHO)	107 34%	130 41%	121 37%	156 49%acg	133 41%	142 45%a	123 40%	141 43%a	146 45%ac	147 45%ac	160 49%acg	162 52%abc egh	191 55%	177 53%	186 56%	200 55%	191 55%	189 50%	179 52%	184 51%
Office of Communications (OFCOM)	72 23%	96 30%j	78 24%	103 32%achj	101 31%achj	86 27%	86 28%	78 24%	94 29%j	71 22%	107 33%achj	83 27%	136 39%	134 40%	130 39%	175 48%mnq rw	127 36%	149 40%	164 48%moq w	154 43%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	64 21%	80 25%	69 21%	66 21%	73 23%	71 22%	75 24%	75 23%	84 26%	66 20%	96 29%acdj	76 24%	121 35%r	134 41%qr vw	119 36%r	127 35%r	106 30%	102 27%	133 39%qr vw	141 39%qr vw
British Dietetic Association (BDA)	57 18%e	62 20%ef	53 16%	45 14%	39 12%	42 13%	47 15%	51 16%	53 16%	49 15%	77 24%cdef ghj	63 20%def	100 29%	102 31%w	94 28%	87 24%	87 25%	94 25%	100 29%w	106 29%w



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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Food Standards Agency	272 73%wx	254 69%w	234 61%	232 64%
Department of Health (only show if England)	214 58%	215 59%	238 62%	209 57%
Health & Safety Executive	209 57%	202 55%	216 56%	195 53%
Office of Fair Trading	212 57%	202 55%	198 52%	203 56%
The Environment Agency (only show if England or Wales)	193 52%	186 51%	206 54%	200 55%
The British Medical Association	211 57%v	175 48%	193 50%	211 58%qv
World Health Organisation (WHO)	223 60%rst	202 55%	204 53%	229 63%mnqrstw
Office of Communications (OFCOM)	158 43%	151 41%	151 39%	155 42%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	114 31%	121 33%	123 32%	141 39%qru
British Dietetic Association (BDA)	100 27%	95 26%	86 22%	116 32%pw

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
National Institute for Health and Clinical Excellence (NICE)	54 17%	72 23%	67 21%	90 28% <sup>ace</sup>	58 18%	72 23%	80 26% <sup>ae</sup>	78 24% <sup>a</sup>	71 22%	69 21%	80 24% <sup>a</sup>	82 26% <sup>ae</sup>	108 31%	119 36% <sup>qr</sup>	116 35% <sup>r</sup>	118 33%	98 28%	103 27%	111 32%	111 31%
Safefood (only show if NI)	4 1%	2 1%	6 2%	1 *	4 1%	8 2% <sup>d</sup>	4 1%	5 1%	5 2%	7 1%	3 1%	3 1%	7 2%	8 2%	10 3%	11 3%	9 3%	5 1%	8 2%	7 2%
Department for Public Health and Health Professions (only show if Wales)	4 1%	3 1%	4 1%	8 2% <sup>k</sup>	5 1%	4 1%	7 2% <sup>k</sup>	5 2%	3 1%	2 1%	1 *	4 1%	4 1%	5 2%	8 2%	9 3%	12 4% <sup>mrstv</sup>	4 1%	4 1%	2 1%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	3 1%	8 2%	4 1%	11 3% <sup>ee</sup>	2 *	7 2%	8 2%	10 3% <sup>ee</sup>	9 3% <sup>ee</sup>	8 2% <sup>ee</sup>	13 4% <sup>ace</sup>	17 5% <sup>acef</sup>	10 3%	13 4%	12 4%	9 3%	11 3%	13 4%	14 4%	17 5%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	2 1%	1 *	5 2%	2 *	3 1%	5 1%	4 1%	6 2%	4 1%	3 1%	5 1%	4 1%	10 3%	9 3%	9 3%	8 2%	10 3%	4 1%	6 2%	8 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	2 1%	6 2% <sup>d</sup>	3 1%	-	2 1%	6 2% <sup>d</sup>	2 1%	4 1%	3 1%	4 1%	3 1%	4 1%	8 2%	9 3%	11 3%	8 2%	11 3%	5 1%	7 2%	7 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	2 1%	3 1%	1 *	5 2% <sup>ee</sup>	-	3 1%	3 1%	5 1% <sup>ee</sup>	3 1%	5 2% <sup>ee</sup>	3 1%	11 3% <sup>abce</sup>	2 *	6 2%	4 1%	4 1%	3 1%	7 2%	4 1%	8 2%
Scottish Government Rural Directorate (only show if Scotland)	2 1%	1 *	-	7 2% <sup>bcef</sup>	1 *	1 *	2 1%	3 1%	2 1%	3 1%	7 2% <sup>cef</sup>	6 2% <sup>c</sup>	2 1%	3 1%	4 1%	2 1%	2 1%	4 1%	4 1%	5 1%
Department for Rural Affairs (only show if Wales)	2 1%	1 *	2 1%	1 *	-	1 *	3 1%	1 *	-	4 1%	3 1%	3 1%	5 1%	3 1%	3 1%	6 2%	2 1%	2 1%	2 1%	2 1%
Public Health Agency (PHA) (only show if NI)	1 *	4 1%	6 2%	3 1%	4 1%	5 2%	3 1%	6 2%	4 1%	4 1%	7 2%	5 1%	6 2%	6 2%	9 3%	12 3%	9 3%	4 1%	7 2%	7 2%



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

Base: All adults UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
National Institute for Health and Clinical Excellence (NICE)	127 34%	121 33%	129 34%	129 35%
Safefood (only show if NI)	8 2%	10 3%	5 1%	8 2%
Department for Public Health and Health Professions (only show if Wales)	9 2%	4 1%	7 2%	7 2%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	20 5%	16 4%	21 5%	14 4%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	9 2%	8 2%	3 1%	6 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	7 2%	9 2%	6 2%	5 1%
Scottish Government Health Improvement Directorate (only show if Scotland)	10 3%	6 2%	6 2%	13 3%
Scottish Government Rural Directorate (only show if Scotland)	8 2%	7 2%	6 1%	8 2%
Department for Rural Affairs (only show if Wales)	6 2%	2 1%	5 1%	5 1%
Public Health Agency (PHA) (only show if NI)	10 3%	10 3%	5 1%	8 2%



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	316	285	338	313	317	370	322	385	396	362	359	349	325	344	328	347	324	419	357	412
Weighted Base	312	316	326	321	322	315	311	329	325	324	328	312	349	332	330	361	350	375	343	359
Audit Scotland (only show if Scotland)	1	7	4	5	2	4	6	7	5	6	3	10	9	8	6	3	3	9	9	11
Food Standards Scotland	-	-	-	-	-	-	-	-	-	12	18	21	-	-	-	-	-	-	-	-
None	28	23	33	21	33	27	33	35	32	38	40	30	20	9	15	19	20	26	19	26
Don't know	9%	7%	10%	7%	10%	9%	11%	11%	10%	12%	12%	10%	6%	3%	5%	5%	6%	7%	6%	7%
Average number of mentions	4.58	5.11aj	4.74	4.94	4.75	4.96	4.92	4.75	4.74	4.55	5.15aj	4.83	6.19	6.43qr	6.40q	6.59qrw	5.81	5.91	6.63qrw	6.39q
Standard deviation	2.97	3.00	2.93	3.04	2.91	2.87	3.05	2.96	3.02	2.97	3.49	3.19	3.19	3.20	3.22	3.00	3.27	3.17	3.13	3.23
Standard error	0.18	0.19	0.17	0.18	0.18	0.16	0.18	0.16	0.16	0.17	0.20	0.18	0.18	0.18	0.18	0.17	0.19	0.16	0.17	0.17

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	440	386	367	342
Weighted Base	370	366	384	365
Audit Scotland (only show if Scotland)	9 3%	11 3%p	10 3%p	8 2%
Food Standards Scotland	-	25 7%mnopq rstu	21 5%mnopq rstu	19 5%mnoprstu
None	22 6%n	26 7%nx	33 9%nox	13 4%
Don't know	5 1%	9 2%os	6 2%	10 3%nost
<b>Average number of mentions</b>	<b>6.21</b>	<b>6.13</b>	<b>6.01</b>	<b>6.19</b>
<b>Standard deviation</b>	<b>3.18</b>	<b>3.30</b>	<b>3.20</b>	<b>3.26</b>
<b>Standard error</b>	<b>0.16</b>	<b>0.18</b>	<b>0.18</b>	<b>0.18</b>

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Food Standards Agency	411 85%jk	438 88%ehj k	425 87%jk	405 87%ejk	383 82%k	417 86%jk	430 88%ahjk	377 83%k	382 85%jk	360 80%k	299 71%	381 84%k	439 89%vwx	433 88%vwx	433 88%vwx	446 88%vwx	434 86%vwx	430 92%nopq tuvwx	444 90%vwx	436 88%vw
Office of Fair Trading	400 83%ehi kl	415 84%ehi kl	409 83%ehik l	378 81%hik	358 77%k	387 80%k	397 81%hik	346 76%	325 72%	355 78%k	291 70%	347 77%k	429 87%	409 83%	423 86%	441 87%w	432 86%	413 89%ntw x	423 86%	414 83%
Health & Safety Executive	376 78%k	404 81%hij kl	395 81%hijk l	368 79%hkl	359 77%k	374 77%k	378 78%k	331 72%	337 75%k	337 74%k	281 67%	330 73%	410 83%	394 80%	417 85%lx	413 82%	411 82%	403 87%ppqt wx	410 83%	392 79%
Department of Health (only show if England)	357 74%ik	375 75%ik	357 73%k	329 71%k	330 71%k	339 70%k	362 74%ik	325 71%k	296 66%	334 74%k	263 63%	354 78%def hik	367 74%	361 73%	384 78%w	399 79%nstu vwx	376 75%	350 75%	362 73%	363 73%
The British Medical Association	356 74%k	389 78%efh k	378 77%fk	366 79%efhi k	334 72%k	343 71%k	361 74%k	329 72%k	326 73%k	344 76%k	268 64%	344 76%k	418 85%	406 82%	409 83%	439 87%qtv wx	410 82%	397 86%	418 85%	406 82%
The Environment Agency (only show if England or Wales)	323 67%	369 74%aik	370 76%aefh ik	336 72%k	320 69%k	332 68%k	355 73%aik	313 68%	299 67%	325 72%k	259 62%	336 74%aik	362 73%	335 68%	367 74%n	387 77%nx	370 74%	357 77%nx	358 72%	356 72%
World Health Organisation (WHO)	322 66%	342 69%	345 70%fk	308 66%	325 70%	311 64%	332 68%	302 66%	327 73%adfh k	309 68%	267 64%	330 73%adf hk	369 75%	364 74%	365 74%	389 77%	361 72%	367 79%iq	377 76%	369 74%
Office of Communications (OFCOM)	260 54%	268 54%	285 58%fk	266 57%	241 52%	247 51%	263 54%	238 52%	252 56%	255 56%	213 51%	260 58%f	261 53%	275 56%	255 52%	302 60%mo	266 57%	296 64%mmoq tw	311 63%mmoq w	285 57%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	257 53%	280 56%ek	266 54%	250 54%	226 48%	243 50%	256 52%	247 54%	225 50%	256 57%efk	205 49%	254 56%ek	288 58%	278 56%	314 64%n	327 65%mntw	298 59%	299 64%ntw	302 61%	287 58%
National Institute for Health and Clinical Excellence (NICE)	211 44%	234 47%	242 49%efk	208 45%	199 43%	207 43%	225 46%	211 46%	198 44%	205 45%	176 42%	217 48%	267 54%	255 52%	271 55%	273 54%	283 56%	280 60%nw	281 57%	268 54%



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Food Standards Agency	428 87%wx	400 81%	392 77%	388 77%
Office of Fair Trading	426 86%	413 84%	423 83%	419 84%
Health & Safety Executive	419 85%ntx	404 82%	414 81%	397 79%
Department of Health (only show if England)	357 72%	359 73%	370 72%	369 73%
The British Medical Association	402 81%	403 82%	421 82%	408 81%
The Environment Agency (only show if England or Wales)	373 75%n	358 73%	373 73%	351 70%
World Health Organisation (WHO)	395 80%noqt	378 77%	389 76%	383 76%
Office of Communications (OFCOM)	295 60%mo	292 59%mo	286 56%	303 60%mo
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	294 59%	291 59%	296 58%	303 60%
National Institute for Health and Clinical Excellence (NICE)	295 60%mw	277 56%	267 52%	280 56%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	485	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
British Dietetic Association (BDA)	203 42%	204 41%	231 47%efk	192 41%	178 38%	177 37%	204 42%	207 45%ef	210 47%efk	187 41%	167 40%	184 41%	236 48%	236 48%	248 50%	253 50%	237 47%	250 54%qt	249 51%	226 46%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	27 6%l	21 4%l	28 6%l	27 6%l	16 4%	28 6%l	26 5%l	23 5%l	28 6%l	20 4%l	23 5%l	8 2%	21 4%	30 6%	20 4%	28 5%	28 5%	27 6%	32 7%	23 5%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	19 4%c	11 2%	8 2%	14 3%	13 3%	13 3%	9 2%	10 2%	17 4%	12 3%	11 3%	9 2%	8 2%	13 3%	9 2%	5 1%	7 1%	13 3%p	13 3%	11 2%
Audit Scotland (only show if Scotland)	19 4%l	19 4%l	18 4%l	19 4%l	10 2%	20 4%l	16 3%l	19 4%l	16 4%l	17 4%l	14 3%l	5 1%	17 3%	23 5%	13 3%	16 3%	22 4%	23 5%	28 6%opuw	17 4%
Department for Public Health and Health Professions (only show if Wales)	13 3%j	13 3%j	15 3%j	17 4%j	15 3%j	11 2%	12 2%	7 2%	10 2%	4 1%	12 3%j	7 1%	24 5%no	10 2%	8 2%	15 3%	17 3%	18 4%o	21 4%o	17 3%
Department of Agriculture and Rural Development (DARD) (only show if NI)	13 3%	14 3%	7 1%	11 2%	13 3%	13 3%	8 2%	9 2%	19 4%cg	10 2%	8 2%	10 2%	7 1%	17 3%pq	10 2%	5 1%	6 1%	12 3%p	13 3%p	10 2%
Safefood (only show if NI)	13 3%c	6 1%	3 1%	12 3%c	10 2%c	11 2%c	9 2%	8 2%	17 4%bc	11 2%c	10 2%c	11 3%c	4 1%	8 2%	6 1%	4 1%	5 1%	11 2%	11 2%	5 1%
Public Health Agency (PHA) (only show if NI)	12 2%	11 2%	9 2%	10 2%	11 2%	12 2%	6 1%	10 2%	17 4%eg	12 3%	11 3%	11 2%	7 1%	15 3%p	11 2%	4 1%	8 2%	14 3%p	14 3%p	9 2%
Scottish Government Rural Directorate (only show if Scotland)	10 2%l	8 2%	8 2%	11 2%l	6 1%	9 2%	8 2%	10 2%l	12 3%l	7 2%	10 2%l	2 *	8 2%	11 2%	7 1%	6 1%	9 2%	8 2%	14 3%	9 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	8 2%	10 2%l	6 1%	13 3%l	8 2%	13 3%l	10 2%l	14 3%l	15 3%cl	13 3%l	14 3%l	2 *	8 2%	17 3%	8 2%	8 2%	13 3%	11 2%	16 3%	11 2%



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
British Dietetic Association (BDA)	274 56% mnqt vx	239 49%	260 51%	247 49%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	26 5%	27 6%	25 5%	29 6%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	13 3%	9 2%	11 2%	15 3%p
Audit Scotland (only show if Scotland)	13 3%	18 4%	15 3%	26 5%
Department for Public Health and Health Professions (only show if Wales)	24 5% no	18 4% o	25 5% no	13 3%
Department of Agriculture and Rural Development (DARD) (only show if NI)	11 2%	10 2%	13 2%	15 3%p
Safefood (only show if NI)	8 2%	8 2%	6 1%	13 3% mpq
Public Health Agency (PHA) (only show if NI)	11 2%	11 2%	11 2%	15 3%p
Scottish Government Rural Directorate (only show if Scotland)	11 2%	9 2%	12 2%	11 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	14 3%	11 2%	14 3%	11 2%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	465	501	471	442	436	572	550	513	520	512	407	424	501	493	483	535	507	592	654	575
Weighted Base	484	497	489	464	467	485	488	457	449	453	418	452	493	493	493	505	502	465	493	496
Department for Rural Affairs (only show if Wales)	7 1%	9 2%	16 3%hj	8 2%	8 2%	8 2%	14 3%h	5 1%	11 2%	6 1%	9 2%	5 1%	19 4%ox	12 2%	5 1%	10 2%	13 2%	15 3%o	19 4%ox	18 4%o
Food Standards Scotland	-	-	-	-	-	-	-	-	-	24 5%abode fghil	24 6%abode fghil	12 3%abcd efghi	-	-	-	-	-	-	-	-
None	10 2%	12 2%	14 3%	11 2%	19 4%	19 4%	17 3%	16 4%	13 3%	10 2%	13 3%	18 4%	6 1%	11 2%	7 1%	9 2%	10 2%	9 2%	8 2%	15 3%mx
Don't know	4 1%	2 -	2 -	5 1%f	4 1%f	-	2 -	3 1%	3 1%	4 1%f	7 2%f	2 -	1 -	4 1%	3 1%	3 1%	4 1%	2 -	2 -	3 1%
Average number of mentions	7.68k	7.95ik	8.07efh k	7.91k	7.59k	7.53	7.85k	7.63k	7.70k	7.75k	7.12	7.90k	8.16	8.15	8.25	8.46	8.25	8.79mno	8.50	8.24
Standard deviation	3.09	2.81	2.92	2.89	3.01	3.03	3.01	3.22	3.05	3.04	3.36	2.94	2.86	2.98	2.80	2.80	2.93	2.61 qtvwxx	2.84	2.81
Standard error	0.15	0.13	0.14	0.14	0.15	0.13	0.13	0.15	0.14	0.14	0.17	0.15	0.13	0.14	0.13	0.12	0.13	0.11	0.11	0.12



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

Base: All adults UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	596	653	493	540
Weighted Base	494	492	512	502
Department for Rural Affairs (only show if Wales)	18 4%o	20 4%opx	19 4%o	9 2%
Food Standards Scotland	- -	34 7%mnopq rstu	29 6%mnopq rstu	30 6%mnopqrstu
None	11 2%	13 3%	11 2%	5 1%
Don't know	3 1%	5 1%	4 1%	3 1%
<b>Average number of mentions</b>	<b>8.54mn</b>	<b>8.43</b>	<b>8.19</b>	<b>8.18</b>
<b>Standard deviation</b>	<b>2.83</b>	<b>2.81</b>	<b>2.93</b>	<b>3.07</b>
<b>Standard error</b>	<b>0.12</b>	<b>0.11</b>	<b>0.13</b>	<b>0.13</b>



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

Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Office of Fair Trading	287 79%	293 81%cdkl	275 76%	262 75%	283 79%	292 81%cdkl	291 80%	281 78%	285 79%	299 82%cdkl	271 76%	279 76%
The British Medical Association	269 74%	285 79%ac	261 72%	272 78%	264 73%	276 77%	279 78%	268 75%	280 77%	285 78%ac	266 74%	274 74%
Food Standards Agency	263 73%	284 79%acd ekl	260 72%	246 70%	256 71%	280 78%cdijkl	285 78%cdijkl	278 77%cdijkl	274 76%kl	263 72%	245 68%	255 69%
Health & Safety Executive	257 71%	266 74%	249 69%	258 74%	257 71%	266 74%	276 75%ac	254 71%	257 71%	279 76%chikl	252 70%	261 71%
Department of Health (only show if England)	257 71%	261 72%	262 73%	256 73%	255 71%	268 75%	270 74%	252 70%	254 70%	260 71%	259 72%	259 70%
World Health Organisation (WHO)	239 66%	251 69%	232 64%	239 68%	240 67%	244 68%	258 71%ac	253 70%	256 71%ac	267 73%ace	251 70%	251 68%
The Environment Agency (only show if England or Wales)	221 61%	231 64%	232 64%	231 66%	227 63%	242 67%a	238 65%	230 64%	248 68%a	245 67%a	235 66%	237 64%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	167 46%	192 53%a	188 52%	179 51%	184 51%	189 53%a	194 53%a	188 52%	198 55%a	203 56%ak	176 49%	196 53%a
National Institute for Health and Clinical Excellence (NICE)	166 46%	172 48%	165 46%	174 50%	163 45%	174 48%	179 49%	175 49%	181 50%	185 51%	176 49%	174 47%
British Dietetic Association (BDA)	151 42%	129 36%	146 40%	148 42%b	149 41%	148 41%	153 42%	148 41%	167 46%bl	153 42%b	147 41%	136 37%
Office of Communications (Ofcom)	146 40%	151 42%	144 40%	168 48%acdf	155 43%	141 39%	174 48%acdf	189 53%abcdf	187 52%abcdf	183 50%abcdf	173 48%acdf	191 52%abcdf
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	18 5%	16 4%	9 3%	14 4%	13 4%	11 3%	15 4%	19 5%ac	17 5%	16 5%	14 4%	14 4%

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
Department for Public Health and Health Professions (only show if Wales)	14 4%	7 2%	9 2%	16 5%b	13 4%	20 6%bgh	11 3%	10 3%	18 5%bc	13 3%	12 3%	12 3%
Department for Rural Affairs (only show if Wales)	10 3%	9 2%	8 2%	10 3%	5 1%	12 3%	8 2%	7 2%	14 4%eh	12 3%e	11 3%	12 3%
Audit Scotland (only show if Scotland)	9 3%	13 4%	6 2%	11 3%	12 3%	9 2%	12 3%	15 4%c	11 3%	12 3%	9 2%	12 3%
Department of Agriculture and Rural Development (DARD) (only show if NI)	8 2%cdi	6 2%	2 1%	2 1%	3 1%	6 2%	4 1%	6 2%	2 1%	6 2%	8 2%di	6 2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	7 2%	7 2%	5 1%	2 1%	3 1%	6 2%	4 1%	7 2%d	3 1%	7 2%d	7 2%d	7 2%
Scottish Government Health Improvement Directorate (only show if Scotland)	6 2%	5 1%	4 1%	7 2%	6 2%	6 2%	6 2%	10 3%	11 3%c	8 2%	7 2%	7 2%
Public Health Agency (PHA) (only show if NI)	5 1%	4 1%	3 1%	2 1%	4 1%	6 2%a	4 1%	6 2%a	1 *	7 2%a	7 2%a	8 2%di
Scottish Government Rural Directorate (only show if Scotland)	4 1%	3 1%	4 1%	4 1%	6 2%	4 1%	4 1%	7 2%	9 3%	7 2%	5 1%	5 1%
Safefood (only show if NI)	3 1%d	1 *	1 *	- -	3 1%	3 1%d	1 *	3 1%d	2 1%	5 1%cd	5 1%cd	9 2%bcdeg
Food Standards Scotland	- -	- -	- -	- -	- -	- -	- -	- -	- -	19 5%abcdefghi	15 4%abcdefghi	18 5%abcdefghi



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

Base: All adults UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)
Unweighted Base	498	455	456	504	485	628	626	598	732	727	537	569
Weighted Base	362	361	362	350	360	359	365	360	363	365	359	369
None	14	12	30	17	15	13	16	21	19	13	19	20
	4%	3%	8% <sup>abdefgij</sup>	5%	4%	4%	4%	6%	5%	4%	5%	5%
Don't know	5	4	2	5	11	4	3	2	7	5	6	6
	1%	1%	1%	1%	3% <sup>bcdfgh</sup>	1%	1%	1%	2%	1%	2%	2%
Average number of mentions	7.31	7.50	7.50	7.62	7.49	7.62	7.70	7.74 <sup>a</sup>	7.95 <sup>abcde</sup>	7.87 <sup>a</sup>	7.64	7.65
Standard deviation	3.09	3.01	3.11	3.18	3.13	2.99	3.08	3.07	3.01	3.00	3.15	3.12
Standard error	0.14	0.14	0.15	0.15	0.15	0.12	0.13	0.13	0.12	0.11	0.14	0.14

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Department of Health (only show if England)	1368 82%hij kl	1387 83%ehi jkl	1370 81%ijkl	1404 84%efhi jkl	1339 81%ik	1369 81%ik	1389 84%efhi jkl	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	-	-	-	-	-	-	-	-
Food Standards Agency	1313 79%k	1374 83%aeh ijkl	1352 80%eik	1360 81%eikl	1282 77%k	1382 82%aehi kl	1370 83%aehi jkl	1321 79%k	1281 77%k	1350 80%k	1226 73%	1304 78%k	126 73%wx	156 85%moq tuwx	112 68%wx	128 77%wx	120 68%wx	132 83%moqt uwx	148 84%moqt uwx	137 78%oqwx
Office of Fair Trading	1221 73%hij kl	1259 76%ehi jkl	1255 75%ehij kl	1250 75%ehij kl	1171 70%k	1233 73%hijk l	1249 75%ehij kl	1169 70%k	1132 68%	1171 69%k	1093 65%	1138 68%	133 77%oqu wx	131 72%w	107 65%	122 73%w	115 66%	121 76%oquv wx	129 73%ow	126 72%w
The Environment Agency (only show if England or Wales)	1144 69%	1225 74%aei jkl	1239 74%aeij kl	1230 73%aeij kl	1156 70%	1204 71%k	1216 73%aeij kl	1187 71%	1155 70%	1176 69%	1135 68%	1178 70%	-	-	-	-	-	-	-	-
Health & Safety Executive	1143 68%k	1191 72%efh ijk	1220 73%aejh kl	1183 71%hijk l	1126 68%k	1157 68%k	1202 72%aejh ijkl	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	123 72%owx	136 74%ouw x	99 60%	117 70%wx	118 67%	122 77%oqtu wx	131 74%ouwx	124 70%owx
The British Medical Association	1125 67%k	1173 70%efh ijk	1180 70%efhj kl	1207 72%aejh ijkl	1078 65%	1109 65%	1164 70%efhj k	1118 67%k	1113 65%	1105 65%	1051 63%	1157 69%efj k	113 66%	123 68%o	93 57%	108 65%	110 63%	103 65%	117 66%o	115 65%o
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%abef hk	1099 65%a	1069 64%	1153 69%abc defghj k	102 59%	107 59%	84 51%	109 66%oq	88 50%	93 58%	107 61%oq	112 64%oq
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 54%	965 58%aef k	955 57%l	948 57%	888 53%	903 53%	959 58%aefk	937 56%	915 55%	936 55%	896 53%	970 58%aefk	-	-	-	-	-	-	-	-
Office of Communications (OFCOM)	737 44%	787 47%	792 47%	884 53%abcde fijk	792 48%a	779 46%	852 51%abcde fijk	804 48%a	828 50%af	804 47%	781 47%	839 50%afk	59 34%	82 45%mp q	50 30%	56 33%	45 26%	65 41%oq	75 43%opq	75 43%opq



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

Base: All adults UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Department of Health (only show if England)	-	-	-	-
Food Standards Agency	136 77%oqwx	-	-	-
Office of Fair Trading	118 67%	110 69%	107 62%	118 68%
The Environment Agency (only show if England or Wales)	-	-	-	-
Health & Safety Executive	115 66%	110 69%wx	102 59%	102 59%
The British Medical Association	108 61%	110 69%ouw	104 60%	110 63%
World Health Organisation (WHO)	107 61%oq	112 70%mnnoq rsuwx	98 56%	103 59%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-
Office of Communications (OFCOM)	73 41%oq	70 44%mpoq	69 40%q	73 42%oq

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
National Institute for Health and Clinical Excellence (NICE)	689 41%	725 44%	767 46%aefk	754 45%a	695 42%	710 42%	749 45%a	728 43%	728 44%	743 44%	705 42%	765 46%aefk	49 29%	71 39%mpoq	38 23%	46 28%	39 22%	57 36%loq	60 34%loq	62 35%oq
British Dietetic Association (BDA)	626 38%	636 38%	679 40%defhjk	618 37%	586 35%	598 35%	635 38%	617 37%	671 40%defhjk	614 36%	606 36%	630 38%	51 29%	58 32%	49 30%	52 31%	46 26%	56 35%q	56 32%	62 35%q
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	25 15%	41 22%o	23 14%	37 22%	30 17%	41 26%moq	40 23%mo	48 27%moq
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	80 46%	88 48%	73 44%	88 53%q	69 39%	86 54%oq	95 54%oq	93 53%q
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	26 15%	27 15%	22 13%	31 19%	24 14%	27 17%	32 18%	33 19%
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safefood (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	55 32%	70 38%q	47 26%	53 32%	50 28%	64 40%moquw	71 40%moquw	69 39%oquw
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Health Agency (PHA) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
National Institute for Health and Clinical Excellence (NICE)	68 39% mopq w	56 35% oq	52 30%	56 32% q
British Dietetic Association (BDA)	58 33%	56 35%	56 32%	51 29%
Scottish Government Health Improvement Directorate (only show if Scotland)	53 30% moqs	44 27% moq	45 26% mo	43 25% lmo
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	101 57% moqx	88 55% oq	95 55% q	81 47%
Scottish Government Rural Directorate (only show if Scotland)	42 24% mnoq rs	34 21% o	39 22% oq	32 18%
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-
Safefood (only show if NI)	-	-	-	-
Audit Scotland (only show if Scotland)	55 31%	64 40% oqw	52 30%	60 35%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-
Public Health Agency (PHA) (only show if NI)	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	186	195	180	180	185	545	535	539
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	172	182	165	166	176	159	176	176
Department for Rural Affairs (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food Standards Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdg l	81 5%bd	81 5%b	94 6%abdl	67 4%	12 7%	8 4%	23 14%mp r s t u v w x	10 6%	16 9% s	8 5%	8 4%	12 7%
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%cfgh	10 1%	7 1%	10 1%	18 1%g	22 1%fgh	24 1%fgh	23 1%fgh	-	-	1 1%	1 1%	4 2%	-	1 1%	1 1%
Average number of mentions	7.09	7.40ae	7.44aef	7.44aef	7.16	7.19	7.50aef	7.23	7.27k	7.21	7.00	7.28k	5.87	6.25q	5.65	6.12	5.47	6.41oq	6.34oq	6.50moqx
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	3.08	3.41	3.13	3.10	3.01	3.23	3.26	3.29
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.23	0.25	0.25	0.24	0.24	0.14	0.14	0.15





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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Department for Rural Affairs (only show if Wales)	-	-	-	-
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-
Food Standards Scotland	-	114 71%mnop qrstuw	107 62%mnop qrstu	100 57%mnoprstu
None	12 7%	12 7%	16 9%	12 7%
Don't know	2 1%	+	5 3%	3 1%
Average number of mentions	6.39oq	6.52moq x	6.06	5.83
Standard deviation	3.35	3.38	3.43	3.49
Standard error	0.13	0.15	0.27	0.27

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Office of Fair Trading	86 88%bce gij	67 72% 72%	73 72%	82 78%g	79 75%	83 91%bcde ghj	66 65%	62 77%	86 87%bceg i	67 76%	76 87%bceg i	60 69%	48 80%stw	50 85%qst vw	41 76%	37 69%	37 64%	46 81%qstv w	41 63%	42 65%
Food Standards Agency	86 88%g	79 84%g	84 83%	86 83%	82 77%	78 86%g	73 72%	75 94%cddeg i	89 91%egl	75 86%g	81 92%egl	69 79%	49 82%	57 96%mp rstuw x	45 84%	43 81%	50 88%	47 83%	52 81%	50 78%
The British Medical Association	81 53%bcg j	56 60%	59 58%	74 71%	75 71%	64 71%	59 58%	57 71%	75 76%bcg	57 65%	70 80%bcgj i	57 65%	40 67%	48 80%qsu v	38 71%	35 65%	33 58%	41 71% s	36 56%	42 66%
The Environment Agency (only show if England or Wales)	79 81%bl	60 64%	70 69%	84 81%bl	77 73%	72 79%bl	71 70%	57 71%	84 85%bceg hjl	64 73%	73 84%bcgh i	57 66%	-	-	-	-	-	-	-	-
Health & Safety Executive	77 79%b	58 62%	70 70%	77 75%	82 78%b	73 80%b	71 70%	54 68%	80 81%bh	63 72%	72 82%bhl	61 69%	42 70%	43 72%	37 70%	34 63%	37 64%	42 75%t	41 65%	38 60%
World Health Organisation (WHO)	70 71%bc	51 54%	52 52%	61 63%bcj	69 60%bc	52 64%bcj	59 54%	50 53%	76 66%bcj	58 46%	68 65%bcj	53 50%	38 62%	38 63%	29 55%	32 60%	30 52%	39 68%qsv	33 52%	41 65% s
Department for Public Health and Health Professions (only show if Wales)	59 60%bc	38 41%	44 43%	66 63%bcj	63 60%bc	57 64%bcj	55 54%	42 53%	65 66%bcj	40 46%	57 65%bcj	44 50%	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	52 53%b	32 35%	39 39%	47 45%	48 46%	43 48%	50 49%b	34 42%	51 52%b	41 46%	48 55%bc	38 44%	16 26%	22 38%	16 31%	17 31%	18 31%	25 44%msv	16 26%	21 32%
Office of Communications (OfCOM)	48 49%c	37 40%	34 34%	49 47%	53 50%c	44 49%c	47 46%	38 47%	56 57%bc	49 57%bc	54 61%bcgj	40 45%	30 50%no	18 31%	16 29%	26 47%	21 36%	31 54%noqs	24 38%	27 43%
British Dietetic Association (BDA)	48 49%bce	20 21%	26 25%	38 37%b	32 30%	36 40%bc	43 42%bc	32 40%bc	45 46%bce	28 32%	43 49%bcej	31 35%b	22 36%	21 35%	18 34%	17 31%	26 44%	22 38%	19 30%	27 42%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults UK

	N1			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Office of Fair Trading	46 72%	41 69%	39 65%	46 77%stw
Food Standards Agency	53 83%	51 85%	48 80%	49 81%
The British Medical Association	41 65%	36 60%	48 81%pqst uv	44 73%qsv
The Environment Agency (only show if England or Wales)	- -	- -	- -	- -
Health & Safety Executive	44 68%	43 72%t	43 72%	43 72%
World Health Organisation (WHO)	39 61%	33 56%	35 59%	46 76%loqsuww
Department for Public Health and Health Professions (only show if Wales)	- -	- -	- -	- -
National Institute for Health and Clinical Excellence (NICE)	25 40%r	18 30%	22 37%	23 39%rs
Office of Communications (OFCOM)	29 46%	28 47%no	26 43%	40 66%snopqstuw
British Dietetic Association (BDA)	31 49%ps	25 41%	32 53%mnop rs	34 57%mnoprstv

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Department for Rural Affairs (only show if Wales)	43 44%e	33 35%	35 35%	35 33%	28 27%	38 42%e	46 45%e	33 41%e	49 50%bcde	43 49%cde	48 55%bcde l	34 39%	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department of Health (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safefood (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	31 51%	26 44%	25 47%	28 52%	31 54%	38 68%most w	32 51%	29 45%
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	46 77%psw	41 69%	36 68%	30 56%	37 64%	40 71% s	37 58%	42 66%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Health Agency (PHA) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	31 51%	40 68%	38 73%ms	30 56%	36 63%	41 72%ms	35 54%	39 61%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Department for Rural Affairs (only show if Wales)	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-
Department of Health (only show if England)	-	-	-	-
Safefood (only show if NI)	41 64%nstw	40 67%mnos tw	29 48%	45 74%mnopgstw
Audit Scotland (only show if Scotland)	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 72% <i>s</i>	40 67%	37 62%	41 68%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-
Public Health Agency (PHA) (only show if NI)	43 68% <i>ms</i>	44 74%mpst	42 69% <i>ms</i>	47 78%mpgst

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	39	51	33	26	35	43	33	37
None	4	4	5	3	6	1	9	1	1	5	3	5	65%	86% <sup>mop</sup>	63%	48%	61%	75% <sup>pstv</sup>	52%	58%
Don't know	4%	5%	5%	3%	6%	1%	9% <sup>h</sup>	2%	1%	5%	3%	5%	2%	-	3%	8% <sup>n</sup>	3%	3%	6% <sup>n</sup>	3%
Average number of mentions	7.72 <sup>bc</sup>	6.01	6.12	6.99 <sup>b</sup>	7.06 <sup>bc</sup>	7.23 <sup>bc</sup>	7.07 <sup>b</sup>	6.76	7.77 <sup>bch</sup>	7.25 <sup>bc</sup>	8.13 <sup>bcd</sup>	6.69	7.35	7.65	7.21	7.15	7.03	8.32 <sup>qst</sup>	6.68	7.07
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55	3.01	2.93	3.56	3.78	3.41	3.26	3.43	3.76
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35	0.38	0.37	0.50	0.55	0.45	0.30	0.30	0.36

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Department of Agriculture and Rural Development (DARD) (only show if NI)	41 65% <sub>s</sub>	38 63%	37 62%	40 66% <sub>ps</sub>
None	2 4%	3 4%	3 5%	2 4%
Don't know	-	-	1 1%	-
Average number of mentions	7.79 <sub>s</sub>	7.62 <sub>s</sub>	7.70 <sub>s</sub>	8.60 <sub>mopqstv</sub>
Standard deviation	3.70	3.32	3.52	3.56
Standard error	0.35	0.29	0.32	0.32

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food Standards Agency	1448 79%k	1509 83%aeh ijk	1480 81%ekd	1489 81%eikd	1414 78%k	1507 82%aeikd	1494 82%aeihkl	1446 79%k	1423 78%k	1476 80%ek	1354 74%	1421 78%k
Department of Health (only show if England)	1368 75%ijk	1387 76%ehi jkl	1370 75%ak	1404 77%ehijkl	1339 73%k	1369 74%k	1389 76%hijkl	1329 73%	1288 71%	1323 72%	1285 70%	1320 72%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 3%	41 2%	36 2%	30 2%	37 2%	40 2%	37 2%	42 2%	46 3%	40 2%	37 2%	41 2%
Public Health Agency (PHA) (only show if NI)	31 2%	40 2%	38 2%	30 2%	36 2%	41 2%	35 2%	39 2%	43 2%	44 2%	42 2%	47 3%
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Department for Public Health and Health Professions (only show if Wales)	59 3%b	38 2%	44 2%	66 4%bchjl	63 3%bhj	57 3%	55 3%	42 2%	65 4%bchjl	40 2%	57 3%	44 2%
Safefood (only show if NI)	31 2%	26 1%	25 1%	28 2%	31 2%	38 2%	32 2%	29 2%	41 2%	40 2%	29 2%	45 2%bcd
National Institute for Health and Clinical Excellence (NICE)	756 41%	780 43%	823 45%a	818 45%	762 42%	778 42%	815 45%a	782 43%	805 44%	802 44%	776 43%	826 45%aa
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 49%	965 53%aef k	955 52%e	948 52%	888 49%	903 49%	959 53%aefk	937 51%	915 50%	936 51%	896 49%	970 53%aefk



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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Department for Rural Affairs (only show if Wales)	43 2%	33 2%	35 2%	35 2%	28 2%	38 2%	46 3%e	33 2%	49 3%e	43 2%	48 3%e	34 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	39 2%	51 3%cdg	33 2%	26 1%	35 2%	43 2% <sup>d</sup>	33 2%	37 2%	41 2%	38 2%	37 2%	40 2%
The Environment Agency (only show if England or Wales)	1224 67%	1285 71%aej kl	1308 71%aejhijkl	1314 72%aejhijkl	1233 68%	1275 69% <sup>nk</sup>	1287 71%ajk	1244 68%	1239 68%	1240 67%	1208 66%	1235 68%
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorates (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
The British Medical Association	1246 68%ejk	1276 70%efh jk	1276 70%efjk	1316 72%aeefhijk	1186 65%	1214 66%	1259 69%efjk	1217 67%	1230 67% <sup>nk</sup>	1197 65%	1169 64%	1258 69%ejk
Office of Communications (OfCOM)	816 45%	843 46%	841 46%	958 52%abcdefhjk	865 47%	854 46%	924 51%abcdfk	869 48%	913 50%abcdf	881 48%	860 47%	918 50%abcdf
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Health & Safety Executive	1262 69% <sup>h</sup> kk	1292 71% <sup>h</sup> hij kl	1327 72%aeefhijkl	1294 71% <sup>h</sup> hkl	1246 68%	1272 69% <sup>h</sup> kk	1314 72%ehijkl	1195 66%	1240 68%	1246 68%	1194 65%	1210 66%
Office of Fair Trading	1356 74%ehi jkl	1376 76%ehi jkl	1369 75%ehijkl	1368 75%ehijkl	1286 71% <sup>k</sup>	1361 74%ehijkl	1356 74%ehijkl	1272 70% <sup>k</sup>	1264 69% <sup>nk</sup>	1279 70% <sup>k</sup>	1207 66%	1245 68%



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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
World Health Organisation (WHO)	1125 62%	1157 64%	1166 64%	1183 65%	1163 64%	1159 63%	1161 64%	1136 62%	1240 68% <sup>abdefghj</sup>	1191 65%	1173 64%	1252 69% <sup>abdefghjk</sup>
British Dietetic Association (BDA)	696 38%	676 37%	723 39% <sup>ef</sup>	673 37%	644 35%	656 36%	697 38%	676 37%	747 41% <sup>bdefhjk</sup>	667 36%	681 37%	695 38%
None	66 4%	59 3%	76 4%	66 4%	81 4%	86 5% <sup>b</sup>	85 5% <sup>b</sup>	102 6% <sup>abcd</sup>	85 5% <sup>b</sup>	88 5% <sup>b</sup>	99 5% <sup>abd</sup>	74 4%
Don't know	18 1%	17 1%	12 1%	15 1%	29 2% <sup>cdlgh</sup>	12 1%	9 -	10 1%	18 1%	24 1% <sup>lgh</sup>	24 1% <sup>cdlgh</sup>	25 1% <sup>cdlgh</sup>
<b>Average number of mentions</b>	<b>7.13</b>	<b>7.34k</b>	<b>7.36ak</b>	<b>7.41aek</b>	<b>7.15</b>	<b>7.23</b>	<b>7.45aethjk</b>	<b>7.20</b>	<b>7.31k</b>	<b>7.22</b>	<b>7.08</b>	<b>7.29</b>
<b>Standard deviation</b>	<b>3.26</b>	<b>3.13</b>	<b>3.20</b>	<b>3.18</b>	<b>3.27</b>	<b>3.20</b>	<b>3.20</b>	<b>3.27</b>	<b>3.26</b>	<b>3.28</b>	<b>3.36</b>	<b>3.28</b>
<b>Standard error</b>	<b>0.08</b>	<b>0.07</b>	<b>0.08</b>	<b>0.07</b>	<b>0.08</b>	<b>0.07</b>	<b>0.07</b>	<b>0.08</b>	<b>0.08</b>	<b>0.07</b>	<b>0.08</b>	<b>0.07</b>



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
Department of Health	1368 82%hij ki	1387 83%ehi jkl	1370 81%ijkl	1404 84%efhijk	1339 81%ik	1369 81%ik	1389 84%efhijk	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%
Food Standards Agency	1313 79%k	1374 83%aeah ijkl	1352 80%eak	1360 81%eikl	1282 77%k	1382 82%aeahikl	1370 83%aeahijk	1321 79%k	1281 77%k	1350 80%k	1226 73%	1304 78%k
Office of Fair Trading	1221 73%hij kl	1259 76%ehi jkl	1255 75%ehijkl	1250 75%ehijkl	1171 70%k	1233 73%hijkl	1249 75%ehijkl	1169 70%k	1132 68%	1171 69%k	1093 65%	1138 68%
The Environment Agency	1144 69%	1225 74%aeai jkl	1239 74%aeaijkl	1230 73%aeaijkl	1156 70%	1204 71%k	1216 73%aeaijkl	1187 71%	1155 70%	1176 69%	1135 68%	1178 70%
Health & Safety Executive	1143 68%k	1191 72%efh ijkl	1220 73%aeafhijk	1183 71%hijkl	1126 68%k	1157 68%k	1202 72%aeafhijk	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%
The British Medical Association	1125 67%k	1173 70%efh ijk	1180 70%efhijk	1207 72%aeafhijk	1078 65%	1109 65%	1164 70%efhijk	1118 67%k	1113 67%k	1105 65%	1051 63%	1157 69%efijk
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%abefhik	1099 65%a	1069 64%	1153 69%abodefhijk
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58%aeaf k	955 57%k	948 57%	888 53%	903 53%	959 58%aeafk	937 56%	915 55%	936 55%	896 53%	970 58%aeafk
Office of Communications (OFCOM)	737 44%	787 47%	792 47%	884 53%abcelfhjk	792 48%a	779 46%	852 51%abcelfhjk	804 48%a	828 50%af	804 47%	781 47%	839 50%afk
National Institute for Health and Clinical Excellence (NICE)	689 41%	725 44%	767 46%aeafk	754 45%a	695 42%	710 42%	749 45%a	728 43%	728 44%	743 44%	705 42%	765 46%aeafk
British Dietetic Association (BDA)	626 38%	636 38%	679 40%defhjk	618 37%	586 35%	598 35%	635 38%	617 37%	671 40%defhjk	614 36%	606 36%	630 38%



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdgl	81 5%bd	81 5%b	94 6%abcdl	67 4%
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%clgh	10 1%	7 -	10 1%	18 1%g	22 1%fgh	24 1%fgh	23 1%fgh
Average number of mentions	7.09	7.40ae k	7.44aefk	7.44aefjk	7.16	7.19	7.50aefhijk	7.23	7.27k	7.21	7.00	7.28k
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	804	788	841	864	793	881	846	789	857	897	833	874	948	933	895	927	913	929	877	954
Weighted Base	809	808	819	806	809	823	798	814	806	817	822	816	861	857	862	870	851	871	860	866
Department of Health	646 80%k	682 84%ace fhijkl	652 80%k	671 83%ijkl	645 80%k	657 80%k	669 84%acef hijkl	647 79%k	628 79%	642 79%	617 75%	641 79%	722 84%tuv wx	705 82%uvw x	717 83%tuvw x	733 84%tuvw x	694 81%u	712 82%uvw x	721 84%tuvw x	683 79%
Food Standards Agency	638 79%k	668 83%ehi kl	656 80%k	652 81%ek	617 76%	656 80%k	656 82%ehik l	628 77%k	621 77%k	644 79%k	591 72%	630 77%k	674 78%w	706 82%mq wx	696 81%w	708 81%uw	665 78%	726 83%mqw x	714 83%mqw x	693 80%w
Office of Fair Trading	594 73%hkh	624 77%efh ijkl	616 75%ehij kl	608 75%ehij kl	569 70%k	596 72%k	600 75%ehij kl	558 69%	563 70%k	564 69%	533 65%	565 69%	627 73%uvw x	635 74%uvw x	639 74%uvw x	642 74%uvw x	602 71%w	636 73%uvw x	648 75%qutv wx	610 70%w
Health & Safety Executive	571 71%	608 75%acef hijkl	612 75%efhi jkl	590 73%k	563 70%	574 70%	593 74%efhi jkl	558 69%	562 70%	569 70%	551 67%	568 70%	572 66%w	583 68%twx	608 71%tuvw x	593 68%twx	563 66%	583 67%wx	609 71%qutv wx	545 63%
The Environment Agency	564 70%	602 75%ak	613 75%aik	610 76%aek	575 71%	591 72%	608 76%aeth ijk	580 71%	567 70%	583 71%	553 67%	588 72%k	580 67%	623 73%mqv w	626 73%mw	620 71%	581 68%	613 70%	608 71%	607 70%
The British Medical Association	540 67%	580 72%aeh k	595 73%aehj k	589 73%aeth ijk	524 65%	562 68%k	568 71%ehk	535 66%	551 68%	556 68%	523 64%	579 71%ehk	585 68%rvw	592 69%rvw	585 68%rvw	618 71%qrw w	554 65%	547 63%	595 69%rvw	583 67%w
World Health Organisation (WHO)	488 60%	532 66%a	544 66%a	543 67%a	541 67%a	540 66%a	537 67%a	516 63%	572 71%abfh k	552 68%a	543 66%a	584 72%abc efhk	529 61%	536 63%	541 63%	547 63%	523 61%	527 61%	532 62%	529 61%
Department for Environment, Food and Rural Affairs (DEFRA)	434 54%	476 59%aek	477 58%	470 58%	436 54%	452 55%	479 60%aefk	449 55%	463 57%	456 56%	443 54%	447 60%aef hk	463 54%	489 57%r	478 55%	478 55%	452 53%	451 52%	480 56%	488 56%
Office of Communications (OFCOM)	378 47%	402 50%	420 51%	465 58%abce fhjk	408 50%	413 50%	428 54%a	410 50%	448 56%abef hjk	403 49%	400 49%	447 55%ajk hk	360 42%	385 45%	371 43%	419 48%mor	384 45%	366 42%	425 49%moru w	394 45%
National Institute for Health and Clinical Excellence (NICE)	329 41%	353 44%	368 45%	347 43%	327 40%	330 40%	350 44%	351 43%	348 43%	356 44%	337 41%	395 48%ade fhk	360 42%	372 43%	399 46%	407 47%am	368 43%	380 44%	398 46%	377 44%



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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	901	947	929	934
Weighted Base	856	875	856	862
Department of Health	660 77%	681 78%	668 78%	679 79%
Food Standards Agency	660 77%	706 81%w	635 74%	673 78%
Office of Fair Trading	570 67%	607 69%	559 65%	573 67%
Health & Safety Executive	555 65%	570 65%	528 62%	538 62%
The Environment Agency	588 69%	593 68%	582 68%	580 68%
The British Medical Association	563 66%	548 63%	528 62%	578 67%w
World Health Organisation (WHO)	554 65%	547 62%	526 61%	569 66%mqtw
Department for Environment, Food and Rural Affairs (DEFRA)	452 53%	480 55%	453 53%	477 55%
Office of Communications (OFCOM)	380 44%	400 46%	381 44%	392 45%
National Institute for Health and Clinical Excellence (NICE)	380 44%	386 44%	369 43%	370 43%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	804	788	841	864	793	881	846	789	857	897	833	874	948	933	895	927	913	929	877	954
Weighted Base	809	808	819	806	809	823	798	814	806	817	822	816	861	857	862	870	851	871	860	866
British Dietetic Association (BDA)	285 35%	288 36%	304 37%	263 33%	275 34%	272 33%	284 36%	299 37%	322 40%defj	268 33%	294 36%	300 37%	342 40%	348 41%	375 44%qtw x	355 41%	311 37%	326 37%	351 41%	318 37%
None	32 4%	26 3%	37 4%	31 4%	38 5%	45 5%b	39 5%	48 6%b	35 4%	38 5%	50 6%bd	35 4%	29 3%	29 3%	33 4%	28 3%	34 4%	38 4%	33 4%	51 6%mnopx
Don't know	6 1%	11 1%	6 1%	6 1%	12 2%	5 1%	5 1%	4 1%	9 1%	9 1%	13 2%h	10 1%	12 1% s	6 1%	6 1%	8 1%	14 2%nrst	5 1%	2 -	5 1%
Average number of mentions	7.10	7.54ak	7.55ak	7.55ak	7.23	7.31	7.65aef	7.26	7.41	7.26	7.09	7.50ak	7.08	7.27w	7.33w	7.34w	7.10	7.09	7.37w	7.19
Standard deviation	3.33	3.13	3.16	3.12	3.27	3.21	3.16	3.33	3.24	3.29	3.37	3.24	3.24	3.10	3.18	3.21	3.31	3.20	3.18	3.18
Standard error	0.12	0.11	0.11	0.11	0.12	0.11	0.11	0.12	0.11	0.11	0.12	0.11	0.11	0.10	0.11	0.11	0.11	0.11	0.11	0.11



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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	901	947	929	934
Weighted Base	856	875	856	862
British Dietetic Association (BDA)	349 41%	347 40%	312 36%	331 38%
None	46 5%mp	43 5%	44 5%	32 4%
Don't know	9 1%	12 1% <i>s</i>	10 1% <i>s</i>	13 1% <i>ss</i>
Average number of mentions	7.13	7.16	6.91	7.07
Standard deviation	3.30	3.28	3.36	3.23
Standard error	0.11	0.11	0.11	0.11



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	273	231	280	257	270	272	226	261	286	262	303	280	271	290	276	297	262	326	250	297
Weighted Base	271	256	272	263	276	272	262	269	276	273	278	246	288	279	275	307	283	334	288	307
Food Standards Agency	179 66%	194 78%ace hijkl	179 66%	189 72%kl	179 65%	195 72%kl	177 68%	178 66%	168 61%	179 66%	169 61%	155 63%	214 74%w	223 80%quw x	217 79%wx	249 81%quwx	202 71%	250 75%wx	235 82%quw x	230 75%wx
Department of Health	166 61%	170 66%jkl	164 60%	176 67%jkl	173 63%l	185 68%jkl	160 61%	161 60%	166 60%	155 57%	156 56%	130 53%	220 76%rvx	222 79%ruv wx	202 74%	245 80%qruv wx	204 72%	227 68%	235 82%oqrt uvwx	229 74%
Health & Safety Executive	130 48%	121 47%	121 45%	126 48%	124 45%	126 47%	123 47%	111 41%	113 41%	109 40%	114 41%	104 42%	159 55%	176 63%qrv wx	184 67%mpqr tuwx	178 56%	151 53%	173 52%	200 69%mpqr tuwx	171 56%
Office of Fair Trading	124 46%ijl	132 52%hij kl	128 47%jl	134 51%hijk l	122 44%l	136 50%hijk l	122 47%jl	106 39%	109 39%	99 36%	112 40%	88 36%	184 64%qvw x	188 67%quv wx	175 64%qvw x	208 68%quvw x	148 52%	200 60%w	197 69%qruv wx	189 62%qvw x
The Environment Agency	123 45%	147 58%ade gijkl	138 51%	125 46%	126 46%	136 50%	124 46%	133 49%	124 45%	117 43%	131 47%	107 43%	177 62%	190 68%qruv vw	180 65%	209 68%qruv w	167 59%	194 58%	199 69%qruv wx	204 66%rv
The British Medical Association	108 40%j	109 43%j	107 39%j	104 40%j	104 38%	95 35%	96 37%	104 39%j	102 37%	82 30%	102 37%	102 41%j	161 56%	160 57%w	166 60%qrvw	194 63%qrvw	141 50%	169 51%	179 62%qrvw	170 55%
World Health Organisation (WHO)	92 34%	111 43%a	100 37%	128 49%ac	118 43%a	127 47%ac	104 40%	112 42%	127 46%ac	120 44%a	138 50%acg	125 51%acg h	158 55%	151 54%	154 56%	165 54%	163 58%	168 50%	153 53%	155 51%
Department for Environment, Food and Rural Affairs (DEFRA)	64 24%	80 31%	69 25%	66 25%	73 27%	71 26%	75 29%	75 28%	84 30%	66 24%	96 34%acdf j	76 31%	121 42%r	134 48%qru vw	119 43%r	127 41%r	106 37%	102 31%	133 46%qrw	141 46%ruw
Office of Communications (OFCOM)	63 23%	82 32%aj	71 26%	92 35%achj l	93 34%ahj	78 29%	70 27%	64 24%	81 29%j	58 21%	91 33%ahj	66 27%	112 39%	120 43%	111 40%	148 48%mqw	105 37%	130 39%	145 50%moqr vw	132 43%
National Institute for Health and Clinical Excellence (NICE)	52 19%	62 24%	62 23%	75 28%ae	54 20%	66 24%	69 26%	66 24%	61 22%	62 23%	68 25%	66 27%a	92 32%	102 37%r	100 36%r	104 34%	84 30%	90 27%	98 34%	97 32%



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	285	285	309	284
Weighted Base	310	314	329	310
Food Standards Agency	224 72%	234 75%w	215 65%	208 67%
Department of Health	214 69%	215 68%	238 72%	209 67%
Health & Safety Executive	172 56%	172 55%	178 54%	156 50%
Office of Fair Trading	178 57%	169 54%	165 50%	162 52%
The Environment Agency	180 58%	180 57%	194 59%	187 60%
The British Medical Association	180 58%w	150 48%	160 49%	175 57%w
World Health Organisation (WHO)	190 61%rtw	173 55%	169 52%	194 62%nrstw
Department for Environment, Food and Rural Affairs (DEFRA)	114 37%	121 38%	123 38%	141 45%r
Office of Communications (OFCOM)	132 43%	129 41%	128 39%	125 40%
National Institute for Health and Clinical Excellence (NICE)	105 34%	106 34%	111 34%	104 34%

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	273	231	280	257	270	272	226	261	286	262	303	280	271	290	276	297	262	326	250	297
Weighted Base	271	256	272	263	276	272	262	269	276	273	278	246	288	279	275	307	283	334	288	307
British Dietetic Association (BDA)	50 18%	55 21%def j	52 19%e	34 13%	33 12%	37 14%	38 14%	43 16%	43 15%	38 14%	65 23%defg hij	52 21%def j	83 29%	92 33%prv w	82 30%w	75 25%	74 26%	82 24%	89 31%w	90 29%
None	22 8%	17 6%	25 9%	17 6%	27 10%	23 9%	29 11%	28 10%	26 9%	33 12%bd	33 12%bd	25 10%	15 5%	8 3%	14 5%	17 5%	12 4%	24 7%n	13 4%	24 8%nx
Don't know	4 1%	5 2%dj	3 1%	-	6 2%dj	2 1%	1 *	1 *	3 1%	-	6 2%dj	4 2%dj	4 1%	2 1%	2 1%	2 1%	6 2%	3 1%	1 *	1 *
Average number of mentions	4.70	5.39ai j	4.90	5.06	4.95	5.08	4.99	4.81	4.75	4.52	5.21j	4.93	6.25	6.53qr w	6.50qr	6.61qrw x	5.81	5.83	6.80qru vw	6.42qr
Standard deviation	3.02	3.02	3.01	3.06	2.96	2.89	3.03	2.96	3.01	2.91	3.47	3.07	3.29	3.25	3.20	2.98	3.32	3.18	3.12	3.23
Standard error	0.19	0.21	0.19	0.20	0.19	0.19	0.22	0.20	0.19	0.19	0.22	0.20	0.21	0.19	0.20	0.18	0.21	0.18	0.20	0.20



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	285	285	309	284
Weighted Base	310	314	329	310
British Dietetic Association (BDA)	86 28%	79 25%	73 22%	90 29%
None	19 6%	21 7% <sup>n</sup>	29 9% <sup>nqx</sup>	12 4%
Don't know	4 1%	9 3% <sup>st</sup>	6 2%	9 3% <sup>ost</sup>
Average number of mentions	6.22	6.07	5.97	6.06
Standard deviation	3.14	3.29	3.19	3.18
Standard error	0.19	0.21	0.19	0.20

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	388	423	388	366	365	389	388	374	347	368	331	368	413	402	413	462	417	392	425	410
Weighted Base	403	420	405	382	392	404	409	391	374	396	351	402	410	407	426	437	416	384	396	416
Department of Health	357 89%hik	375 89%efh ik	357 88%ik	329 86%k	330 84%k	339 84%k	362 89%hik	325 83%k	296 79%	334 84%k	263 75%	354 88%k	367 90%	361 89%	384 90%	399 91%	376 90%	350 91%	362 91%	363 87%
Food Standards Agency	341 85%k	368 88%ehk	356 88%ehk	333 87%ehk	318 81%	346 86%k	362 89%ehk	319 82%	312 83%	338 85%k	271 77%	353 88%ehk	364 89%w	351 86%	375 88%w	386 88%w	364 88%	356 93%nopq tuwx	357 90%wx	364 87%
Office of Fair Trading	327 81%ik	357 85%efh jkl	344 85%efhi jkl	313 82%k	305 78%k	317 78%k	340 83%hikl	297 76%k	263 70%	309 78%k	239 68%	311 77%k	354 86%	338 83%	369 87%	378 87%	357 86%	337 86%	340 86%	346 83%
The Environment Agency	307 76%	347 83%aei k	345 85%aefh ik	314 82%aik	301 77%k	317 79%k	336 82%aik	302 77%k	284 76%	315 80%k	245 70%	325 81%k	335 82%	318 78%	355 83%	366 84%n	346 83%	334 87%mntw x	332 84%n	333 80%
Health & Safety Executive	304 75%k	346 82%afh jkl	333 82%afhi jkl	308 81%hijk l	303 77%k	306 76%k	318 78%k	282 72%	275 73%k	290 73%k	230 66%	295 73%k	341 83%	323 79%	362 85%nt	359 82%	336 81%	330 86%ntx	330 83%	327 76%
The British Medical Association	291 72%k	329 78%aef hik	323 80%aefh ik	305 80%aefh ik	278 71%k	285 71%k	311 76%k	280 72%k	266 71%k	301 76%k	221 63%	310 77%fk	347 85%	330 81%	358 84%	378 87%nq	336 81%	331 86%iq	340 86%	343 82%
World Health Organisation (WHO)	265 66%	291 69%	259 73%afhk	259 68%	274 70%	260 64%	282 69%	258 66%	272 73%fk	271 68%	227 65%	299 74%afh k	309 75%	301 74%	329 77%	338 77%	307 74%	307 80%nq	308 78%	310 75%
Department for Environment, Food and Rural Affairs (DEFRA)	257 64%	280 67%ek	266 66%e	250 65%e	226 58%	243 60%	256 63%	247 63%	225 60%	256 65%	205 59%	254 63%	288 70%	278 68%	314 74%	327 75%n	298 72%	299 78%mntw	302 76%nt	287 69%
Office of Communications (OFCOM)	214 53%	228 54%	248 61%abef hk	228 60%fk	208 53%	203 50%	226 55%	205 52%	206 55%	223 56%	175 50%	235 58%fk	226 55%	229 56%	230 54%	269 62%o	249 60%	251 65%mnt w	259 65%mnt w	243 58%
National Institute for Health and Clinical Excellence (NICE)	175 43%	196 47%	213 53%adef ik	173 45%	168 43%	167 41%	193 47%	183 47%	160 43%	181 46%	143 41%	197 49%fk	227 55%	214 53%	244 57%	252 58%	245 59%	235 61%n	232 58%	231 55%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	384	430	391	427
Weighted Base	405	405	419	414
Department of Health	357 88%	359 89%	370 88%	369 89%
Food Standards Agency	354 87%	360 89%w	347 83%	354 85%
Office of Fair Trading	350 86%	343 85%	349 83%	344 83%
The Environment Agency	341 84%n	334 82%	341 81%	335 81%
Health & Safety Executive	345 85%nt	333 82%	341 81%	333 81%
The British Medical Association	333 82%	334 82%	346 83%	338 82%
World Health Organisation (WHO)	328 80%nq	313 77%	321 77%	324 78%
Department for Environment, Food and Rural Affairs (DEFRA)	294 73%	291 72%	296 71%	303 73%
Office of Communications (OFCOM)	254 63%mo	244 60%	240 57%	255 62%o
National Institute for Health and Clinical Excellence (NICE)	249 62%n	237 59%	228 54%	246 59%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	388	423	388	366	365	389	388	374	347	368	331	368	413	402	413	462	417	392	425	410
Weighted Base	403	420	405	382	392	404	409	391	374	396	351	402	410	407	426	437	416	384	396	416
British Dietetic Association (BDA)	170	174	194	159	147	143	170	172	168	164	132	170	197	200	223	222	200	210	206	188
None	42%	41%	48%efk	42%	37%	36%	41%	44%f	45%ef	41%	38%	42%	48%	49%	52%t	51%	48%	55%t	52%t	45%
Don't know	8	11	10	6	17	17	13	14	12	8	10	15	5	11	5	8	8	8	6	15
Average number of mentions	2%	3%	2%	2%	4% <i>d</i>	4% <i>d</i>	3%	4%	3%	2%	3%	4%	1%	3% <i>x</i>	1%	2%	2%	2% <i>x</i>	2%	4% <i>max</i>
Standard deviation	4	2	2	4	3	-	2	3	3	4	5	1	1	3	3	3	3	1	2	3
Standard error	1%	1%	-	1% <i>f</i>	1%	-	-	1%	1%	1%	1% <i>f</i>	-	-	1%	1%	1%	1%	-	-	1%
	7.68k	8.08 <i>li</i>	8.33ae <i>f</i>	7.99k	7.69k	7.57k	8.02k	7.69k	7.59k	7.76k	7.00	8.02k	8.30	8.24	8.47	8.63	8.44	8.92 <i>mno</i>	8.66 <i>n</i>	8.36
	3.15	2.74	2.80	2.84	3.01	3.00	2.90	3.18	3.04	3.02	3.35	2.86	2.78	2.92	2.67	2.76	2.89	2.52	2.74	2.74
	0.16	0.13	0.14	0.15	0.16	0.16	0.15	0.17	0.17	0.16	0.19	0.15	0.14	0.15	0.13	0.13	0.14	0.13	0.13	0.14



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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	384	430	391	427
Weighted Base	405	405	419	414
British Dietetic Association (BDA)	229 57% mnqt x	204 50%	212 50%	205 50%
None	8 2%	11 3% x	9 2% x	2 -
Don't know	2 -	5 1%	2 -	3 1%
<b>Average number of mentions</b>	<b>8.68n</b>	<b>8.62</b>	<b>8.31</b>	<b>8.32</b>
<b>Standard deviation</b>	<b>2.82</b>	<b>2.72</b>	<b>2.86</b>	<b>2.97</b>
<b>Standard error</b>	<b>0.15</b>	<b>0.13</b>	<b>0.15</b>	<b>0.14</b>



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

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

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	407	375	379	409	392	431	434	401	456	499	428	449
Weighted Base	297	303	303	287	294	301	304	297	297	305	302	305
<b>Average number of mentions</b>	<b>7.41</b>	<b>7.72</b>	<b>7.70</b>	<b>7.88a</b>	<b>7.80</b>	<b>7.70</b>	<b>7.93a</b>	<b>7.86a</b>	<b>8.16abctk</b>	<b>7.92a</b>	<b>7.68</b>	<b>7.80</b>
<b>Standard deviation</b>	<b>3.11</b>	<b>2.91</b>	<b>3.05</b>	<b>3.15</b>	<b>3.08</b>	<b>2.96</b>	<b>3.00</b>	<b>3.02</b>	<b>2.91</b>	<b>2.97</b>	<b>3.16</b>	<b>3.02</b>
<b>Standard error</b>	<b>0.16</b>	<b>0.15</b>	<b>0.16</b>	<b>0.16</b>	<b>0.16</b>	<b>0.15</b>	<b>0.15</b>	<b>0.16</b>	<b>0.14</b>	<b>0.14</b>	<b>0.16</b>	<b>0.15</b>

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Department of Health	1368 82%hij kl	1387 83%ehi jkl	1370 81%ijkl	1404 84%efhi jkl	1339 81%ik	1369 81%ik	1389 84%efhi jkl	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	-	-	-	-	-	-	-	-
Food Standards Agency	1313 79%k	1374 83%aeh ijkl	1352 80%eik	1360 81%eikl	1282 77%k	1382 82%aehi kl	1370 83%aehi jkl	1321 79%k	1281 77%k	1350 80%k	1226 73%	1304 78%k	-	-	-	-	-	-	-	-
Office of Fair Trading	1221 73%hij kl	1259 76%ehi jkl	1255 75%ehij kl	1250 75%ehij kl	1171 70%k	1233 73%hijk l	1249 75%ehij kl	1169 70%k	1132 68%	1171 69%k	1093 65%	1138 68%	-	-	-	-	-	-	-	-
The Environment Agency	1144 69%	1225 74%aei jkl	1239 74%aeij kl	1230 73%aeij kl	1156 70%	1204 71%k	1216 73%aeij kl	1187 71%	1155 70%	1176 69%	1135 68%	1178 70%	-	-	-	-	-	-	-	-
Health & Safety Executive	1143 68%k	1191 72%efh ijkl	1220 73%aefh ijkl	1183 71%hijk l	1126 68%k	1157 68%k	1202 72%aefh ijkl	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	-	-	-	-	-	-	-	-
The British Medical Association	1125 67%k	1173 70%efh ijk	1180 70%efhj k	1207 72%aefh ijk	1078 65%	1109 65%	1164 70%efhj k	1118 67%k	1113 67%k	1105 65%	1051 63%	1157 69%efjk	-	-	-	-	-	-	-	-
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 hk	1099 65%a	1069 64%	1153 69%abcd efghjk	-	-	-	-	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58%aef k	955 57%f	948 57%	888 53%	903 53%	959 58%aefk	937 56%	915 55%	936 55%	896 53%	970 58%aefk	-	-	-	-	-	-	-	-
Office of Communications (OFCOM)	737 44%	787 47%	792 47%	884 53%abce fhjk	792 48%a	779 46%	852 51%abce fhjk	804 48%a	828 50%af	804 47%	781 47%	839 50%afk	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	689 41%	725 44%	767 46%aefk	754 45%a	695 42%	710 42%	749 45%a	728 43%	728 44%	743 44%	705 42%	765 46%aefk	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Department of Health	-	-	-	-
Food Standards Agency	-	-	-	-
Office of Fair Trading	-	-	-	-
The Environment Agency	-	-	-	-
Health & Safety Executive	-	-	-	-
The British Medical Association	-	-	-	-
World Health Organisation (WHO)	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA)	-	-	-	-
Office of Communications (OFCOM)	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-



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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	-**	-**	-**	-**	-**	-**	-**	-**
British Dietetic Association (BDA)	626 38%	636 38%	679 40%defh jk	618 37%	586 35%	598 35%	635 38%	617 37%	671 40%defh jk	614 36%	606 36%	630 38%	-	-	-	-	-	-	-	-
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdg l	81 5%bd	81 5%b	94 6%abdil	67 4%	-	-	-	-	-	-	-	-
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%efgh	10 1%	7 *	10 1%	18 1%eg	22 1%fgh	24 1%fgh	23 1%fgh	-	-	-	-	-	-	-	-
Average number of mentions	7.09	7.40ae	7.44aef	7.44aef	7.16	7.19	7.50aef	7.23	7.27k	7.21	7.00	7.28k	-	-	-	-	-	-	-	-
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	-	-	-	-	-	-	-	-
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
British Dietetic Association (BDA)	-	-	-	-
None	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
Department of Health	1368 82% <sup>hij</sup> kl	1387 83% <sup>ehi</sup> jkl	1370 81% <sup>ajkl</sup>	1404 84% <sup>efhijkl</sup>	1339 81% <sup>ik</sup>	1369 81% <sup>ik</sup>	1389 84% <sup>efhijkl</sup>	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%
Food Standards Agency	1313 79% <sup>ck</sup>	1374 83% <sup>aeh</sup> ijkl	1352 80% <sup>ek</sup>	1360 81% <sup>ekil</sup>	1282 77% <sup>ck</sup>	1382 82% <sup>aehikl</sup>	1370 83% <sup>aehijkl</sup>	1321 79% <sup>ck</sup>	1281 77% <sup>ck</sup>	1350 80% <sup>ck</sup>	1226 73%	1304 78% <sup>ck</sup>
National Institute for Health and Clinical Excellence (NICE)	689 41%	725 44%	767 46% <sup>aeefk</sup>	754 45% <sup>a</sup>	695 42%	710 42%	749 45% <sup>a</sup>	728 43%	728 44%	743 44%	705 42%	765 46% <sup>aeefk</sup>
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58% <sup>aeef</sup> k	955 57% <sup>fd</sup>	948 57%	888 53%	903 53%	959 58% <sup>aeefk</sup>	937 56%	915 55%	936 55%	896 53%	970 58% <sup>aeefk</sup>
The Environment Agency	1144 69%	1225 74% <sup>aeel</sup> jkl	1239 74% <sup>aeijkl</sup>	1230 73% <sup>aeijkl</sup>	1156 70%	1204 71% <sup>ck</sup>	1216 73% <sup>aeijkl</sup>	1187 71%	1155 70%	1176 69%	1135 68%	1178 70%
The British Medical Association	1125 67% <sup>ck</sup>	1173 70% <sup>efh</sup> ijk	1180 70% <sup>efhjk</sup>	1207 72% <sup>aeefhijk</sup>	1078 65%	1109 65%	1164 70% <sup>efhjk</sup>	1118 67% <sup>ck</sup>	1113 67% <sup>ck</sup>	1105 65%	1051 63%	1157 69% <sup>efijk</sup>
Office of Communications (OFCOM)	737 44%	787 47%	792 47%	884 53% <sup>abcefjnk</sup>	792 48% <sup>ca</sup>	779 46%	852 51% <sup>abcefjnk</sup>	804 48% <sup>ca</sup>	828 50% <sup>af</sup>	804 47%	781 47%	839 50% <sup>afk</sup>
Health & Safety Executive	1143 68% <sup>ck</sup>	1191 72% <sup>efh</sup> ijkl	1220 73% <sup>aeefhijkl</sup>	1183 71% <sup>hijkl</sup>	1126 68% <sup>ck</sup>	1157 68% <sup>ck</sup>	1202 72% <sup>aeefhijkl</sup>	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%
Office of Fair Trading	1221 73% <sup>hij</sup> kl	1259 76% <sup>ehi</sup> jkl	1255 75% <sup>ehijkl</sup>	1250 75% <sup>ehijkl</sup>	1171 70% <sup>ck</sup>	1233 73% <sup>hijkl</sup>	1249 75% <sup>ehijkl</sup>	1169 70% <sup>ck</sup>	1132 68%	1171 69% <sup>ck</sup>	1093 65%	1138 68%
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65% <sup>a</sup>	1090 65% <sup>a</sup>	1064 64%	1068 63%	1069 64% <sup>a</sup>	1045 62%	1126 68% <sup>abefhk</sup>	1099 65% <sup>a</sup>	1069 64%	1153 69% <sup>abcdefghjk</sup>



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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
British Dietetic Association (BDA)	626 38%	636 38%	679 40%defhjk	618 37%	586 35%	598 35%	635 38%	617 37%	671 40%defhjk	614 36%	606 36%	630 38%
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdgl	81 5%bd	81 5%b	94 6%abdl	67 4%
Don't know	18 1%	16 1%	12 1%	14 1%	27 2%clgh	10 1%	7 -	10 1%	18 1%	22 1%fgh	24 1%fgh	23 1%fgh
Average number of mentions	7.09	7.40ae	7.44aefk	7.44aefjk	7.16	7.19	7.50aefhijk	7.23	7.27k	7.21	7.00	7.28k
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	186	195	180	180	185	545	535	539	700	549	183	180
Weighted Base	172	182	165	166	176	159	176	176	176	160	174	174
Office of Fair Trading	133 77%cei kl	131 72%k	107 65%	122 73%k	115 66%	121 76%ceijkl	129 73%ck	126 72%k	118 67%	110 69%	107 62%	118 68%
Food Standards Agency	126 73%jkl	156 85%ace hijkl	112 68%jkl	128 77%jkl	120 68%jkl	132 83%acehijkl	148 84%acehijkl	137 78%cejkl	136 77%cejkl	- -	- -	- -
Health & Safety Executive	123 72%ckl	136 74%scik l	99 60%	117 70%kl	118 67%	122 77%cehijkl	131 74%scikl	124 70%ckl	115 66%	110 69%kl	102 59%	102 59%
The British Medical Association	113 66%	123 68%c	93 57%	108 65%	110 63%	103 65%	117 66%c	115 65%c	108 61%	110 69%ckl	104 60%	110 63%
World Health Organisation (WHO)	102 59%	107 59%	84 51%	109 66%ce	88 50%	93 58%	107 61%ce	112 64%ce	107 61%ce	112 70%abcefijkl	98 56%	103 59%
Scottish Environment Protection Agency (SEPA)	80 46%	88 46%	73 44%	88 53%e	69 39%	86 54%ce	95 54%ce	101 53%e	88 57%acel	88 55%ce	95 55%e	81 47%
Office of Communications (OFCOM)	59 34%	82 45%acd e	50 30%	56 33%	45 26%	65 41%ce	75 43%cde	75 43%cde	73 41%ce	70 44%acde	69 40%e	73 42%ce
Audit Scotland	55 32%	70 38%e	47 28%	53 32%	50 28%	64 40%acekl	71 40%acekl	69 39%cekl	55 31%	64 40%cekl	52 30%	60 35%
British Dietetic Association (BDA)	51 29%	58 32%	49 30%	52 31%	46 26%	56 35%e	56 32%	62 35%e	58 33%	56 35%	56 32%	51 29%
National Institute for Health and Clinical Excellence (NICE)	49 29%	71 39%acd e	38 23%	46 28%	39 22%	57 36%ce	60 34%ce	62 35%ce	68 39%acdek	56 35%ce	52 30%	56 32%e
Scottish Government Rural Directorate	26 15%	27 15%	22 13%	31 19%	24 14%	27 17%	32 18%	33 19%	42 24%abcef	34 21%c	39 22%ce	32 18%
Scottish Government Health Improvement Directorate	25 15%	41 22%c	23 14%	37 22%	30 17%	41 26%ace	40 23%ac	48 27%ace	53 30%aceg	44 27%ace	45 26%ac	43 25%ac

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	186	195	180	180	185	545	535	539	700	549	183	180
Weighted Base	172	182	165	166	176	159	176	176	176	160	174	174
Food Standards Scotland	-	-	-	-	-	-	-	-	-	114 71%abcdefg kl	107 62%abcdefg hi	100 57%abcdefg hi
None	12 7%	8 4%	23 14%abdfghij	10 6%	16 9%g	8 5%	8 4%	12 7%	12 7%	12 7%	16 9%g	12 7%
Don't know	-	-	1 1%	1 1%	4 2%	* *	1 1%	1 1%	2 1%	-	5 3%abfjg	3 1%
Average number of mentions	5.87	6.25e	5.65	6.12	5.47	6.41ce	6.34ce	6.50acel	6.39ce	6.52acel	6.06	5.83
Standard deviation	3.08	3.41	3.13	3.10	3.01	3.23	3.26	3.29	3.35	3.38	3.43	3.49
Standard error	0.23	0.25	0.25	0.24	0.24	0.14	0.14	0.15	0.13	0.15	0.27	0.27

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	92	81	87	86	268	260	240	325	268	87	84	96	103	99	93	99	277	275	299
Weighted Base	87*	90*	77*	88*	81*	78	84	83	84	77	83*	82*	85*	93	88*	78*	95*	81	92	93
Health & Safety Executive	70 80%cij kl	67 75%ck	45 59%	68 77%ck	56 69%	63 80%cehi jkl	65 77%ckl	58 70%k	55 66%	53 68%k	44 54%	52 63%	53 63%	69 74%ox	53 61%	48 62%	62 66%	60 73%ox	66 71%ix	65 71%ix
Office of Fair Trading	67 77%ek	65 72%	49 64%	69 78%ek	49 61%	61 79%ceij k	64 75%ek	60 72%	56 66%	53 68%	51 62%	59 72%	66 78%wx	66 72%	58 65%	54 69%	66 70%	60 74%w	66 71%	66 71%
Food Standards Agency	65 74%jkl	76 84%cej kl	51 66%jkl	66 75%jkl	51 63%jkl	64 82%caek l	73 86%acde hijkl	63 76%ejkl	63 75%jkl	-	-	-	61 72%wx	80 86%moq vwx	61 69%vwx	62 79%vwx	69 73%vwx	68 84%moqv wx	75 82%lowwx	73 79%vwx
The British Medical Association	57 68%	60 68%	45 58%	60 67%	46 56%	54 69%e	57 68%	53 64%	50 60%	54 70%e	48 59%	57 69%	56 68%	64 69%	49 55%	48 62%	65 68%	50 61%	60 65%	62 67%o
World Health Organisation (WHO)	53 60%	52 58%	38 50%	64 72%cek	37 46%	48 62%ek	55 66%cek	54 64%cek	55 66%cek	56 73%bcdf k	40 49%	52 63%e	50 59%	55 59%	45 52%	45 58%	51 53%	45 55%	52 57%	58 63%
Scottish Environment Protection Agency (SEPA)	41 47%	44 49%	39 50%	46 52%	33 40%	46 60%e	49 58%e	46 56%e	51 61%e	45 59%e	45 54%	44 53%	38 45%	44 48%	34 39%	41 53%	37 39%	39 48%	46 50%	47 50%q
Office of Communications (OFCOM)	34 39%	44 49%cde	26 33%	29 32%	24 30%	34 44%e	39 46%de	33 40%	36 43%	37 48%cde	34 41%	36 44%	24 29%	37 40%q	24 27%	27 34%	21 22%	31 38%q	36 40%oq	41 45%moq
Audit Scotland	27 31%	33 37%	24 31%	32 36%	23 29%	34 44%acel k	40 47%acel k	33 40%	28 33%	34 43%e	28 33%	30 40%	28 33%	37 40%ow	23 26%	22 28%	26 28%	30 37%	31 34%	35 38%ow
National Institute for Health and Clinical Excellence (NICE)	26 30%	32 36%ce	16 21%	25 28%	14 17%	27 35%ce	28 33%ce	27 32%e	34 40%ce	24 31%e	24 29%	28 34%e	23 27%	39 42%map q	22 25%	21 27%	25 27%	30 37%o	32 35%	35 38%oq
British Dietetic Association (BDA)	24 28%	31 35%e	20 25%	26 30%	15 18%	23 29%e	27 32%e	27 32%e	25 30%e	23 30%	28 34%e	27 33%e	26 31%	26 28%	30 34%	26 33%	32 34%	33 40%nx	30 32%	35 38%ix

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	375	281	96	96
Weighted Base	92	83	91*	92*
Health & Safety Executive	61 66%	57 69% <i>x</i>	58 63%	51 55%
Office of Fair Trading	62 68%	58 70%	56 62%	59 63%
Food Standards Agency	73 79% <i>wxx</i>	-	-	-
The British Medical Association	58 62%	56 68%	55 61%	53 57%
World Health Organisation (WHO)	52 57%	55 67% <i>oqrs</i>	58 63%	52 56%
Scottish Environment Protection Agency (SEPA)	49 54% <i>oqx</i>	42 51%	51 56% <i>oqx</i>	38 41%
Office of Communications (OFCOM)	37 40% <i>oq</i>	33 40% <i>oq</i>	35 38% <i>q</i>	37 40% <i>q</i>
Audit Scotland	28 30%	30 37%	24 26%	28 30%
National Institute for Health and Clinical Excellence (NICE)	34 37% <i>o</i>	31 38% <i>o</i>	28 31%	27 30%
British Dietetic Association (BDA)	32 35%	33 40% <i>x</i>	28 31%	24 26%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	92	81	87	86	268	260	240	325	268	87	84	96	103	99	93	99	277	275	299
Weighted Base	87*	90*	77*	88*	81*	78	84	83	84	77	83*	82*	85*	93	88*	78*	95*	81	92	93
Scottish Government Health Improvement Directorate	15 18%	22 25%	11 14%	20 23%	11 14%	20 25%ce	20 24%e	20 25%ce	24 29%ce	21 28%ce	20 25%	24 29%ce	10 12%	19 20%	12 14%	17 22%	19 20%	21 26%mo	19 21%lm	27 29%mos
Scottish Government Rural Directorate	14 16%	15 17%	11 15%	20 23%e	8 10%	13 16%	17 21%e	14 16%	19 23%e	19 24%e	21 25%e	16 19%	12 14%	12 12%	11 12%	11 14%	16 17%	14 17%	14 15%	20 21%no
Food Standards Scotland	-	-	-	-	-	-	-	-	-	53 69%abcd	44 54%abcd	44 54%abcd	-	-	-	-	-	-	-	-
None	2 3%	4 4%	12 15%abdfg hi	4 4%	10 13%alg	3 4%	4 4%	5 5%	5 6%	6 8%	6 7%	6 7%	9 11%	4 5%	11 13%nrs	6 8%	6 6%	4 5%	4 5%	8 8%
Don't know	-	-	1 1%	1 1%	2 3%	-	1 1%	1 1%	1 2%	-	4 5%fg	1 2%	-	-	-	-	1 1%	-	1 1%	-
<b>Average number of mentions</b>	<b>5.83</b>	<b>6.29</b>	<b>5.80</b>	<b>6.30</b>	<b>5.34</b>	<b>6.55e</b>	<b>6.65e</b>	<b>6.31e</b>	<b>6.44e</b>	<b>6.65e</b>	<b>5.86</b>	<b>6.30</b>	<b>5.91</b>	<b>6.21</b>	<b>5.53</b>	<b>5.90</b>	<b>5.57</b>	<b>6.27x</b>	<b>6.06</b>	<b>6.68oqsx</b>
<b>Standard deviation</b>	<b>3.25</b>	<b>3.65</b>	<b>3.07</b>	<b>3.00</b>	<b>3.07</b>	<b>3.17</b>	<b>3.32</b>	<b>3.20</b>	<b>3.33</b>	<b>3.40</b>	<b>3.72</b>	<b>3.40</b>	<b>2.91</b>	<b>3.18</b>	<b>3.19</b>	<b>3.22</b>	<b>2.97</b>	<b>3.30</b>	<b>3.19</b>	<b>3.38</b>
<b>Standard error</b>	<b>0.35</b>	<b>0.38</b>	<b>0.38</b>	<b>0.33</b>	<b>0.36</b>	<b>0.20</b>	<b>0.21</b>	<b>0.21</b>	<b>0.19</b>	<b>0.22</b>	<b>0.43</b>	<b>0.39</b>	<b>0.31</b>	<b>0.32</b>	<b>0.34</b>	<b>0.35</b>	<b>0.31</b>	<b>0.21</b>	<b>0.20</b>	<b>0.20</b>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base



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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	375	281	96	96
Weighted Base	92	83	91*	92*
Scottish Government Health Improvement Directorate	29 32% <sup>mnoq</sup> s	22 27% <sup>mo</sup>	24 26% <sup>mo</sup>	20 21%
Scottish Government Rural Directorate	23 25% <sup>mnop</sup> rs	15 18%	18 19%	16 17%
Food Standards Scotland	-	61 73% <sup>mnop</sup> qrstux	63 69% <sup>mnop</sup> rstu	56 61% <sup>mnoprstu</sup>
None	7 7%	6 7%	10 11%	6 7%
Don't know	1 1%	-	2 2%	1 1%
<b>Average number of mentions</b>	<b>6.35x</b>	<b>6.41x</b>	<b>6.25</b>	<b>5.41</b>
<b>Standard deviation</b>	<b>3.38</b>	<b>3.38</b>	<b>3.14</b>	<b>3.54</b>
<b>Standard error</b>	<b>0.18</b>	<b>0.21</b>	<b>0.35</b>	<b>0.38</b>

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	24	36	30	32	22	65	59	87	86	70	26	41	29	27	25	20	25	70	70	89
Weighted Base	21**	42*	27**	33**	24**	22*	25*	32*	28*	27*	30**	46*	34**	28**	26**	22**	27**	25*	29*	34*
Food Standards Agency	10	28	12	21	11	14	17	20	20	-	-	-	19	24	21	17	19	23	24	25
Health & Safety Executive	46%	67% <i>kl</i>	45%	64%	47%	62% <i>kl</i>	70% <i>kl</i>	62% <i>kl</i>	71% <i>kl</i>	-	-	-	57%	86%	81%	77%	71%	89% <i>uvw</i>	83% <i>uvw</i>	74% <i>vw</i>
Office of Fair Trading	8	23	10	20	14	12	13	11	10	9	16	16	16	21	15	13	13	19	19	26
World Health Organisation (WHO)	40%	54%	35%	60%	57%	53%	49%	40%	39%	36%	31%	35%	47%	77%	58%	59%	49%	74% <i>uv</i>	66%	75% <i>uv</i>
The British Medical Association	8	19	10	18	11	9	11	12	15	8	11	20	22	21	18	16	13	19	19	24
Scottish Environment Protection Agency (SEPA)	38%	46%	35%	54%	47%	40%	45%	36%	51%	31%	36%	43%	66%	78%	71%	71%	49%	76% <i>uvw</i>	68% <i>uv</i>	71% <i>uv</i>
Scottish Government Health Improvement Directorate	7	14	11	16	11	7	9	16	11	15	13	25	18	15	14	13	12	14	15	20
Scottish Government Rural Directorate	33%	33%	41%	50%	46%	34%	39%	51% <i>l</i>	39%	55% <i>l</i>	43%	55% <i>l</i>	53%	53%	53%	53%	42%	56%	54%	59%
British Dietetic Association (BDA)	3	11	7	9	7	8	11	11	10	10	15	21	18	19	11	12	12	13	13	19
National Institute for Health and Clinical Excellence (NICE)	16%	26%	27%	27%	28%	36%	44%	35%	34%	36%	48%	45%	53%	70%	44%	56%	44%	51%	46%	57%
	3	8	4	11	2	7	8	10	9	8	13	17	10	13	12	9	11	13	14	17
	15%	18%	16%	33%	6%	31%	32%	33%	30%	42%	36%	36%	30%	49%	47%	42%	41%	53%	49%	51%
	3	10	4	6	5	5	8	7	4	10	11	11	7	11	10	10	6	12	9	14
	15%	23%	16%	17%	20%	24%	33%	23%	26%	17%	34%	23%	19%	39%	40%	45%	21%	47% <i>s</i>	30%	42%
	2	3	1	5	-	3	3	3	5	3	11	2	2	6	4	4	3	7	4	8
	10%	7%	3%	16%	-	16%	13%	15%	12%	20%	11%	23%	5%	21%	14%	17%	10%	30% <i>s</i>	15%	24%
	2	1	-	7	1	1	2	3	2	3	6	2	2	3	4	2	2	4	4	5
	9%	3%	-	23%	3%	5%	10%	8%	8%	13%	23%	12%	7%	10%	14%	10%	8%	18%	13%	14%
	1	5	1	9	3	1	4	5	8	7	7	7	7	8	5	4	3	8	8	9
	6%	12%	3%	27%	12%	6%	18% <i>l</i>	16%	27% <i>l</i>	25% <i>l</i>	24%	14%	20%	29%	18%	19%	11%	34%	27%	28%
	1	5	3	7	1	4	6	7	6	4	8	11	3	10	5	2	4	8	6	10
	4%	13%	10%	21%	6%	19%	25%	23%	21%	16%	27%	24%	9%	37%	18%	11%	14%	32%	20%	28%

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 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	121	65	31	22
Weighted Base	35*	29*	35*	27**
Food Standards Agency	26 75% <sup>vw</sup>	-	-	-
Health & Safety Executive	20 58%	17 58%	20 58%	20 76%
Office of Fair Trading	17 50%	17 57%	18 52%	20 75%
World Health Organisation (WHO)	18 52%	19 64%	22 64%	19 69%
The British Medical Association	17 50%	17 59%	18 53%	17 65%
Scottish Environment Protection Agency (SEPA)	20 57%	16 55%	21 59%	14 52%
Office of Communications (OFCOM)	13 36%	12 42%	12 35%	15 56%
Scottish Government Health Improvement Directorate	10 28%	6 22%	6 17%	13 47%
Scottish Government Rural Directorate	8 23%	7 23%	6 16%	8 29%
British Dietetic Association (BDA)	8 23%	10 33%	6 16%	14 54%
National Institute for Health and Clinical Excellence (NICE)	10 30%	8 28%	10 28%	13 49%



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	24	36	30	32	22	65	59	87	86	70	26	41	29	27	25	20	25	70	70	89
Weighted Base	21**	42*	27**	33**	24**	22*	25*	32*	28*	27*	30**	46*	34**	28**	26**	22**	27**	25*	29*	34*
Audit Scotland	1	7	4	5	2	4	6	7	5	6	3	10	9	8	6	3	3	9	9	11
	3%	16%	13%	15%	10%	16%	25%	21%	17%	23%	11%	22%	25%	29%	24%	12%	10%	36%	32%	31%
Food Standards Scotland	-	-	-	-	-	-	-	-	-	12	18	21	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	46%blgh	60%	45%blgh	-	-	-	-	-	-	-	-
None	4	5	7	3	3	2	3	6	4	4	4	4	5	1	1	-	5	1	1	2
	17%	13%	26%	9%	12%	11%	11%	18%	14%	14%	12%	8%	15%	3%	2%	-	19%	3%	3%	5%
Don't know	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	*	1	1
	-	-	-	-	-	-	-	2%	-	-	-	3%	-	-	-	5%	-	7%	3%	2%
<b>Average number of mentions</b>	<b>2.83</b>	<b>3.64</b>	<b>3.30</b>	<b>4.47</b>	<b>3.19</b>	<b>3.82</b>	<b>4.51</b>	<b>4.45</b>	<b>4.50</b>	<b>4.02</b>	<b>4.45</b>	<b>4.21</b>	<b>4.60</b>	<b>5.96</b>	<b>4.93</b>	<b>5.03</b>	<b>4.51</b>	<b>6.18</b>	<b>5.35</b>	<b>6.02</b>
<b>Standard deviation</b>	<b>1.77</b>	<b>2.45</b>	<b>2.09</b>	<b>3.13</b>	<b>2.31</b>	<b>2.84</b>	<b>2.92</b>	<b>2.90</b>	<b>2.87</b>	<b>3.27</b>	<b>3.75</b>	<b>3.44</b>	<b>1.83</b>	<b>3.08</b>	<b>2.72</b>	<b>2.43</b>	<b>2.92</b>	<b>3.11</b>	<b>3.00</b>	<b>3.12</b>
<b>Standard error</b>	<b>0.41</b>	<b>0.43</b>	<b>0.44</b>	<b>0.59</b>	<b>0.53</b>	<b>0.37</b>	<b>0.41</b>	<b>0.34</b>	<b>0.33</b>	<b>0.42</b>	<b>0.80</b>	<b>0.57</b>	<b>0.37</b>	<b>0.60</b>	<b>0.56</b>	<b>0.56</b>	<b>0.65</b>	<b>0.38</b>	<b>0.37</b>	<b>0.34</b>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	121	65	31	22
Weighted Base	35*	29*	35*	27**
Audit Scotland	9 27%	11 36%	10 30%	8 29%
Food Standards Scotland	-	25 85%rstu w	21 60%rstu	19 70%
None	3 8%	3 9%	4 12%	-
Don't know	- 1%	-	-	-
<b>Average number of mentions</b>	<b>5.57</b>	<b>6.16</b>	<b>5.57</b>	<b>6.69</b>
<b>Standard deviation</b>	<b>3.63</b>	<b>3.58</b>	<b>3.21</b>	<b>3.70</b>
<b>Standard error</b>	<b>0.34</b>	<b>0.46</b>	<b>0.62</b>	<b>0.79</b>

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	38	34	41	33	32	131	110	103	121	104	34	16	48	48	42	38	53	144	155	111
Weighted Base	42*	34*	41*	37*	35*	44	39	38*	36*	32*	37*	18**	43*	44*	38*	37*	51*	43	50	36
Health & Safety Executive	39 94% <i>cel</i>	27 80%	28 69%	29 77%	25 72%	35 80%	31 80%	30 77%	28 79%	27 85%	12 74%	66%	34 81%	38 87% <i>wx</i>	32 83% <i>w</i>	29 79%	43 84% <i>wx</i>	38 88% <i>wx</i>	41 81% <i>wx</i>	32 89% <i>wx</i>
Office of Fair Trading	37 89% <i>e</i>	25 74%	29 71%	30 81%	24 68%	36 82%	30 78%	31 81%	29 81%	25 79%	28 77%	13 76%	37 87%	37 85%	31 81%	33 90% <i>w</i>	41 81%	38 89% <i>w</i>	44 88% <i>w</i>	32 88% <i>w</i>
Food Standards Agency	37 89% <i>jk</i>	32 91% <i>cjk</i>	29 71% <i>jk</i>	32 86% <i>jk</i>	30 86% <i>jk</i>	39 89% <i>cjk</i>	34 88% <i>cjk</i>	34 88% <i>cjk</i>	33 90% <i>cjk</i>	-	-	-	36 83% <i>wx</i>	42 96% <i>quv</i>	33 86% <i>wx</i>	33 90% <i>wx</i>	39 76% <i>wx</i>	38 90% <i>quvw</i>	45 91% <i>quvw</i>	33 91% <i>quwx</i>
The British Medical Association	33 79%	30 86% <i>cgk</i>	26 63%	29 78%	26 74%	32 73%	27 69%	31 80% <i>ck</i>	29 81%	26 81%	23 62%	11 65%	34 80%	39 90% <i>ruw</i>	30 78%	31 85%	42 82%	33 77%	42 84% <i>uw</i>	29 81%
Scottish Environment Protection Agency (SEPA)	27 66%	21 62%	28 67%	27 71%	16 47%	28 63%	26 67% <i>e</i>	23 60%	28 77% <i>eh</i>	20 63%	23 62%	8 46%	21 48%	30 70% <i>m</i>	20 52%	28 75% <i>mo</i>	28 54%	27 63%	32 64%	23 64%
World Health Organisation (WHO)	27 65%	23 67%	23 56%	30 81% <i>cek</i>	18 50%	28 64%	26 66%	29 74% <i>e</i>	27 74% <i>e</i>	22 69%	21 57%	10 56%	28 67%	33 75% <i>q</i>	21 55%	28 75%	28 54%	29 67%	36 73% <i>oq</i>	26 70%
Office of Communications (OFCOM)	26 61% <i>e</i>	22 63% <i>e</i>	17 42%	16 42%	9 27%	22 50% <i>e</i>	20 51% <i>e</i>	21 54% <i>e</i>	22 61% <i>e</i>	17 54% <i>e</i>	18 49%	8 47%	14 33%	26 59% <i>moq</i>	12 32%	14 39%	16 32%	19 45%	27 53% <i>moqu</i>	17 47%
Audit Scotland	19 45%	19 54%	18 44%	19 51%	10 30%	20 46%	16 41%	19 49%	16 45%	17 52% <i>e</i>	14 38%	5 28%	17 40%	23 53% <i>u</i>	13 35%	16 43%	22 44%	23 53% <i>ouw</i>	28 56% <i>ouuw</i>	17 48% <i>u</i>
British Dietetic Association (BDA)	18 44%	14 41%	21 51%	16 42%	11 32%	18 40%	15 39%	18 47%	16 45%	18 38%	1 50%	1 5%	15 34%	21 48%	15 38%	12 32%	20 39%	19 43%	19 39%	17 48%
National Institute for Health and Clinical Excellence (NICE)	16 39%	20 58% <i>ceg</i>	12 30%	16 43%	11 32%	18 41%	15 38%	15 39%	17 48%	16 50% <i>c</i>	14 39%	5 25%	18 41%	25 57% <i>opq</i>	11 29%	10 27%	16 31%	19 44% <i>w</i>	22 45% <i>pw</i>	16 45% <i>w</i>
Scottish Government Rural Directorate	10 24%	8 24%	8 19%	11 30%	6 17%	9 20%	8 19%	10 25%	12 33%	7 22%	10 27%	2 12%	8 19%	11 25%	7 19%	6 16%	9 18%	8 18%	14 27%	9 26%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	155	156	43	49
Weighted Base	42*	43*	43*	49*
Health & Safety Executive	35 84%wx	36 83%wx	27 63%	33 66%
Office of Fair Trading	33 79%	36 84%	30 69%	41 83%
Food Standards Agency	33 77%wx	-	-	-
The British Medical Association	29 69%	35 82%	29 66%	38 77%
Scottish Environment Protection Agency (SEPA)	26 62%	27 63%	25 58%	29 58%
World Health Organisation (WHO)	32 77%oq	34 79%oqrw x	26 60%	30 61%
Office of Communications (OFCOM)	15 36%	21 48%	18 41%	23 47%
Audit Scotland	13 32%	18 43%	15 36%	26 52%u
British Dietetic Association (BDA)	14 34%	15 36%	17 39%	21 43%
National Institute for Health and Clinical Excellence (NICE)	20 48%pw	16 36%	11 26%	16 33%
Scottish Government Rural Directorate	11 25%	9 22%	12 27%	11 23%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	38	34	41	33	32	131	110	103	121	104	34	16	48	48	42	38	53	144	155	111
Weighted Base	42*	34*	41*	37*	35*	44	39	38*	36*	32*	37*	18**	43*	44*	38*	37*	51*	43	50	36
Scottish Government Health Improvement Directorate	8 18%	10 29%	6 15%	13 35%	8 22%	13 30%	10 25%	14 36%ac	15 42%acg	13 40%ac	14 37%ac	2 11%	8 19%	17 39%am	8 22%	8 23%	13 26%	11 26%	16 33%	11 30%
Food Standards Scotland	-	-	-	-	-	-	-	-	-	24 77%abcd efghi	24 66%abcd efghi	12 68%	-	-	-	-	-	-	-	-
None	1 2%	1 3%	3 6%	3 8%	1 3%	1 3%	4 4%	1 3%	1 2%	2 5%	2 5%	1 6%	1 2%	-	2 6%	1 2%	2 4%	1 2%	1 2%	1 1%
Don't know	-	-	1 2%	-	1 3%	-	-	-	-	-	2 6%	1 7%	-	-	-	-	1 2%	-	-	-
<b>Average number of mentions</b>	<b>7.27</b>	<b>7.52</b>	<b>6.51</b>	<b>7.78</b>	<b>5.88</b>	<b>7.00</b>	<b>6.87</b>	<b>7.33</b>	<b>7.68</b>	<b>7.46</b>	<b>7.18</b>	<b>5.77</b>	<b>6.47</b>	<b>7.85m</b>	<b>6.50</b>	<b>6.90</b>	<b>6.56</b>	<b>7.16</b>	<b>7.51</b>	<b>7.33</b>
<b>Standard deviation</b>	<b>3.06</b>	<b>3.15</b>	<b>3.24</b>	<b>2.97</b>	<b>2.42</b>	<b>3.10</b>	<b>3.29</b>	<b>3.28</b>	<b>3.10</b>	<b>3.12</b>	<b>3.33</b>	<b>2.86</b>	<b>3.22</b>	<b>3.34</b>	<b>3.17</b>	<b>2.64</b>	<b>3.14</b>	<b>3.03</b>	<b>3.11</b>	<b>2.97</b>
<b>Standard error</b>	<b>0.50</b>	<b>0.55</b>	<b>0.53</b>	<b>0.54</b>	<b>0.44</b>	<b>0.27</b>	<b>0.32</b>	<b>0.33</b>	<b>0.29</b>	<b>0.32</b>	<b>0.61</b>	<b>0.77</b>	<b>0.47</b>	<b>0.48</b>	<b>0.51</b>	<b>0.43</b>	<b>0.44</b>	<b>0.25</b>	<b>0.25</b>	<b>0.28</b>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	155	156	43	49
Weighted Base	42*	43*	43*	49*
Scottish Government Health Improvement Directorate	14 33%	11 25%	14 33%	11 22%
Food Standards Scotland	- -	34 78% <sup>mnop</sup> qrstux	29 67% <sup>mnop</sup> rstu	30 60% <sup>mnoprstu</sup>
None	2 5%	2 4%	1 2%	3 5%
Don't know	1 2%	* 1%	3 7% <sup>rs</sup>	- -
<b>Average number of mentions</b>	<b>7.09</b>	<b>7.14</b>	<b>6.40</b>	<b>6.59</b>
<b>Standard deviation</b>	<b>2.88</b>	<b>2.91</b>	<b>3.43</b>	<b>3.39</b>
<b>Standard error</b>	<b>0.24</b>	<b>0.24</b>	<b>0.55</b>	<b>0.49</b>

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	47	50	42	57	53	135	141	149	217	154	49	52
Weighted Base	32*	34*	33*	38*	39*	25	34	35	35	30	29*	34*
Office of Fair Trading	28 87% gkl	27 80% c	19 57% c	26 68% c	26 67% c	20 78% c	25 73% c	26 75% c	24 68% c	24 82% ci	21 70% c	23 69% c
Health & Safety Executive	25 78% ci	27 78% ci	14 44% c	27 71% c	24 61% c	19 74% ci	28 83% cehijkl	23 66% c	21 60% c	21 71% c	18 61% c	21 64% c
The British Medical Association	25 76% c	24 70% c	19 58% c	26 70% c	24 62% c	17 69% c	24 70% c	24 69% c	22 63% c	23 76% c	19 65% c	22 64% c
Food Standards Agency	24 74% cej kl	30 87% cde hijkl	17 52% jkl	25 66% ijkl	21 53% ijkl	19 74% cejkl	27 80% cejkl	25 71% cejkl	25 71% cejkl	-	-	-
World Health Organisation (WHO)	22 67% c	23 66% c	15 45% c	22 57% c	20 51% c	15 58% c	21 61% c	22 61% c	20 56% c	22 75% cdefghikl	16 55% c	20 59% c
Scottish Environment Protection Agency (SEPA)	18 56% ce	16 45% c	9 28% c	14 38% c	13 33% c	11 43% c	15 43% c	19 54% cde	17 50% ce	16 55% cde	14 48% c	14 40% c
National Institute for Health and Clinical Excellence (NICE)	11 35% c	11 31% c	7 22% c	11 28% c	7 18% c	8 32% e	11 33% e	14 39% ce	14 41% ce	12 40% ce	8 29% c	11 32% c
British Dietetic Association (BDA)	9 29% c	9 26% c	9 27% c	12 32% c	9 23% c	10 39% e	10 28% c	12 35% c	11 31% c	12 42% e	8 28% c	8 24% c
Office of Communications (OfCOM)	9 29% c	14 39% c	6 17% c	10 26% c	9 23% c	7 29% c	12 35% c	15 43% cdef	15 44% cdef	16 53% acdefgk	10 35% c	16 47% cdef
Audit Scotland	9 28% c	13 39% c	6 18% c	11 29% c	12 30% c	9 35% c	12 34% c	15 43% c	12 32% c	12 41% c	9 29% c	12 35% c
Scottish Government Health Improvement Directorate	6 18% c	5 15% c	4 13% c	7 18% c	6 16% c	6 23% c	4 17% c	6 29% bcg	10 31% bcg	11 29% cg	8 25% c	7 21% c
Scottish Government Rural Directorate	4 11% c	3 10% c	4 11% c	4 12% c	6 16% c	4 17% c	4 12% c	7 20% c	9 26% abcdg	7 24% bg	5 16% c	5 15% c

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base



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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	47	50	42	57	53	135	141	149	217	154	49	52
Weighted Base	32*	34*	33*	38*	39*	25	34	35	35	30	29*	34*
Food Standards Scotland	-	-	-	-	-	-	-	-	-	19	15	18
None	1	1	11	4	5	2	2	3	2	2	5	5
Don't know	4%	2%	32% <sup>abdefghij</sup>	10%	13% <sup>b</sup>	10% <sup>b</sup>	5%	8%	7%	7%	19% <sup>abgij</sup>	15% <sup>b</sup>
Average number of mentions	6.10	5.98	5.78	5.71	5.59	6.39	6.03	6.74 <sup>e</sup>	6.33	7.02 <sup>deg</sup>	6.41	6.15
Standard deviation	2.97	3.21	3.04	3.08	2.97	3.38	3.17	3.49	3.50	3.38	2.89	3.26
Standard error	0.44	0.46	0.56	0.43	0.45	0.31	0.27	0.30	0.25	0.28	0.46	0.49



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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	186	195	180	180	185	545	535	539	
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	172	182	165	166	176	159	176	176	
Scottish Government Health Improvement Directorate	-	-	-	-	-	-	-	-	-	-	-	25	41	23	37	30	41	40	48	
												15%	22%o	14%	22%	17%	26%moq	23%mo	27%moq	
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	126	156	112	128	120	132	148	137	
												73%wx	85%moq	68%wx	77%wx	68%vwx	83%moqt	84%moqt	78%oqwx	
												tuwx	uwx	uwx	uwx	uwx	uwx	uwx	uwx	
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	49	71	38	46	39	57	60	62	
												29%	39%map	23%	28%	22%	36%loq	34%loq	35%loq	
												q	q	q	q	q	q	q	q	
Scottish Environment Protection Agency (SEPA)	-	-	-	-	-	-	-	-	-	-	-	80	88	73	88	69	86	95	93	
												46%	48%	44%	53%q	39%	54%loq	54%loq	53%q	
Scottish Government Rural Directorate	-	-	-	-	-	-	-	-	-	-	-	26	27	22	31	24	27	32	33	
												15%	15%	13%	19%	14%	17%	18%	19%	
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	113	123	93	108	110	103	117	115	
												66%o	68%o	57%	65%	63%	65%	66%o	65%o	
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	59	82	50	56	45	65	75	75	
												34%	45%map	30%	33%	26%	41%loq	43%opq	43%opq	
												q	q	q	q	q	q	q	q	
Audit Scotland	-	-	-	-	-	-	-	-	-	-	-	55	70	47	53	50	64	71	69	
												32%	38%q	28%	32%	28%	40%moqu	40%moqu	39%oquw	
												w	w	w	w	w	w	w	w	
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	123	136	99	117	118	122	131	124	
												72%owx	74%ouw	60%	70%wx	67%	77%oqtu	74%ouwx	70%owx	
												x	x	x	x	x	x	x	x	
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	133	131	107	122	115	121	129	126	
												77%oqu	72%w	65%	73%w	68%	76%oquv	73%ow	72%w	
												wx	wx	wx	wx	wx	wx	wx	wx	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \*\* very small base (under 30) ineligible for sig testing



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
Scottish Government Health Improvement Directorate	53 30%moqs	44 27%moq	45 26%mo	43 25%mo
Food Standards Agency	136 77%oqvw	-	-	-
National Institute for Health and Clinical Excellence (NICE)	68 39%mpq w	56 35%oq	52 30%	56 32%q
Scottish Environment Protection Agency (SEPA)	101 57%moqx	88 55%oq	95 55%q	81 47%
Scottish Government Rural Directorate	42 24%mmoq rs	34 21%o	39 22%oq	32 18%
The British Medical Association	108 61%	110 69%ouw	104 60%	110 63%
Office of Communications (OFCOM)	73 41%oq	70 44%mpq	69 40%q	73 42%oq
Audit Scotland	55 31%	64 40%oquw	52 30%	60 35%
Health & Safety Executive	115 66%	110 69%wx	102 59%	102 59%
Office of Fair Trading	118 67%	110 69%	107 62%	118 68%

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	186	195	180	180	185	545	535	539	
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	172	182	165	166	176	159	176	176	
World Health Organisation (WHO)	-	-	-	-	-	-	-	-	-	-	-	102	107	84	109	88	93	107	112	
British Dietetic Association (BDA)	-	-	-	-	-	-	-	-	-	-	-	59%	59%	51%	66%oq	50%	58%	61%oq	64%oq	
Food Standards Scotland	-	-	-	-	-	-	-	-	-	-	-	51	58	49	52	46	56	56	62	
None	-	-	-	-	-	-	-	-	-	-	-	29%	32%	30%	31%	26%	35%q	32%	35%q	
Don't know	-	-	-	-	-	-	-	-	-	-	-	12	8	23	10	16	8	8	12	
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	7%	4%	14% mnp rs tuxx	6%	9% s	5%	4%	7%	
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	4	*	1	1	
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	2%	*	1%	1%	
	-	-	-	-	-	-	-	-	-	-	-	5.87	6.25q	5.65	6.12	5.47	6.41oq	6.34oq	6.50moqx	
	-	-	-	-	-	-	-	-	-	-	-	3.08	3.41	3.13	3.10	3.01	3.23	3.26	3.29	
	-	-	-	-	-	-	-	-	-	-	-	0.23	0.25	0.25	0.24	0.24	0.14	0.14	0.15	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \*\* very small base (under 30) ineligible for sig testing



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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	700	549	183	180
Weighted Base	176	160	174	174
World Health Organisation (WHO)	107 61% <i>oq</i>	112 70% <i>mnoq</i> <i>rsuw</i> x	98 56%	103 59%
British Dietetic Association (BDA)	58 33%	56 35%	56 32%	51 29%
Food Standards Scotland	- -	114 71% <i>mno</i> p <i>qrstu</i> wx	107 62% <i>mno</i> p <i>qrstu</i>	100 57% <i>mno</i> pqrstu
None	12 7%	12 7%	16 9% <i>s</i>	12 7%
Don't know	2 1%	* -	5 3% <i>mnrsv</i>	3 1%
<b>Average number of mentions</b>	<b>6.39</b> <i>oq</i>	<b>6.52</b> <i>moq</i> x	<b>6.06</b>	<b>5.83</b>
<b>Standard deviation</b>	<b>3.35</b>	<b>3.38</b>	<b>3.43</b>	<b>3.49</b>
<b>Standard error</b>	<b>0.13</b>	<b>0.15</b>	<b>0.27</b>	<b>0.27</b>

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*
Office of Fair Trading	86 88%bce gjl	67 72% 72%	73 72%	82 78%g	79 75%	83 91%bcdeghij	66 65%	62 77%	86 87%bcegl	67 76%	76 87%bcegl	60 69%
Food Standards Agency	86 88%g	79 84%g	84 83%	86 83%	82 77%	78 86%g	73 72%	75 94%cddegj	89 91%egl	75 86%g	81 92%egl	69 79%
The British Medical Association	81 83%bcg j	56 60%	59 58%	74 71%	75 71%	64 71%	59 58%	57 71%	75 76%bcg	57 65%	70 80%bcgjl	57 65%
The Environment Agency	79 81%bl	60 64%	70 69%	84 81%bl	77 73%	72 79%bl	71 70%	57 71%	84 85%bcdeghij	64 73%	73 84%bcghl	57 66%
Health & Safety Executive	77 79%b	58 62%	70 70%	77 75%	82 78%b	73 80%b	71 70%	54 68%	80 81%bh	63 72%	72 82%bhl	61 69%
World Health Organisation (WHO)	70 71%bc	51 54%	52 52%	61 59%	69 65%	52 58%	59 58%	50 62%	76 77%bcdfighl	58 67%c	68 78%bcdfighl	53 60%
Department for Public Health and Health Professions	59 60%bc	38 41%	44 43%	66 63%bcj	63 60%bc	57 64%bcj	55 54%	42 53%	65 66%bcj	40 46%	57 65%bcj	44 50%
National Institute for Health and Clinical Excellence (NICE)	52 53%b	32 35%	39 39%	47 45%	48 46%	43 48%	50 49%b	34 42%	51 52%b	41 46%	48 55%bc	38 44%
Office of Communications (Ofcom)	48 49%c	37 40%	34 34%	49 47%	53 50%c	44 49%c	47 46%	38 47%	56 57%bc	49 57%bc	54 61%bcgl	40 45%
British Dietetic Association (BDA)	48 49%bce j	20 21%	26 25%	38 37%b	32 30%	36 40%bc	43 42%bc	32 40%bc	45 46%bce	28 32%	43 49%bcgj	31 35%b
Department for Rural Affairs	43 44%e	33 35%	35 35%	35 33%	28 27%	38 42%e	46 45%e	33 41%e	49 50%bcde	43 49%cde	48 55%bcde	34 39%
None	4 4%	4 5%	5 5%	3 3%	6 6%	1 1%	5 9%fhi	1 2%	9 1%	5 5%	3 3%	5 5%
Don't know	- -	1 1%	- -	1 1%	2 2%	1 1%	- 2%	- -	- -	2 2%	- -	2 2%

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*
Average number of mentions	7.72bc	6.01	6.12	6.99b	7.06bc	7.23bc	7.07b	6.76	7.77bchl	7.25bc	8.13bcddeghi	6.69
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35

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

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

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults Wales

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	50	58	49	58
Weighted Base	49*	46*	49*	44*
Office of Fair Trading	41 84% <sub>n</sub>	31 68%	42 85% <sub>nx</sub>	30 67%
Food Standards Agency	45 92% <sub>qpx</sub>	37 81%	45 92% <sub>qs</sub>	34 78%
The Environment Agency	39 80% <sub>rv</sub>	27 60%	38 77%	28 64%
Health & Safety Executive	37 75%	28 61%	38 77%	28 63%
The British Medical Association	35 72% <sub>n</sub>	24 53%	39 79% <sub>novx</sub>	25 56%
World Health Organisation (WHO)	35 72% <sub>no</sub>	26 58%	38 76% <sub>nopr</sub> x	24 55%
Department for Public Health and Health Professions	33 68% <sub>rv</sub>	19 43%	34 69% <sub>rv</sub>	24 55%
Office of Communications (OFCCOM)	26 54% <sub>o</sub>	22 49%	28 56% <sub>o</sub>	21 48%
National Institute for Health and Clinical Excellence (NICE)	26 53%	20 45%	29 59% <sub>q</sub>	21 48%
Department for Rural Affairs	23 46% <sub>q</sub>	20 43% <sub>q</sub>	25 50% <sub>noq</sub>	17 37%



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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	46	42	56	58	57	48	57	41	57	54	43	52	57	57	51	59	61	51	53	45
Weighted Base	45*	46*	52*	48*	54*	43*	53*	40*	49*	42*	38*	43*	53*	47*	49*	56*	52*	48*	49*	40*
British Dietetic Association (BDA)	23 50%bc	8 18%	12 23%	15 32%	17 31%	19 45%bc	19 36%	18 44%bc	24 48%bc	15 36%	19 51%bc	15 34%	26 49%noq	12 25%	13 27%	23 41%	15 30%	17 36%	24 49%noqv	14 35%
None	-	-	1 1%	1 2%	4 7%	-	6 11%abcfh i	-	-	1 3%	2 5%	2 5%	4 7%	4 9%	4 9%	2 4%	2 5%	1 1%	4 7%	1 3%
Don't know	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	2 4%	1 3%	1 1%	-
Average number of mentions	8.02bc	6.01	5.94	7.23bc	7.55bc	7.58bc	6.68	6.90	7.97bcg	8.00bcf	8.53bcd	6.65	7.45n	6.02	6.32	6.77	6.53	6.91	7.47	6.63
Standard deviation	2.88	2.88	3.22	2.65	2.73	3.08	3.57	3.31	2.46	2.57	2.37	3.44	2.86	3.46	3.17	3.20	2.96	3.05	3.55	3.11
Standard error	0.42	0.44	0.43	0.35	0.37	0.44	0.51	0.52	0.33	0.36	0.37	0.49	0.39	0.49	0.47	0.43	0.40	0.44	0.52	0.47

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



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

Base: All adults Wales

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	50	58	49	58
Weighted Base	49*	46*	49*	44*
British Dietetic Association (BDA)	21 44%	13 29%	24 49%no	16 36%
None	1 2%	3 7%	1 2%	2 6%
Don't know	-	1 2%	-	2 4%
Average number of mentions	7.57n	6.51	7.82no	6.72
Standard deviation	3.05	3.63	3.34	3.71
Standard error	0.44	0.50	0.48	0.51

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	10	12	21	17	16	14	14	18	10	11	12	12	15	16	12	15	21	9	13	6
Weighted Base	11**	12**	20**	19**	13**	11**	15**	17**	11**	15**	10**	10**	15**	14**	13**	15**	23**	8**	14**	6**
Food Standards Agency	9	11	16	16	8	8	7	15	10	11	6	6	14	13	11	12	18	8	8	5
	79%	91%	81%	82%	61%	78%	51%	89%	91%	76%	61%	61%	95%	90%	84%	76%	78%	100%	57%	84%
Office of Fair Trading	8	8	9	11	4	9	5	8	8	9	3	4	13	8	11	11	16	7	7	4
	72%	68%	46%	56%	26%	79%	35%	46%	69%	57%	26%	43%	86%	60%	88%	74%	71%	86%	48%	73%
Health & Safety Executive	5	5	9	9	6	4	8	8	3	10	4	4	11	8	9	11	17	8	7	3
	46%	44%	46%	46%	46%	32%	56%	45%	29%	65%	36%	45%	72%	57%	69%	73%	75%	100%	49%	55%
Office of Communications (OFCOM)	5	3	3	5	3	1	6	2	3	6	3	3	7	1	4	8	10	4	4	3
	42%	24%	13%	27%	25%	10%	37%	13%	25%	42%	31%	29%	45%	7%	32%	52%	41%	52%	26%	47%
The British Medical Association	5	3	8	4	3	1	4	5	4	6	4	4	11	5	5	10	13	8	5	4
	42%	22%	38%	20%	19%	11%	28%	29%	36%	42%	38%	36%	72%	39%	38%	69%	56%	93%	34%	73%
World Health Organisation (WHO)	5	2	5	11	2	2	5	7	5	9	3	7	9	6	8	10	5	5	5	3
	40%	20%	28%	56%	16%	21%	32%	38%	42%	59%	33%	73%	61%	45%	60%	69%	45%	54%	34%	57%
The Environment Agency	4	4	10	13	6	7	6	6	3	8	4	5	14	8	10	13	16	8	7	2
	36%	32%	52%	66%	49%	60%	42%	34%	26%	57%	44%	53%	89%	59%	80%	86%	67%	93%	49%	41%
Department for Public Health and Health Professions	4	3	4	8	5	4	7	5	3	2	1	4	4	5	8	9	12	4	4	2
	32%	24%	22%	42%	35%	33%	48%	31%	31%	16%	11%	45%	25%	36%	60%	60%	53%	52%	26%	41%
British Dietetic Association (BDA)	4	2	1	2	1	3	3	1	-	2	2	2	5	1	2	5	5	3	1	3
	32%	20%	4%	12%	9%	25%	20%	5%	-	16%	23%	23%	31%	7%	17%	30%	22%	37%	9%	55%
Department for Rural Affairs	2	1	2	1	-	1	3	1	-	4	3	3	5	3	3	6	2	2	2	2
	14%	7%	11%	7%	-	10%	20%	5%	-	24%	31%	30%	33%	21%	27%	38%	10%	25%	17%	41%
National Institute for Health and Clinical Excellence (NICE)	-	3	1	8	2	1	3	2	2	2	1	2	8	3	3	8	6	2	4	1
	-	26%	4%	42%	12%	5%	20%	13%	15%	16%	8%	23%	52%	24%	27%	52%	26%	26%	26%	15%
None	2	1	1	1	3	1	2	1	1	2	3	-	-	1	-	1	3	-	4	-
	13%	9%	4%	4%	21%	6%	13%	8%	9%	11%	27%	-	-	4%	-	9%	11%	-	29%	-
Don't know	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	-	-	-	-	5%	-	7%	-	-	6%	-	12%	-	-	-	-	3%	-	-	-
<b>Average number of mentions</b>	<b>5.02</b>	<b>4.15</b>	<b>3.60</b>	<b>4.76</b>	<b>3.99</b>	<b>3.87</b>	<b>4.89</b>	<b>3.80</b>	<b>4.01</b>	<b>5.61</b>	<b>4.67</b>	<b>5.22</b>	<b>6.59</b>	<b>4.66</b>	<b>5.83</b>	<b>7.48</b>	<b>6.40</b>	<b>7.19</b>	<b>5.29</b>	<b>5.81</b>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults Wales

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	10	10	13	17
Weighted Base	13**	10**	13**	18**
Food Standards Agency	12 91%	8 79%	13 100%	15 83%
Office of Fair Trading	10 78%	7 70%	11 81%	12 66%
Health & Safety Executive	9 71%	5 50%	12 92%	12 70%
Office of Communications (OFCOM)	9 68%	4 40%	7 51%	8 47%
The British Medical Association	9 70%	3 30%	9 68%	11 59%
World Health Organisation (WHO)	10 81%	3 30%	7 56%	10 55%
The Environment Agency	13 100%	6 60%	12 92%	12 70%
Department for Public Health and Health Professions	9 71%	4 40%	7 54%	7 40%
British Dietetic Association (BDA)	2 19%	2 19%	4 33%	6 35%
Department for Rural Affairs	6 48%	2 20%	5 41%	5 28%
National Institute for Health and Clinical Excellence (NICE)	8 59%	3 30%	5 37%	8 44%
None	-	2 21%	-	1 7%
Don't know	-	-	-	1 4%
<b>Average number of mentions</b>	<b>7.56</b>	<b>5.91</b>	<b>7.04</b>	<b>6.68</b>

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	10	12	21	17	16	14	14	18	10	11	12	12	15	16	12	15	21	9	13	6
Weighted Base	11**	12**	20**	19**	13**	11**	15**	17**	11**	15**	10**	10**	15**	14**	13**	15**	23**	8**	14**	6**
Standard deviation	2.41	2.71	1.96	2.97	2.35	2.03	3.94	2.13	2.77	3.39	3.40	4.32	2.92	2.45	2.93	3.22	2.49	2.52	3.36	3.80
Standard error	0.80	0.82	0.44	0.74	0.68	0.56	1.19	0.52	0.92	1.13	1.13	1.30	0.75	0.63	0.85	0.89	0.59	0.84	1.12	1.55

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	10	10	13	17
Weighted Base	13**	10**	13**	18**
Standard deviation	1.56	3.48	2.78	3.56
Standard error	0.49	1.23	0.77	0.92

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	18	27	31	24	21	20	21	12	14	11	14	18	29	24	15	26	26	23	30	26
Weighted Base	17**	26**	33**	25**	21**	22**	23**	13**	17**	11**	16**	19**	30**	25**	16**	23**	25**	25**	29**	26**
The British Medical Association	17	16	22	20	19	14	16	8	13	7	12	13	29	21	12	23	23	19	23	24
Office of Fair Trading	100%	63%	65%	80%	91%	63%	66%	59%	75%	59%	75%	71%	95%	84%	75%	100%	91%	79%	79%	92%
The Environment Agency	17	18	28	21	15	20	17	9	14	9	15	11	28	18	12	22	24	23	25	24
Health & Safety Executive	100%	70%	84%	85%	90%	94%	73%	68%	84%	78%	98%	62%	94%	74%	78%	97%	94%	95%	87%	93%
Food Standards Agency	16	21	26	22	19	15	19	10	14	10	14	11	26	18	12	21	24	22	26	23
World Health Organisation (WHO)	94%	81%	78%	86%	89%	70%	82%	76%	84%	91%	89%	58%	87%	71%	76%	91%	97%	90%	90%	86%
National Institute for Health and Clinical Excellence (NICE)	16	17	25	19	18	18	19	9	17	8	13	14	28	18	15	20	23	23	23	22
Department for Public Health and Health Professions	91%	66%	77%	77%	86%	84%	82%	72%	100%	72%	82%	78%	91%	71%	96%	87%	93%	92%	81%	84%
British Dietetic Association (BDA)	16	22	30	24	19	19	18	13	17	10	16	17	29	23	13	20	23	22	25	26
Office of Communications (OfCOM)	90%	84%	90%	94%	89%	87%	77%	100%	100%	91%	100%	91%	97%	91%	82%	87%	91%	89%	88%	100%
Department for Rural Affairs	14	17	19	7	20	9	16	7	12	7	12	10	26	16	9	17	20	18	22	20
None	79%	64%	57%	28%	96%	41%	69%	51%	68%	59%	75%	52%	86%	65%	61%	73%	80%	74%	78%	75%
Don't know	14	9	15	11	11	11	13	7	10	3	13	10	20	10	11	9	19	17	20	17
Average number of mentions	78%	35%	47%	46%	54%	52%	55%	51%	58%	25%	82%	53%	66%	38%	68%	37%	74%	69%	71%	65%
	13	13	15	17	15	11	12	7	10	4	12	7	24	10	8	15	17	18	21	17
	77%	50%	46%	69%	72%	50%	51%	54%	58%	35%	75%	36%	78%	41%	49%	67%	70%	74%	72%	66%
	11	5	10	10	9	7	14	9	12	4	9	6	18	8	7	15	12	15	16	14
	61%	20%	29%	38%	45%	34%	60%	67%	73%	32%	57%	35%	61%	31%	42%	65%	48%	61%	55%	53%
	8	14	14	11	14	10	13	6	9	5	13	8	19	11	8	15	17	17	17	18
	47%	52%	43%	43%	67%	44%	55%	45%	56%	47%	62%	42%	63%	44%	52%	66%	69%	67%	60%	68%
	7	9	16	8	8	8	14	5	11	6	9	5	19	12	5	10	13	15	19	18
	41%	33%	48%	33%	38%	37%	59%	36%	63%	50%	56%	27%	64%	47%	33%	42%	50%	60%	65%	69%
	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	-	3%	4%	-	-	-	3%	-	-	-	5%	-	-	-	-	-	-	-	-	-
	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	-	-	-	3%	-	-	-	-	-	-	-	-	-	3%	-	-	-	5%	-	-
Average number of mentions	8.58	6.37	6.90	7.00	8.16	6.55	7.56	6.80	8.19	6.41	8.68	6.38	8.82	6.76	7.14	8.11	8.58	8.96	8.24	8.51

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults Wales

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	28	34	30	27
Weighted Base	31**	29*	34**	21**
The British Medical Association	28 88%	24 82%	31 91%	17 79%
Office of Fair Trading	29 92%	25 85%	32 96%	18 86%
The Environment Agency	31 100%	24 83%	31 93%	16 76%
Health & Safety Executive	28 89%	23 81%	33 97%	16 76%
Food Standards Agency	28 88%	28 96%	32 96%	18 86%
World Health Organisation (WHO)	27 86%	23 80%	32 94%	14 66%
National Institute for Health and Clinical Excellence (NICE)	19 61%	20 67%	21 63%	10 45%
Department for Public Health and Health Professions	24 78%	18 61%	25 74%	13 62%
British Dietetic Association (BDA)	19 61%	14 47%	20 59%	8 38%
Office of Communications (OfCOM)	19 60%	21 74%	23 68%	12 56%
Department for Rural Affairs	18 56%	20 68%	19 58%	9 41%
None	-	-	-	1 3%
Don't know	-	-	-	-
<b>Average number of mentions</b>	<b>8.60</b>	<b>8.25</b>	<b>8.89</b>	<b>7.35</b>



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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	18	27	31	24	21	20	21	12	14	11	14	18	29	24	15	26	26	23	30	26
Weighted Base	17**	26**	33**	25**	21**	22**	23**	13**	17**	11**	16**	19**	30**	25**	16**	23**	25**	25**	29**	26**
Standard deviation	2.06	2.87	3.06	2.75	2.35	3.14	3.48	3.58	2.71	2.95	3.21	3.30	2.72	3.36	3.15	2.57	2.25	2.63	3.16	2.60
Standard error	0.49	0.56	0.56	0.57	0.51	0.70	0.78	1.03	0.72	0.89	0.86	0.80	0.50	0.70	0.81	0.50	0.44	0.56	0.58	0.51

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults Wales

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	28	34	30	27
Weighted Base	31**	29*	34**	21**
Standard deviation	2.36	3.10	2.50	3.38
Standard error	0.45	0.53	0.46	0.66

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

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

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	31	20	28	35	34	33	32	24	45	46	23	36
Weighted Base	24**	17**	20**	22*	23*	25**	21*	18**	26*	22*	16**	20*
Standard deviation	2.85	3.57	3.53	2.57	3.11	2.75	3.45	2.47	2.69	2.94	2.56	3.74
Standard error	0.53	0.84	0.72	0.45	0.55	0.48	0.66	0.50	0.40	0.45	0.53	0.65

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

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

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults Wales

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Office of Fair Trading	-	-	-	-
Food Standards Agency	-	-	-	-
The British Medical Association	-	-	-	-
The Environment Agency	-	-	-	-
Health & Safety Executive	-	-	-	-
World Health Organisation (WHO)	-	-	-	-
Department for Public Health and Health Professions	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-
Office of Communications (OfCOM)	-	-	-	-
British Dietetic Association (BDA)	-	-	-	-

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	-	-	-	-	-	-	-	-
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	**	**	**	**	**	**	**	**
Department for Rural Affairs	43 44%e	33 35%	35 35%	35 33%	28 27%	38 42%e	46 45%e	33 41%e	49 50%bcde	43 49%cde	48 55%bcde	34 39%	-	-	-	-	-	-	-	
None	4 4%	4 5%	5 5%	3 3%	6 6%	1 1%	9 9%hi	1 2%	1 1%	5 5%	3 3%	5 5%	-	-	-	-	-	-	-	
Don't know	-	1 1%	-	1 1%	2 2%	1 1%	2 2%	-	-	2 2%	-	2 2%	-	-	-	-	-	-	-	
Average number of mentions	7.72bc	6.01	6.12	6.99b	7.06bc	7.23bc	7.07b	6.76	7.77bch	7.25bc	8.13bcd	6.69	-	-	-	-	-	-	-	
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55	-	-	-	-	-	-	-	
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35	-	-	-	-	-	-	-	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Department for Rural Affairs	-	-	-	-
None	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-





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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*
Department for Public Health and Health Professions	59 60%bc	38 41%	44 43%	66 63%bcj	63 60%bc	57 64%bcj	55 54%	42 53%	65 66%bcj	40 46%	57 65%bcj	44 50%
Food Standards Agency	86 88%g	79 84%g	84 83%	86 83%	82 77%	78 86%g	73 72%	75 94%cddeg	89 91%eg	75 86%g	81 92%eg	69 79%
National Institute for Health and Clinical Excellence (NICE)	52 53%b	32 35%	39 39%	47 45%	48 46%	43 48%	50 49%b	34 42%	51 52%b	41 46%	48 55%bc	38 44%
Department for Rural Affairs	43 44%e	33 35%	35 35%	35 33%	28 27%	38 42%e	46 45%e	33 41%e	49 50%bcde	43 49%cde	48 55%bcde	34 39%
The Environment Agency	79 81%bl	60 64%	70 69%	84 81%bl	77 73%	72 79%bl	71 70%	57 71%	84 85%bcdeghj	64 73%	73 84%bcghl	57 66%
The British Medical Association	81 83%bcg j	56 60%	59 58%	74 71%	75 71%	64 71%	59 58%	57 71%	75 76%bcg	57 65%	70 80%bcgj	57 65%
Office of Communications (OFCOM)	48 49%c	37 40%	34 34%	49 47%	53 50%c	44 49%c	47 46%	38 47%	56 57%bc	49 57%bc	54 61%bcg	40 45%
Health & Safety Executive	77 79%b	58 62%	70 70%	77 75%	82 78%b	73 80%b	71 70%	54 68%	80 81%bh	63 72%	72 82%bhl	61 69%
Office of Fair Trading	86 88%bce gj	67 72%	73 72%	82 78%g	79 75%	83 91%bcdeghj	66 65%	62 77%	86 87%bcegl	67 76%	76 87%bcegl	60 69%
World Health Organisation (WHO)	70 71%bc	51 54%	52 52%	61 59%	69 65%	52 58%	59 58%	50 62%	76 77%bcdfigh	58 67%c	68 78%bcdfigh	53 60%
British Dietetic Association (BDA)	48 49%bce	20 21%	26 25%	38 37%b	32 30%	36 40%bc	43 42%bc	32 40%bc	45 46%bce	28 32%	43 49%bcgj	31 35%b

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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*
None	4	4	5	3	6	1	9	1	1	5	3	5
	4%	5%	5%	3%	6%	1%	9% <sup>hi</sup>	2%	1%	5%	3%	5%
Don't know	-	1	-	1	2	1	2	-	-	2	-	2
	-	1%	-	1%	2%	1%	2%	-	-	2%	-	2%
Average number of mentions	7.72 <sup>bc</sup>	6.01	6.12	6.99 <sup>b</sup>	7.06 <sup>bc</sup>	7.23 <sup>bc</sup>	7.07 <sup>b</sup>	6.76	7.77 <sup>bchl</sup>	7.25 <sup>bc</sup>	8.13 <sup>bcdeghl</sup>	6.69
Standard deviation	2.87	3.15	3.19	2.95	2.88	3.07	3.56	3.19	2.76	3.23	2.97	3.55
Standard error	0.29	0.33	0.32	0.28	0.28	0.31	0.36	0.35	0.27	0.32	0.31	0.35

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

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

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base



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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	64	63	53	53	60	127	141	115	119	135	126	126
Weighted Base	60*	60*	53*	54*	57*	57	64	64	64	60	60	60
National Institute for Health and Clinical Excellence (NICE)	16 26%	22 38%	16 31%	17 31%	18 31%	25 44%agj	16 26%	21 32%	25 40%g	18 30%	22 37%	23 39%g
None	1 2%	-	1 3%	4 8%b	2 3%	2 3%	4 6%b	2 3%	2 4%	3 4%	3 5%	2 4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	7.35	7.65	7.21	7.15	7.03	8.32egh	6.68	7.07	7.79g	7.62g	7.70g	8.60acdegjh
Standard deviation	3.01	2.93	3.56	3.78	3.41	3.26	3.43	3.76	3.70	3.32	3.52	3.56
Standard error	0.38	0.37	0.50	0.55	0.45	0.30	0.30	0.36	0.35	0.29	0.32	0.32

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	29	28	22	26	26	63	71	54	60	67	61	58	35	35	31	27	34	64	70	61
Weighted Base	30**	27**	23**	28**	26**	28*	33*	34*	35*	28*	29*	27*	31*	32*	30**	26**	31*	29*	31*	30*
Food Standards Agency	25 86%	26 94%	19 83%	21 74%	23 86%	25 87%	27 80%	28 82%	30 86%	25 88%	25 84%	24 89%	24 78%	32 97% mrs tuwx	26 85%	22 88%	28 89%	23 80%	25 81%	22 74%
Office of Fair Trading	23 79%	23 85%	18 79%	19 66%	15 57%	24 85% ghj	20 61%	22 65%	26 72%	19 69%	21 71%	24 88% ghj k	25 81% w	23 84% stw	23 77%	19 73%	22 70%	22 77% w	20 66%	20 65%
Health & Safety Executive	23 78%	20 73%	16 70%	19 69%	19 71%	22 78%	21 62%	23 68%	25 70%	20 73%	25 84% g	22 80% g	20 63%	23 71%	21 70%	14 56%	18 59%	20 71% t	21 67%	16 51%
The British Medical Association	22 74%	22 83%	15 66%	19 68%	15 55%	20 71%	20 60%	24 73%	22 63%	18 64%	24 81% gij	23 85% gij	19 60%	25 77% sv	23 75%	16 62%	19 60%	21 72% s	16 52%	18 58%
Department for Health, Social Services and Public Safety (DHSSPS)	21 71%	18 66%	14 62%	13 47%	16 62%	19 67%	18 53%	22 65%	25 72% g	18 63%	18 62%	20 74% g	25 82% swx	23 72%	22 72%	17 65%	20 66%	21 74%	19 63%	20 66%
Department of Agriculture and Rural Development (DARD)	19 63%	24 87%	13 59%	16 55%	16 61%	20 72% g	17 52%	21 63%	23 65%	18 64%	21 73% g	21 79% g	20 66%	28 85% qst uwxx	20 66%	10 41%	19 62%	22 78% stwx	16 51%	16 53%
World Health Organisation (WHO)	16 54%	18 67%	12 52%	20 71%	15 57%	20 71%	19 58%	24 72%	20 56%	18 63%	18 61%	25 91% fgh ijk	22 70% sv	20 60%	17 58%	12 49%	15 48%	19 68% sv	14 45%	17 57%
Public Health Agency (PHA)	16 53%	18 67%	16 72%	15 52%	17 64%	20 71% g	17 50%	21 64%	22 62%	19 69% g	21 72% g	24 87% ght j	15 49%	22 68%	22 73%	16 61%	19 62%	21 73% m	18 59%	18 58%
British Dietetic Association (BDA)	13 44%	13 49%	6 26%	10 35%	10 37%	11 40%	9 28%	14 42%	17 48% g	10 35%	14 49% g	18 65% fgh j	9 29%	7 23%	12 39%	7 27%	16 51% n	10 36%	10 33%	13 43%
Office of Communications (OFCOM)	12 42%	10 36%	8 36%	14 49%	12 46%	15 55% g	12 35%	16 46%	17 47%	16 59% g	14 46%	21 78% fgh ijk	18 58% nqv	8 26%	7 25%	12 46%	9 27%	16 54% nqv	12 40%	11 37%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
\* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults NI

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	59	68	65	68
Weighted Base	29*	32*	31*	33*
Food Standards Agency	23 80%	26 81%	23 75%	24 75%
Office of Fair Trading	20 71%	22 69%	18 58%	23 69%
Health & Safety Executive	19 65%	23 72%t	19 61%	22 66%
The British Medical Association	19 66%	18 56%	25 81%mqst v	21 63%
Department for Health, Social Services and Public Safety (DHSSPS)	21 72%	22 70%	19 61%	20 62%
Department of Agriculture and Rural Development (DARD)	19 64%	20 62%	16 53%	18 56%
World Health Organisation (WHO)	19 67% <i>s</i>	16 49%	17 56%	21 63% <i>s</i>
Public Health Agency (PHA)	21 74% <i>m</i>	25 77% <i>mst</i>	20 66%	23 70% <i>m</i>
British Dietetic Association (BDA)	14 50% <i>mn</i>	15 46% <i>n</i>	17 57% <i>mms</i>	16 50% <i>mn</i>
Office of Communications (OFCOM)	13 44%	11 36%	12 38%	18 55% <i>mqv</i>

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	29	28	22	26	26	63	71	54	60	67	61	58	35	35	31	27	34	64	70	61
Weighted Base	30**	27**	23**	28**	26**	28*	33*	34*	35*	28*	29*	27*	31*	32*	30**	26**	31*	29*	31*	30*
Safefood	12 40%	13 47%	12 52%	13 46%	10 37%	18 63%g	13 40%	16 49%	23 65%g	16 59%g	15 50%	22 81%ghj k	19 61%	13 41%	13 44%	15 58%	21 68%ntw	20 69%ntw	19 62%nt	12 41%
National Institute for Health and Clinical Excellence (NICE)	8 28%	11 39%	7 32%	9 31%	7 28%	13 47%g	7 22%	11 32%	14 39%g	9 34%	13 45%g	13 49%g	7 24%	12 36%	9 31%	8 31%	11 34%	11 40%	9 30%	10 33%
None	1 5%	-	1 3%	2 6%	1 4%	1 2%	1 4%	* 1%	1 4%	1 3%	2 5%	-	-	-	1 2%	2 9%	1 3%	1 4%	3 9%mm	2 5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% -	-	1% -
Average number of mentions	7.48	7.94	7.11	7.07	6.87	8.27g	6.29	7.29	7.77g	7.65g	8.25g	9.48gh i	7.23	7.42	7.28	7.24	7.16	8.36st	7.13	6.80
Standard deviation	2.95	3.34	3.68	4.06	3.39	3.39	3.46	3.89	3.81	3.35	3.30	3.06	3.12	2.58	3.53	3.52	3.48	3.19	3.41	3.65
Standard error	0.56	0.63	0.80	0.83	0.68	0.43	0.42	0.53	0.51	0.42	0.43	0.40	0.53	0.44	0.64	0.72	0.61	0.41	0.43	0.48

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults NI

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	59	68	65	68
Weighted Base	29*	32*	31*	33*
Safefood	18 62%†	24 75%ntw	14 46%	23 69%ntw
National Institute for Health and Clinical Excellence (NICE)	11 40%	9 27%	9 29%	10 30%
None	1 3%	2 5%	1 4%	2 7%
Don't know	-	-	1 1%	-
<b>Average number of mentions</b>	<b>7.80</b>	<b>7.60</b>	<b>7.17</b>	<b>7.81</b>
<b>Standard deviation</b>	<b>3.64</b>	<b>3.34</b>	<b>3.69</b>	<b>3.82</b>
<b>Standard error</b>	<b>0.48</b>	<b>0.42</b>	<b>0.47</b>	<b>0.48</b>



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	9	6	7	7	9	19	23	19	14	19	18	16	10	11	15	15	16	14	24	20
Weighted Base	8**	7**	8**	6**	9**	10**	10**	11**	9**	10**	10**	10**	11**	11**	16**	17**	16**	8**	13**	12**
Food Standards Agency	6	6	6	4	9	8	6	8	6	8	4	10	11	13	14	14	6	10	10	87%
Health & Safety Executive	75%	87%	79%	73%	100%	81%	58%	69%	62%	79%	83%	38%	83%	100%	79%	83%	88%	80%	74%	87%
Office of Fair Trading	5	2	6	1	2	5	4	4	6	5	5	5	7	8	11	14	11	5	9	6
Safefood	63%	29%	75%	14%	20%	45%	37%	26%	66%	51%	56%	51%	67%	72%	69%	83%	67%	62%	67%	54%
World Health Organisation (WHO)	4	2	5	1	4	6	3	5	4	4	5	3	9	10	13	13	10	5	9	9
Department for Health, Social Services and Public Safety (DHSSPS)	47%	34%	71%	14%	41%	56%	29%	45%	38%	44%	57%	26%	67%	91%	79%	76%	64%	66%	68%	72%
Department of Agriculture and Rural Development (DARD)	4	2	6	1	4	8	4	5	5	7	3	3	7	8	10	11	9	5	8	7
British Dietetic Association (BDA)	45%	35%	79%	16%	52%	76%	37%	43%	56%	71%	33%	34%	69%	71%	60%	66%	58%	66%	61%	63%
Office of Communications (OFCOM)	3	3	4	1	2	5	5	6	5	4	6	4	6	5	11	12	6	3	6	5
The British Medical Association	39%	47%	56%	14%	20%	47%	49%	55%	49%	37%	63%	46%	53%	45%	67%	69%	37%	36%	45%	46%
Public Health Agency (PHA)	2	1	5	2	3	5	4	6	4	3	5	4	10	9	9	8	10	4	6	8
National Institute for Health and Clinical Excellence (NICE)	31%	16%	71%	27%	32%	44%	43%	54%	48%	33%	50%	39%	93%	82%	54%	45%	62%	53%	50%	72%
None	2	6	3	-	2	6	2	4	3	4	3	4	8	9	11	8	11	5	7	7
	29%	82%	44%	-	20%	54%	20%	41%	29%	37%	35%	39%	77%	81%	67%	49%	69%	70%	52%	60%
	2	-	-	-	2	1	2	2	2	2	3	2	5	1	5	3	5	1	3	4
	25%	-	-	-	20%	9%	20%	22%	23%	17%	32%	24%	46%	9%	33%	20%	31%	14%	21%	31%
	2	1	-	-	-	2	2	4	2	3	3	4	10	2	4	9	7	3	7	5
	21%	18%	-	-	-	19%	22%	37%	27%	27%	29%	40%	93%	17%	27%	56%	45%	44%	53%	41%
	1	5	5	1	2	2	3	5	3	3	5	3	8	8	12	12	8	5	7	9
	16%	68%	71%	16%	20%	24%	30%	45%	33%	29%	56%	31%	74%	74%	72%	75%	51%	68%	55%	75%
	1	4	6	3	4	5	3	6	4	4	7	5	6	6	9	12	9	4	7	7
	18%	62%	83%	45%	48%	52%	29%	56%	45%	42%	69%	49%	53%	55%	55%	69%	59%	53%	58%	63%
	1	1	1	1	1	1	2	3	3	1	2	2	5	3	8	4	5	2	3	4
	10%	16%	15%	11%	9%	5%	19%	29%	31%	10%	25%	24%	43%	27%	51%	24%	28%	31%	24%	30%
	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1	1	1	-
	-	-	-	14%	-	4%	3%	-	12%	4%	-	13%	-	-	4%	4%	6%	7%	8%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults NI

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	24	26	14	19
Weighted Base	13**	13**	7**	10**
Food Standards Agency	10 75%	12 91%	6 85%	9 90%
Health & Safety Executive	8 59%	9 69%	6 81%	6 61%
Office of Fair Trading	7 58%	10 74%	4 56%	9 86%
Safefood	8 63%	10 74%	5 64%	8 79%
World Health Organisation (WHO)	5 36%	7 53%	5 71%	7 66%
Department for Health, Social Services and Public Safety (DHSSPS)	9 67%	8 63%	3 44%	6 56%
Department of Agriculture and Rural Development (DARD)	7 56%	9 65%	6 79%	5 52%
British Dietetic Association (BDA)	3 27%	4 31%	3 34%	6 56%
Office of Communications (OFCOM)	4 34%	6 46%	4 56%	6 61%
The British Medical Association	5 39%	5 39%	5 70%	8 76%
Public Health Agency (PHA)	10 80%	10 78%	5 73%	8 75%
National Institute for Health and Clinical Excellence (NICE)	3 25%	4 27%	3 44%	4 37%
None	- 3%	1 6%	-	-

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	9	6	7	7	9	19	23	19	14	19	18	16	10	11	15	15	16	14	24	20
Weighted Base	8**	7**	8**	6**	9**	10**	10**	11**	9**	10**	10**	10**	11**	11**	16**	17**	16**	8**	13**	12**
Don't know	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	4.22	4.91	6.45	2.66	3.82	5.38	4.07	5.56	5.78	4.94	5.87	5.08	8.48	7.24	7.41	7.48	7.03	6.92	6.86	6.94
Standard deviation	3.06	3.12	2.74	0.82	2.50	2.82	2.84	3.99	4.23	3.07	3.47	4.15	2.10	2.34	3.92	3.40	3.47	3.83	2.98	3.62
Standard error	1.02	1.27	1.04	0.34	0.83	0.66	0.61	0.94	1.22	0.72	0.82	1.11	0.66	0.71	1.05	0.91	0.90	1.06	0.63	0.81

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	24	26	14	19
Weighted Base	13**	13**	7**	10**
Don't know	-	-	-	-
Average number of mentions	6.37	7.59	7.56	7.95
Standard deviation	3.81	2.72	4.08	3.62
Standard error	0.79	0.55	1.09	0.83

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	21	17	11	19	18	32	31	24	38	29	28	22	11	19	13	9	11	33	44	28
Weighted Base	22**	17**	11**	20**	18**	16*	16**	14**	22*	14**	15**	14**	10**	17**	13**	9**	11**	14*	18*	17**
Department for Health, Social Services and Public Safety (DHSSPS)	19 86%	11 66%	8 78%	14 70%	13 73%	13 79%	9 57%	10 67%	17 78%	12 85%	11 71%	9 68%	8 77%	13 73%	9 67%	5 57%	7 70%	13 91%sv	13 71%	11 66%
Office of Fair Trading	18 81%	15 88%	8 78%	14 69%	10 56%	14 89%	9 56%	9 63%	19 84%	12 87%	9 60%	11 81%	10 100%	16 91%	11 82%	8 91%	11 100%	14 100%sv	15 82%	11 68%
Food Standards Agency	17 77%	16 94%	11 100%	16 80%	17 91%	13 83%	15 93%	12 82%	21 97%	12 87%	12 79%	11 82%	10 92%	17 100%	12 92%	8 83%	8 74%	13 93%	16 90%	13 78%
Health & Safety Executive	16 74%	13 77%	9 83%	12 60%	13 69%	13 91%	8 61%	9 67%	17 77%	10 86%	7 72%	11 67%	5 76%	14 89%	6 68%	7 61%	7 79%	13 88%	11 85%	13 65%
World Health Organisation (WHO)	15 69%	11 66%	5 52%	12 58%	13 72%	13 82%	8 47%	9 61%	17 78%	10 68%	7 47%	11 83%	5 51%	14 78%	6 48%	7 74%	7 66%	13 90%sv	11 60%	13 79%
The British Medical Association	15 67%	13 79%	7 67%	12 62%	10 56%	13 79%	8 47%	10 70%	18 83%	11 77%	12 82%	10 71%	8 77%	17 95%	9 72%	7 74%	10 90%	14 97%sv	14 75%	10 62%
Department of Agriculture and Rural Development (DARD)	13 59%	14 83%	7 67%	11 57%	13 71%	13 82%	8 47%	9 64%	19 84%	10 69%	8 52%	10 71%	7 68%	17 95%	10 75%	6 52%	6 60%	12 88%	13 69%	10 62%
Safefood	13 56%	6 37%	3 26%	12 59%	10 55%	11 68%	9 57%	8 58%	17 78%	11 78%	10 67%	11 85%	4 39%	8 46%	6 45%	4 46%	5 43%	11 78%sv	11 58%	5 31%
Office of Communications (OFCOM)	12 54%	5 30%	5 46%	11 57%	9 49%	13 78%	4 25%	6 45%	14 64%	9 65%	7 49%	10 71%	2 17%	9 50%	5 37%	4 39%	4 37%	9 66%sv	8 45%	7 41%
Public Health Agency (PHA)	12 54%	11 65%	9 83%	10 51%	11 60%	12 75%	6 40%	10 69%	17 76%	12 84%	11 73%	11 80%	7 66%	15 85%	11 87%	4 46%	8 72%	14 97%sv	14 77%	9 56%
National Institute for Health and Clinical Excellence (NICE)	6 27%	9 50%	1 8%	8 41%	8 46%	10 63%	4 28%	6 44%	11 52%	6 42%	6 41%	6 41%	2 18%	6 33%	5 37%	3 28%	4 36%	9 62%sv	6 34%	4 24%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults NI

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	29	33	29	37
Weighted Base	15**	14*	16**	17*
Department for Health, Social Services and Public Safety (DHSSPS)	13 82%	9 65%	11 68%	15 89% <sub>uv</sub>
Office of Fair Trading	14 90%	9 65%	12 76%	16 94% <sub>w</sub>
Food Standards Agency	14 88%	12 85%	13 82%	16 95%
Health & Safety Executive	11 72%	11 79%	13 81%	15 89%
World Health Organisation (WHO)	10 66%	8 55%	10 64%	15 87% <sub>sv</sub>
The British Medical Association	12 79%	11 73%	15 97%	15 89%
Department of Agriculture and Rural Development (DARD)	11 69%	10 70%	13 80%	15 87%
Safefood	8 55%	8 53%	6 36%	13 78% <sub>w</sub>
Office of Communications (OFCOM)	6 42%	6 39%	6 39%	13 75% <sub>sv</sub>
Public Health Agency (PHA)	11 69%	11 77%	11 72%	15 90%
National Institute for Health and Clinical Excellence (NICE)	7 44%	5 33%	6 36%	8 47%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	21	17	11	19	18	32	31	24	38	29	28	22	11	19	13	9	11	33	44	28
Weighted Base	22**	17**	11**	20**	18**	16*	16**	14**	22*	14**	15**	14**	10**	17**	13**	9**	11**	14*	18*	17**
British Dietetic Association (BDA)	5	11	6	8	10	9	5	9	13	8	7	7	6	8	5	4	5	7	8	7
None	23%	62%	59%	38%	56%	56%	28%	61%	61%	58%	49%	49%	60%	45%	35%	48%	49%	48%	42%	41%
Average number of mentions	1	-	-	2	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-
Standard deviation	6%	-	-	9%	5%	3%	7%	3%	-	3%	7%	7%	-	-	-	9%	-	-	2%	-
Standard error	7.76	7.97	7.49	7.71	7.91	9.48	6.28	7.72	9.11	9.11	8.02	9.17	7.44	8.81	7.46	7.73	7.78	9.99sv	8.05	6.72
	2.91	3.29	3.72	3.90	3.85	2.89	3.69	3.84	3.27	3.17	3.73	3.32	2.92	2.32	3.72	3.97	2.35	1.81	3.33	3.82
	0.65	0.80	1.12	0.94	0.93	0.52	0.69	0.80	0.53	0.60	0.73	0.74	0.88	0.53	1.03	1.40	0.71	0.32	0.51	0.72

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	29	33	29	37
Weighted Base	15**	14*	16**	17*
British Dietetic Association (BDA)	11 74%	6 39%	12 74%	13 73%rsv
None	1 4%	-	1 3%	-
Average number of mentions	8.61	7.32	8.32	9.94sv
Standard deviation	3.17	3.39	2.80	2.54
Standard error	0.60	0.59	0.53	0.42



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

Base: All adults NI

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

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	13	10	7	3	6	29	19	24	14	28	37	32
Weighted Base	9**	7**	5**	3**	4**	9**	7**	10**	5**	8**	12*	10*
Don't know	-	-	-	-	-	*	-	-	-	-	*	-
	-	-	-	-	-	3%	-	-	-	-	3%	-
Average number of mentions	7.75	7.39	6.45	7.92	8.03	7.92	7.57	8.64	5.97	8.95	8.13	9.16
Standard deviation	3.01	2.84	3.90	4.86	1.95	3.50	3.06	3.41	4.09	3.07	3.93	3.32
Standard error	0.84	0.90	1.59	2.80	0.80	0.69	0.76	0.74	1.13	0.61	0.68	0.59

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	64	63	53	53	60	127	141	115	
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	60*	60*	53*	54*	57*	57	64	64	
Department for Health, Social Services and Public Safety (DHSSPS)	-	-	-	-	-	-	-	-	-	-	-	46	41	36	30	37	40	37	42	
Public Health Agency (PHA)	-	-	-	-	-	-	-	-	-	-	-	77%psw	69%	68%	56%	64%	71%sa	58%	66%	
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	31	40	38	30	36	41	35	39	
	-	-	-	-	-	-	-	-	-	-	-	51%	68%	73%ms	56%	63%	72%ms	54%	61%	
Safefood	-	-	-	-	-	-	-	-	-	-	-	49	57	45	43	50	47	52	50	
	-	-	-	-	-	-	-	-	-	-	-	82%	96%nop rstuw x	84%	81%	89%	83%	81%	78%	
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	31	26	25	28	31	38	32	29	
	-	-	-	-	-	-	-	-	-	-	-	51%	44%	47%	52%	54%	66%nost w	51%	45%	
Department of Agriculture and Rural Development (DARD)	-	-	-	-	-	-	-	-	-	-	-	16	22	16	17	18	25	16	21	
	-	-	-	-	-	-	-	-	-	-	-	26%	38%	31%	31%	31%	44%mev	26%	32%	
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	39	51	33	26	35	43	33	37	
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	65%	88%nop qstuw x	63%	48%	61%	75%pstv w	52%	58%	
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	40	48	38	35	33	41	36	42	
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	67%	80%qsu v	71%	65%	58%	71%sa	56%	66%	
	-	-	-	-	-	-	-	-	-	-	-	30	18	16	26	21	31	24	27	
	-	-	-	-	-	-	-	-	-	-	-	50%no	31%	29%	47%	36%	54%noqs	38%	43%	
	-	-	-	-	-	-	-	-	-	-	-	42	43	37	34	42	42	41	38	
	-	-	-	-	-	-	-	-	-	-	-	70%	72%	70%	63%	64%	75%t	65%	60%	
	-	-	-	-	-	-	-	-	-	-	-	48	50	41	37	37	46	41	42	
	-	-	-	-	-	-	-	-	-	-	-	80%stw	85%qst vw	78%	69%	64%	81%qstv w	63%	65%	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

Base: All adults NI

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Department for Health, Social Services and Public Safety (DHSSPS)	46 72% <sub>s</sub>	40 67%	37 62%	41 68%
Public Health Agency (PHA)	43 68% <sub>ms</sub>	44 74% <sub>mpst</sub>	42 69% <sub>ms</sub>	47 78% <sub>mpqst</sub>
Food Standards Agency	53 83%	51 85%	48 80%	49 81%
Safefood	41 64% <sub>nstw</sub>	40 67% <sub>mnos tw</sub>	29 48%	45 74% <sub>mnpqstvw</sub>
National Institute for Health and Clinical Excellence (NICE)	25 40% <sub>s</sub>	18 30%	22 37%	23 39% <sub>s</sub>
Department of Agriculture and Rural Development (DARD)	41 65% <sub>s</sub>	38 63%	37 62%	40 66% <sub>ps</sub>
The British Medical Association	41 65%	36 60%	48 81% <sub>pqst uv</sub>	44 73% <sub>qsv</sub>
Office of Communications (OFCOM)	29 46%	28 47% <sub>no</sub>	26 43%	40 66% <sub>mnpqstuvw</sub>
Health & Safety Executive	44 68%	43 72% <sub>st</sub>	43 72%	43 72%
Office of Fair Trading	46 72%	41 69%	39 65%	46 77% <sub>stvw</sub>

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	64	63	53	53	60	127	141	115
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	60*	60*	53*	54*	57*	57	64	64
World Health Organisation (WHO)	-	-	-	-	-	-	-	-	-	-	-	-	38	38	29	32	30	39	33	41
British Dietetic Association (BDA)	-	-	-	-	-	-	-	-	-	-	-	-	62%	63%	55%	60%	52%	69% <sup>qsv</sup>	52%	65% <sup>s</sup>
None	-	-	-	-	-	-	-	-	-	-	-	-	22	21	18	17	26	22	19	27
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	36%	35%	34%	31%	44%	38%	30%	42%
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	4	2	2	4	2
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	3%	8% <sup>n</sup>	3%	3%	6% <sup>un</sup>	3%
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%
	-	-	-	-	-	-	-	-	-	-	-	-	7.35	7.65	7.21	7.15	7.03	8.32 <sup>qst</sup>	6.68	7.07
	-	-	-	-	-	-	-	-	-	-	-	-	3.01	2.93	3.56	3.78	3.41	3.26	3.43	3.76
	-	-	-	-	-	-	-	-	-	-	-	-	0.38	0.37	0.50	0.55	0.45	0.30	0.30	0.36

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
World Health Organisation (WHO)	39 61%	33 56%	35 59%	46 76% <sup>oqqsuww</sup>
British Dietetic Association (BDA)	31 49% <sup>ps</sup>	25 41%	32 53% <sup>mnop</sup> rs	34 57% <sup>mnoprstv</sup>
None	2 4%	3 4%	3 5%	2 4%
Don't know	-	-	- 1%	-
Average number of mentions	7.79 <sup>s</sup>	7.62 <sup>s</sup>	7.70 <sup>s</sup>	8.60 <sup>mopqstv</sup>
Standard deviation	3.70	3.32	3.52	3.56
Standard error	0.35	0.29	0.32	0.32

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

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

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base



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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	64	63	53	53	60	127	141	115	119	135	126	126
Weighted Base	60*	60*	53*	54*	57*	57	64	64	64	60	60	60
World Health Organisation (WHO)	38 62%	38 63%	29 55%	32 60%	30 52%	39 69%egj	33 52%	41 65%g	39 61%	33 56%	35 59%	46 76%coegijk
British Dietetic Association (BDA)	22 36%	21 35%	18 34%	17 31%	26 44%	22 38%	19 30%	27 42%	31 49%dg	25 41%	32 53%abcdfg	34 57%abcdfghj
None	1 2%	-	1 3%	4 8%b	2 3%	2 3%	4 6%b	2 3%	2 4%	3 4%	3 5%	2 4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Average number of mentions	7.35	7.65	7.21	7.15	7.03	8.32egh	6.68	7.07	7.79g	7.62g	7.70g	8.60acdegjh
Standard deviation	3.01	2.93	3.56	3.78	3.41	3.26	3.43	3.76	3.70	3.32	3.52	3.56
Standard error	0.38	0.37	0.50	0.55	0.45	0.30	0.30	0.36	0.35	0.29	0.32	0.32



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Ensuring the food you buy is safe to eat	825 52%	832 50%	801 50%	820 51%	807 53%	872 53%	936 57%abcdef	936 59%abcdef	939 60%abcdef	942 59%abcdef	896 61%abcdefg	974 64%abcdefghj
Date labels, such as "best before" and "use by" labels	280 18%cd	297 18%cd	234 15%	240 15%	360 23%abcdefgk	311 19%cd	327 20%cd	325 21%cd	395 25%abcdefghk	374 24%abcdefghk	277 19%cd	392 26%abcdefghk
Promoting and enabling healthy eating and healthy lifestyles	231 15%bcd	195 12%	180 11%	164 10%	218 14%bcdfgh	175 11%	187 11%	185 12%	247 16%bcdfghjk	208 13%cd	189 13%cd	230 15%bcdfgh
Nutrition labelling information, such as traffic light labelling	228 14%cd	202 12%	166 10%	182 11%	316 21%abcdf	269 16%bcd	300 18%abcd	294 19%abcd	326 21%abcdk	335 21%abcdfgk	264 18%abcd	395 26%abcdefghjk
Country of origin labels, which identify where food comes from	180 11%	169 10%	154 10%	152 9%	211 14%bcd	276 17%abcde	246 15%abcd	234 15%abcd	294 19%abcdeghk	290 18%abcdeghk	215 15%abcd	331 22%abcdefghjk
Promoting food safety in the home	178 11%cd	178 11%cd	134 8%	154 10%	169 11%cd	184 11%cd	167 10%	174 11%cd	250 16%abcdefghj	202 13%cdg	168 12%cd	195 13%cdg
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	162 10%bcde	132 8%	98 6%	115 7%	122 8%	127 8%	132 8%cd	141 9%cd	195 13%abcdefgh	166 10%bcdefg	161 11%bcdefgh	217 14%abcdefghk
Quality / standard of the food	97 6%ceij	81 5%kl	62 4%k	93 6%ceikl	59 4%k	91 6%ceikl	90 5%ceikl	77 5%kl	62 4%k	70 4%kl	34 2%	46 3%
Hygiene	48 3%	68 4%hkl	63 4%hk	63 4%hk	46 3%	57 3%h	55 3%h	32 2%	57 4%hk	60 4%hk	33 2%	41 3%
Animal welfare	38 2%k	33 2%	36 2%	36 2%	36 2%	27 2%	27 2%	29 2%	22 1%	38 2%k	20 1%	29 2%



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Manufacturing/ production/packaging of food	34 2%gjl	48 3%fghi jkl	31 2%l	31 2%l	34 2%gjl	29 2%l	20 1%	21 1%	24 2%l	19 1%	23 2%l	12 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	32 2%	42 3%	62 4%abefghijkl	48 3%fl	36 2%	28 2%	36 2%	39 2%	33 2%	32 2%	32 2%	24 2%
The way food is stored/ transported (correct temperatures etc.)	16 1%k	10 1%	18 1%k	17 1%k	20 1%bdk	9 1%	16 1%k	13 1%k	12 1%k	11 1%	4 *	10 1%
Everything / All food issues	12 1%	16 1%	10 1%	14 1%	16 1%	17 1%	16 1%	17 1%	10 1%	12 1%	8 1%	16 1%
Maintaining Standards / Regulations	11 1%	29 2%agh	31 2%aghijl	36 2%aghijl	23 2%ah	28 2%agh	13 1%	11 1%	26 2%agh	16 1%	22 2%ah	16 1%
Fat/salt content in food	9 1%	5 *	5 *	6 *	7 *	5 *	6 *	5 *	3 *	3 *	3 *	4 *
What goes into our food (additives/chemicals etc.)	9 1%	23 1%ai	34 2%aekl	30 2%aik	17 1%	34 2%aek	26 2%ai	21 1%a	10 1%	21 1%a	12 1%	22 1%ai
How food is grown / Farmed	9 1%gj	8 *	9 1%gj	6 *	6 *	4 *	2 *	9 1%gj	10 1%gj	2 *	5 *	5 *
Complaints Procedures	9 1%fqhj kl	5 *l	4 *l	4 *	3 *	2 *	2 *	2 *	3 *	1 *	1 *	-
Food imports / Exports	7 *k	8 *k	5 *	7 *k	3 *	7 *k	6 *	5 *	5 *	4 *	1 *	3 *
Health	5 *	4 *	6 *jk	7 *hjk	3 *	5 *	3 *	1 *	3 *	1 *	* *	3 *
Price	5 *	10 1%	11 1%	9 1%	11 1%	4 *	8 *	6 *	8 1%	6 *	4 *	7 *

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Weight & Measures	4	7	-	5	5	4	6	5	1	1	3	1
Health & Hygiene Certificates	3	2	2	4	2	-	4	4	2	2	4	-
Advertising	3	3	-	7	2	3	3	2	1	1	2	-
Effect on the Environment	3	4	-	1	-	1	1	1	2	1	-	-
Sales of food in shops/restaurants	-	11	20	17	7	11	9	6	15	10	7	14
Health and Safety standards	-	6	7	1	7	3	5	3	4	3	5	2
Infections/diseases in/contaminated foods	-	4	10	5	6	8	5	2	4	3	5	3
Control where food comes from/food origin	-	5	6	10	6	17	13	5	6	16	3	1
Food labelling	-	5	11	4	5	15	5	10	8	7	3	8
Freshness of food	-	4	5	5	5	2	6	2	1	3	2	3
To ensure food products are/contain what they claim	-	-	7	3	5	29	6	10	13	16	12	15
Food preparation	-	-	6	14	11	5	8	12	12	17	4	13
Sugar content of food	-	-	-	6	1	3	4	4	2	4	3	1
Cleanliness (no further detail)	-	-	-	4	12	4	8	6	7	9	6	7



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Training/educating people (in hygiene)	-	-	-	10 1%abcfghijk	6 *abcgi	2 *	-	1 *	*	1 *	1 *	3 *
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6 *abcgijl	5 *abcgijl	2 *	*	2 *	*	*	1 *	-
Food handling	-	-	-	-	-	-	-	-	1 *	2 *	1 *	1 *
(Food) Safety (no further detail)	-	-	-	-	-	1 *	10 1%abcdefk	6 *abcde	6 *abcde	4 *	1 *	7 *abcde
GM foods	-	-	-	-	-	2 *	1 *	2 *	3 *	2 *	2 *	4 *abcde
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	15 1%abcdaghijk	6 *abcde	4 *abcde	4 *abcde	5 *abcde	2 *	1 *
Processing of food	-	-	-	-	-	-	-	-	4 *abcdefgh	3 *	1 *	2 *
Ratings	-	-	-	-	-	-	-	-	1 *	-	3 *	-
Other	22 1%	42 2%aaik l	34 2%ak	29 2%aj	27 2%ai	30 2%aj	24 1%	28 2%aj	14 1%	26 2%	16 1%	21 1%
Don't know	357 23%ghij kl	391 23%fgh ijkl	349 22%hijl	351 22%hijl	331 22%hijl	332 20%ijl	316 19%kl	279 18%kl	225 14%	271 17%kl	283 19%kl	230 15%
Average number of mentions	2.02cd	1.95c	1.82	1.87	2.20abcdgh	2.08bcd	2.07bcd	2.07cd	2.28abcdfghk	2.24abcdfghk	2.09bcd	2.38abcdefghjk
Standard deviation	1.50	1.43	1.28	1.31	1.52	1.50	1.51	1.49	1.69	1.65	1.55	1.70
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Ensuring the food you buy is safe to eat	413 54%	412 51%	377 49%	403 52%	395 54%	423 54%	452 57%bcd	442 58%bcd	469 62%abcd	453 60%abcd	437 63%abcd	482 66%abc defghj	412 51%	420 49%	425 52%	417 50%	412 52%	449 53%	485 57%mnop q	484 60%mnopqr
Date labels, such as "best before" and "use by" labels	126 16%	126 16%	108 14%	99 13%	174 24%abcd	153 20%bcd	135 17%cd	152 20%bcd	193 25%abcd	182 24%abcd	128 18%cd	190 26%abc defghk	154 19%o	171 20%o	126 15%	141 17%	186 23%mnopr	158 18%	193 23%opr	174 21%op
Promoting and enabling healthy eating and healthy lifestyles	115 15%bdf	89 11%	99 13%	82 11%	100 14%	83 11%	92 12%	92 12%	129 17%bcdcf	104 14%	85 12%	116 16%bdf gh	116 14%opr s	106 12%	81 10%	82 10%	119 15%oprs t	92 11%	95 11%	93 11%
Nutrition labelling information, such as traffic light labelling	103 13%c	92 11%	76 10%	87 11%	151 21%abcd	121 15%bcd	135 17%abcd	139 18%abcd	159 21%abcd	162 21%abcd	133 19%abcd	193 26%abc defghi jk	124 15%op	111 13%	90 11%	95 11%	165 21%mnop	148 17%nop	165 19%mnop	155 19%nop
Promoting food safety in the home	87 11%c	89 11%c	55 7%	72 9%	80 11%c	83 11%c	69 9%	99 13%cdg	132 17%abcd efghjkl	102 13%cdg	89 13%cdg	96 13%cdg	91 11%	89 10%	79 10%	82 10%	88 11%	101 12%	98 12%	74 9%
Country of origin labels, which identify where food comes from	84 11%cd	78 10%	68 9%	57 7%	88 12%cd	131 17%abcd	110 14%bcd	114 15%abcd	144 19%abcd	149 20%abcd	106 15%abcd	165 22%abc defghk	97 12%	91 11%	86 10%	95 11%	122 15%nop	146 17%mnop	136 16%mnop	121 15%nop
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	72 9%c	60 7%	44 6%	52 7%	51 7%	57 7%	57 7%	69 9%c	98 13%abcd	80 11%bcde	73 10%cdef	107 15%abc defghj k	90 11%nopr	71 8%	54 7%	63 8%	72 9%	70 8%	75 9%	72 9%
Quality / standard of the food	44 6%k	46 6%k	31 4%	52 7%cekl	28 4%	53 7%cekl	46 6%kl	43 6%k	36 5%k	42 6%k	16 2%	26 4%	54 7%noqt uwx	36 4%w	31 4%	42 5%wx	31 4%	39 5%wx	44 5%wx	34 4%w



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Ensuring the food you buy is safe to eat	470 59% <i>mnop</i> qr	489 59% <i>mnop</i> qr	459 60% <i>mnop</i> qr	493 63% <i>mnopqrs</i>
Date labels, such as "best before" and "use by" labels	202 25% <i>mnop</i> rtw	192 23% <i>opr</i>	149 19% <i>o</i>	202 26% <i>mnoprtw</i>
Promoting and enabling healthy eating and healthy lifestyles	119 15% <i>oprs</i> t	104 13%	103 14% <i>op</i>	114 14% <i>oprs</i>
Nutrition labelling information, such as traffic light labelling	168 21% <i>mnop</i>	173 21% <i>mnop</i>	131 17% <i>nop</i>	202 26% <i>mnopqrstuvw</i>
Promoting food safety in the home	118 15% <i>mnop</i> qtw	101 12% <i>t</i>	79 10%	99 13% <i>t</i>
Country of origin labels, which identify where food comes from	150 19% <i>mnop</i> tw	141 17% <i>mnop</i>	109 14% <i>no</i>	166 21% <i>mnopqrstvw</i>
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	97 12% <i>nopq</i> rst	86 10% <i>op</i>	89 12% <i>nopr</i>	110 14% <i>nopqrstv</i>
Quality / standard of the food	27 3%	27 3%	17 2%	20 3%



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Hygiene	21 3%	39 5%ahkl	29 4%hk	32 4%hk	21 3%	25 3%k	30 4%hk	13 2%	26 3%hk	33 4%hkl	11 2%	18 2%	27 3%	30 3%	34 4%t	32 4%	25 3%	32 4%	25 3%	20 2%
Animal welfare	16 2%	16 2%	15 2%	18 2%l	21 3%l	14 2%	17 2%	13 1%	7 2%	19 3%l	11 2%	12 2%	21 3%sw	17 2%	21 3%sw	19 2%	15 2%	13 2%	10 1%	17 2%
Manufacturing/ production/packaging of food	13 2%	25 3%dlgh jkl	19 2%l	12 1%	16 2%l	12 2%	10 1%	10 1%	13 2%	11 1%	10 1%	6 1%	21 3%svx	23 3%stvx	12 1%	20 2%vx	17 2%vx	17 2%cx	10 1%	11 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	13 2%	16 2%	29 4%abfghi kl	21 3%	17 2%	14 2%	15 2%	25 3%akl	15 2%	16 1%	10 1%	12 2%	20 2%	25 3%	33 4%rtuvx	27 3%rx	19 2%	14 2%	21 2%	15 2%
Maintaining Standards / Regulations	6 1%	16 2%	17 2%ah	13 2%	14 2%	16 2%ah	9 1%	6 1%	17 2%ah	8 1%	9 1%	9 1%	4 1%	14 2%smst	13 2%smst	24 3%mqrst uvx	9 1%	11 1%	4 *	5 1%
Fat/salt content in food	6 1%	3 *	3 *	4 1%	6 1%	3 *	4 *	4 1%	1 *	1 *	2 *	1 *	3 *	2 *	2 *	2 *	2 *	1 *	3 *	* *
Food imports / Exports	5 1%k	7 1%k	3 *	2 *	1 *	4 1%	2 *	3 1%	4 1%	1 *	- *	2 *	2 *	1 *	2 *	5 1%	2 *	3 *	4 *	2 *
Everything / All food issues	5 1%	9 1%j	6 1%	5 1%	9 1%j	14 2%dj	8 1%	7 1%	7 1%	2 *	6 1%	7 1%	7 1%	7 1%	5 1%	9 1%w	7 1%	4 *	8 1%	10 1%w
The way food is stored/ transported (correct temperatures etc.)	4 1%	5 1%	11 1%k	7 1%k	7 1%k	5 1%k	11 1%k	4 1%	6 1%k	9 1%k	- *	4 *	12 1%v	5 1%	7 1%	10 1%v	13 2%nrw	5 1%	5 1%	8 1%
How food is grown / Farmed	4 1%	5 1%	4 1%	2 *	3 *	2 *	1 *	4 *	5 1%	1 *	- *	4 1%	5 1%	2 *	5 1%	4 *	3 *	2 *	1 *	5 1%
Effect on the Environment	3 *	1 *	- *	1 *	- *	1 *	- *	- *	- *	- *	- *	- *	- *	3 *	- *	- *	- *	- *	1 *	1 *

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Hygiene	31 4%	27 3%	22 3%	23 3%
Animal welfare	15 2%	18 2%	9 1%	17 2%
Manufacturing/ production/packaging of food	12 1%	8 1%	14 2%	6 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	18 2%	16 2%	22 3%	13 2%
Maintaining Standards / Regulations	9 1%	8 1%	13 2% <sup>mst</sup>	7 1%
Fat/salt content in food	2 *	2 *	2 *	3 *
Food imports / Exports	1 *	3 *	1 *	1 *
Everything / All food issues	4 *	11 1% <sup>w</sup>	2 *	9 1% <sup>w</sup>
The way food is stored/ transported (correct temperatures etc.)	6 1%	2 *	4 *	7 1%
How food is grown / Farmed	5 1%	1 *	4 1%	1 *
Effect on the Environment	2 *	1 *	- -	- -



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Complaints Procedures	2	2	1	1	-	2	1	*	-	1	-	-	6	3	4	3	3	-	1	2
Health & Hygiene Certificates	2	2	1	2	2	-	1	3	2	-	2	-	2	-	1	1	-	-	3	1
Price	1	6	5	5	6	3	6	1	5	2	2	3	3	4	5	5	5	*	2	4
Advertising	1	1	-	5	1	1	2	-	-	1	2	-	2	2	-	2	1	2	1	2
Health	1	3	5	3	3	3	3	-	1	1	*	-	4	1	1	4	-	2	-	1
What goes into our food (additives/chemicals etc.)	1	11	13	15	5	18	15	11	7	10	4	8	8	13	21	15	13	16	10	10
Weight & Measures	-	1	-	1	3	3	2	2	*	1	-	1	4	6	-	3	2	*	4	2
Sales of food in shops/restaurants	-	6	9	8	4	7	5	3	4	7	3	8	-	6	11	9	3	3	4	4
Health and Safety standards	-	2	4	1	4	3	4	3	1	2	3	1	-	5	3	-	3	-	*	-
Infections/diseases in/contaminated foods	-	2	5	1	5	3	1	2	2	*	2	2	-	2	5	3	1	5	5	*
Control where food comes from/food origin	-	1	3	5	2	10	8	4	4	7	2	-	-	4	2	5	3	8	6	1

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Complaints Procedures	3 *	*	1 *	- -
Health & Hygiene Certificates	- -	2 *	2 *	- -
Price	3 *	4 1%	2 *	4 1%
Advertising	1 *	- -	- -	- -
Health	2 *	- -	- -	3 *
What goes into our food (additives/chemicals etc.)	4 *	11 1%u	8 1%	14 2%u
Weight & Measures	1 *	* *	3 *	- -
Sales of food in shops/restaurants	10 1%mqv	3 *	5 1%m	6 1%m
Health and Safety standards	3 *	* *	2 *	1 *
Infections/diseases in/contaminated foods	1 *	3 *	3 *	1 *
Control where food comes from/food origin	2 *	9 1%motuw x	2 *	1 *

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Food labelling	-	3	3	3	1	7	1	5	7	3	1	2	-	3	8	1	3	8	4	5
Freshness of food	-	1	2	1	3	2	2	-	*	2	-	-	-	3	3	4	2	-	4	2
To ensure food products are/contain what they claim	-	-	-	1	4	12	4	3	6	4	3	7	-	-	7	2	2	17	2	6
Food preparation	-	-	5	6	2	4	3	9	8	8	1	8	-	-	1	8	10	1	5	2
Sugar content of food	-	-	1%ab	1%ab	*	1%ab	*	1%abek	1%abek	1%abk	*	1%abek	-	-	*	1%mnor	1%mnort	*	1%mn	*
Cleanliness (no further detail)	-	-	-	1	7	*	5	4	1	7	2	2	-	-	-	3	5	4	4	3
Training/educating people (in hygiene)	-	-	-	7	2	1	-	1	-	1	-	1	-	-	-	3	4	1	-	-
Public health/consumer advice/information (when food scores/recalls)	-	-	-	4	3	-	-	*	-	1	-	-	-	-	-	1	2	2	*	2
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	4	2	3	1	1	5	-	-	-	-	-	1	6	4
GM foods	-	-	-	-	-	1	*	1	2	1	-	2	-	-	-	-	-	1	1	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Food labelling	1 *	3 *	2 *	6 1%mp
Freshness of food	1 *	2 *	2 *	3 *
To ensure food products are/contain what they claim	6 1%mn	11 1%mpqs	9 1%mpqs	8 1%mpqs
Food preparation	4 1%mn	9 1%mnort	3 *	5 1%mnr
Sugar content of food	1 *	2 *	3 *	1 *
Cleanliness (no further detail)	6 1%mmo	2 *	4 *mno	5 1%mmo
Training/educating people (in hygiene)	* *	1 *	1 *	2 *
Public health/consumer advice/information (when food scares/recalls)	- -	* *	- -	- -
Food handling	1 *	2 *	1 *	1 *
(Food) Safety (no further detail)	3 *	3 *	- -	2 *
GM foods	- -	2 *	2 *	2 *

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	764	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	9 1%abcde hkl	3	1	1	3	1	1	-	-	-	-	-	6 1%mnopq x	3	3
Processing of food	-	-	-	-	-	-	-	4 1%abcdf gh	1	1	1	2	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-
Other	13 2%	18 2%	17 2%	15 2%	13 2%	22 3%ak	13 2%	15 2%	8 1%	11 1%	8 1%	12 2%	9 1%	24 3%msru wx	17 2%	15 2%	14 2%	9 1%	11 1%	13 2%
Don't know	167 22%ij i	181 22%fgj j	166 22%fij	162 21%fij	147 20%ll	132 17%ll	145 18%ll	139 18%ll	89 12%	122 16%ll	130 19%ll	96 13%	190 24%tuv x	209 24%stu vw	183 22%tuv	190 23%tuv	184 23%tuv	200 23%tuv	171 20%	140 17%
Average number of mentions	1.93c	1.90	1.77	1.80	2.14abc d	2.04cd	1.99cd	2.12abc d	2.28abc dfgk	2.27abc dfgk	2.06cd	2.37ab cdefgh k	2.11op	2.01	1.87	1.94	2.25nop t	2.12op	2.15op	2.02o
Standard deviation	1.42	1.37	1.22	1.27	1.41	1.48	1.42	1.52	1.72	1.66	1.50	1.69	1.57	1.47	1.32	1.35	1.61	1.52	1.58	1.46
Standard error	0.06	0.06	0.05	0.05	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.05



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Horse meat \ fraud \ ensuring meat is what it claims to be	4 *n	2 *	1 *	- -
Processing of food	- -	2 *	- -	- -
Ratings	- -	- -	1 *	- -
Other	6 1%	15 2%	8 1%	9 1%
Don't know	136 17%	149 18%	153 20%	135 17%
Average number of mentions	2.28nop t	2.21nop t	2.11op	2.39mnpqrstvw
Standard deviation	1.66	1.64	1.59	1.72
Standard error	0.06	0.06	0.06	0.06

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Ensuring the food you buy is safe to eat	95 47%	107 45%	105 49%	104 45%	98 47%	103 46%	112 54%	124 56%bdf	103 51%	115 55%	102 51%	111 60%abc def	144 56%	139 51%	122 47%	140 46%	129 51%	141 49%	159 58%opr	167 62%nopqr
Date labels, such as "best before" and "use by" labels	42 21%cd	46 19%c	25 12%	29 13%	37 18%	34 15%	38 18%	29 13%	46 22%cdh	45 21%cdh	35 17%	41 22%cdh	49 19%	61 23%p	44 17%	42 15%	55 22%p	58 20%	47 17%	66 25%ops
Promoting and enabling healthy eating and healthy lifestyles	33 16%code fh	32 13%df	17 8%	15 6%	18 9%	15 7%	25 12%	19 9%	31 15%cdfh	26 12%cd	23 11%	21 11%	35 14%	32 12%	32 12%	31 10%	37 14%	39 14%	35 13%	34 12%
Nutrition labelling information, such as traffic light labelling	29 14%c	24 10%	12 6%	20 9%	29 14%c	22 10%	30 14%c	35 16%cd	33 16%cd	38 18%bdf	24 12%c	38 20%bcd fk	35 14%	46 17%p	33 13%	25 9%	42 17%p	43 15%p	47 17%p	63 23%mnopr
Country of origin labels, which identify where food comes from	26 13%cd	22 9%	21 10%	15 7%	20 9%	27 12%	25 12%	28 13%cd	28 14%cd	28 13%cd	20 10%	28 15%cd	26 10%	31 11%	24 9%	24 8%	33 13%	35 12%	32 12%	44 16%op
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	24 12%cdf	18 8%	9 4%	13 6%	15 7%	13 6%	20 10%	19 9%	23 12%cdf	24 11%c	21 10%c	23 13%cdf	24 9%	29 11%	16 6%	23 8%	22 9%	24 8%	23 8%	33 12%o
Promoting food safety in the home	23 11%c	20 8%	9 4%	15 7%	18 9%	25 11%c	20 10%	21 9%c	27 13%cd	23 11%c	22 11%c	22 12%c	32 12%	44 16%ppqrs	19 7%	28 9%	23 9%	29 10%	21 8%	37 14%os
Quality / standard of the food	14 7%h	10 4%	10 5%h	8 3%	6 3%	6 3%	10 5%	3 1%	12 6%h	6 3%	5 3%	4 2%	16 6%u	9 3%	8 3%	24 8%ndtuw	10 4%	15 5%	19 7%uw	9 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	4 2%	9 4%	5 3%	6 3%	3 2%	2 1%	7 3%	5 2%	3 1%	2 1%	5 2%	3 2%	4 2%	8 3%	12 5%quw	6 2%	3 1%	7 2%	2 1%	8 3%



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Ensuring the food you buy is safe to eat	167 62% <sup>nopq</sup> r	159 57% <sup>op</sup>	159 62% <sup>nopq</sup> r	156 62% <sup>nopqr</sup>
Date labels, such as "best before" and "use by" labels	74 27% <sup>mops</sup>	59 21%	55 22% <sup>p</sup>	64 25% <sup>ops</sup>
Promoting and enabling healthy eating and healthy lifestyles	43 16%	43 15%	42 16%	34 14%
Nutrition labelling information, such as traffic light labelling	52 19% <sup>p</sup>	55 20% <sup>op</sup>	54 21% <sup>mop</sup>	60 24% <sup>mopr</sup>
Country of origin labels, which identify where food comes from	55 20% <sup>mnop</sup> qrs	38 14%	38 15% <sup>p</sup>	58 23% <sup>mnopqrs</sup> w
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	33 12% <sup>o</sup>	24 9%	28 11%	39 16% <sup>opqrs</sup> v
Promoting food safety in the home	44 16% <sup>opqr</sup> s	34 12%	34 13% <sup>os</sup>	36 14% <sup>os</sup>
Quality / standard of the food	6 2%	14 5%	7 3%	11 4%
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	8 3%	3 1%	6 3%



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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Hygiene	3 1%	7 3%	7 3%	5 2%	3 2%	10 4%	8 4%	6 3%	10 5%a	4 2%	4 2%	4 2%	8 3%	12 4%u	15 6%qtuw	13 4%u	4 2%	9 3%	10 4%	4 1%
Complaints Procedures	3 1%	1 *	1 *	- -	- -	- -	- *	- *	- -	- -	- -	- -	2 1%	1 *	2 1%	- -	- -	1 *	- -	- -
Everything / All food issues	3 1%	1 *	- -	1 *	- -	2 1%	- -	2 1%	- -	2 1%	1 1%	2 1%	2 1%	4 1%	1 *	6 2%w	1 *	5 2%	4 1%	2 1%
Maintaining Standards / Regulations	3 1%	2 1%	4 2%h	1 1%	6 3%gh	3 1%	- -	- -	2 1%	1 1%	1 1%	1 1%	2 1%	4 1%	4 2%	9 3%qtw	- -	10 3%mqtw	4 1%	1 *
Fat/salt content in food	2 1%	- -	1 *	- -	- -	- -	1 1%	- -	2 1%	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	2 1%	3 1%
Animal welfare	2 1%	2 1%	3 1%	3 1%	4 2%l	4 2%	1 1%	3 1%	- -	1 1%	2 1%	1 1%	7 3%rx	2 1%	4 2%	8 3%qrx	1 *	1 *	2 1%	3 1%
The way food is stored/ transported (correct temperatures etc.)	1 1%	- -	3 2%	1 1%	2 1%	- -	2 1%	1 1%	2 1%	2 1%	- -	2 1%	2 1%	1 *	1 *	4 2%	2 1%	3 1%	2 1%	- -
What goes into our food (additives/chemicals etc.)	1 1%	3 1%	4 2%	4 2%	- -	5 2%	3 1%	- -	- -	2 1%	2 1%	1 1%	2 1%	1 *	7 3%nuw	3 1%	3 1%	8 3%nsuw	1 *	2 1%
Food imports / Exports	1 1%	1 *	2 1%	1 *	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	1 *	2 1%	- -	- -	3 1%	1 1%
Advertising	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	2 1%	- -	- -	- -
Manufacturing/ production/packaging of food	1 1%	6 3%gj	3 1%	3 1%	3 1%	2 1%	- -	4 2%	1 1%	- -	2 1%	1 1%	1 *	- -	4 2%n	8 3%mnx	3 1%	4 1%	4 1%	1 1%
Health	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	3 1%	- -	- -



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Hygiene	3 1%	12 4%u	5 2%	8 3%
Complaints Procedures	-	-	-	-
Everything / All food issues	3 1%	1 *	-	3 1%
Maintaining Standards / Regulations	8 3%qt	3 1%	1 1%	3 1%
Fat/salt content in food	-	-	-	-
Animal welfare	2 1%	8 3%rx	1 1%	-
The way food is stored/ transported (correct temperatures etc.)	3 1%	2 1%	1 *	2 1%
What goes into our food (additives/chemicals etc.)	* *	2 1%	-	6 2%nuw
Food imports / Exports	-	-	-	-
Advertising	-	-	1 *	-
Manufacturing/ production/packaging of food	5 2%n	6 2%nx	2 1%	-
Health	-	-	-	-

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Price	-	-	1	1	-	-	-	-	1	*	-	-	-	-	1	2	1	-	1	-
How food is grown / Farmed	-	-	*	*	-	-	-	-	*	-	-	-	-	-	1%	1%	*	-	-	-
Weight & Measures	-	-	-	-	1	-	-	-	-	1	1	-	1	-	3	1	-	-	-	1
Effect on the Environment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	-
Health & Hygiene Certificates	-	-	-	1	-	-	-	2	-	2	-	-	1	1	-	1	-	-	1	3
Sales of food in shops/restaurants	-	-	*	1%	-	-	-	1%	-	1%	-	-	*	1%	-	*	-	-	*	1%
Health and Safety standards	-	-	1	-	-	-	1	-	1	-	-	-	-	4	2	-	1	-	*	-
Infections/diseases in/contaminated foods	-	-	2	1	1	1	-	-	-	*	-	1	-	-	-	1	-	2	1	-
Control where food comes from/food origin	-	1	-	-	-	*	-	-	-	2	-	-	-	-	-	2	2	2	3	-
Food labelling	-	1%	-	-	-	*	-	-	1%	-	-	-	-	-	-	1%	1%	1%	1%	-
Freshness of food	-	-	1	1	-	1	-	1	-	-	-	-	-	-	3	-	-	2	2	-
To ensure food products are/contain what they claim	-	-	*	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Food preparation	-	-	1	3	1	-	-	*	3	-	1	2	-	-	1	3	-	1	1	4
	-	-	*	1%	1%	-	-	-	2%	-	-	1%	-	-	*	1%	-	*	-	2% <sub>n</sub>



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Price	2 1%	-	2 1%	1 *
How food is grown / Farmed	1 *	-	-	-
Weight & Measures	* *	-	-	-
Effect on the Environment	-	-	-	-
Health & Hygiene Certificates	-	-	1 1%	-
Sales of food in shops/restaurants	* *	3 1%	1 *	3 1%
Health and Safety standards	-	2 1%	2 1%	-
Infections/diseases in/contaminated foods	-	* *	1 *	1 *
Control where food comes from/food origin	2 1%	4 1%	2 1%	-
Food labelling	2 1%	1 *	1 *	-
Freshness of food	-	-	-	-
To ensure food products are/contain what they claim	3 1%	6 2% mnpq	4 1%	-
Food preparation	4 1%	3 1%	-	3 1%

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Sugar content of food	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	*	3
Cleanliness (no further detail)	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	-	*	1%
Training/educating people (in hygiene)	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	2	-	-	-	-	1%	-	-	-	-	-	1	2	-
GM foods	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	2	1	-	-	1	-	-	-	-	-	-	-	2	1	1
Processing of food	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	7	4	-	2	2	6	3	2	2	1	3	6	6	8	2	4	4	4	6
Don't know	1%	3% <sup>d</sup>	2% <sup>d</sup>	-	1%	1%	3% <sup>d</sup>	1%	1%	1%	*	2%	2%	2%	3% <sup>p</sup>	1%	2%	1%	2%	2%
	54	77	64	84	66	70	53	54	41	61	55	49	52	55	61	66	64	60	53	49
	26%	32% <sup>i</sup>	30% <sup>i</sup>	37% <sup>aghi</sup>	32% <sup>i</sup>	31% <sup>i</sup>	26%	24%	20%	29% <sup>i</sup>	27%	26%	20%	20%	24% <sup>lux</sup>	23% <sup>lux</sup>	25% <sup>lux</sup>	21% <sup>u</sup>	19%	18%
<b>Average number of mentions</b>	<b>2.09<sup>cd</sup></b>	<b>1.97</b>	<b>1.69</b>	<b>1.74</b>	<b>1.91</b>	<b>1.83</b>	<b>2.06<sup>c</sup></b>	<b>1.86</b>	<b>2.09<sup>cd</sup></b>	<b>2.21<sup>cd</sup></b>	<b>1.89</b>	<b>2.29<sup>cd</sup></b>	<b>1.96</b>	<b>2.03</b>	<b>1.87</b>	<b>1.86</b>	<b>2.05</b>	<b>2.01</b>	<b>1.97</b>	<b>2.27<sup>op</sup></b>
<b>Standard deviation</b>	<b>1.61</b>	<b>1.56</b>	<b>1.16</b>	<b>1.15</b>	<b>1.30</b>	<b>1.29</b>	<b>1.50</b>	<b>1.33</b>	<b>1.49</b>	<b>1.77</b>	<b>1.41</b>	<b>1.62</b>	<b>1.40</b>	<b>1.54</b>	<b>1.31</b>	<b>1.25</b>	<b>1.44</b>	<b>1.40</b>	<b>1.48</b>	<b>1.68</b>



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Sugar content of food	-	1	-	-
Cleanliness (no further detail)	-	2	-	4
Training/educating people (in hygiene)	-	1%	-	1%
Public health/consumer advice/information (when food scares/recalls)	-	1	-	-
Food handling	-	*	1	-
(Food) Safety (no further detail)	2	-	-	-
GM foods	1%	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	2
Processing of food	-	-	1	1%
Ratings	1	-	*	-
Other	1%	-	-	-
Don't know	2	3	5	3
	1%	1%	2%	1%
Average number of mentions	39	52	52	37
Standard deviation	14%	19%	20%	15%
	2.24op	2.18op	2.23op	2.35moprs
	1.62	1.62	1.68	1.71

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Standard error	0.13	0.13	0.09	0.10	0.11	0.10	0.12	0.10	0.11	0.14	0.11	0.13	0.10	0.10	0.09	0.09	0.11	0.09	0.10	0.11



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Standard error	0.10	0.10	0.12	0.12



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	387	441	401	381	355	484	482	425	436	424	310	364	439	431	422	462	433	540	586	502
Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Ensuring the food you buy is safe to eat	216 53%	239 55%	230 54%	225 56%	212 55%	242 58%	260 60%a	211 56%	231 60%a	239 62%abc	206 64%abcd eh	274 70%abc defghi j	237 54%o	225 52%	202 47%	233 52%	238 55%o	241 56%o	248 56%o	279 64%mnopqrs
Date labels, such as "best before" and "use by" labels	79 19%	81 18%	69 16%	69 17%	105 27%abcd	95 23%c	108 25%abcd	92 24%bcd	83 22%	118 31%abcd fik	70 22%	116 29%abc dfik	67 15%	68 16%	61 14%	65 15%	113 26%mnop rsw	78 18%	88 20%op	96 22%mnop
Nutrition labelling information, such as traffic light labelling	72 18%bc	54 12%	49 12%	58 14%	102 26%abcd fk	84 20%bcd	103 24%abcd	80 21%bcd	84 22%bcd	104 27%abcd fk	64 20%bc	127 32%abc dfghik	61 14%	53 12%	49 11%	59 13%	100 23%mnop	78 18%nop	81 18%nop	83 19%nop
Promoting and enabling healthy eating and healthy lifestyles	59 14%c	49 11%	40 9%	52 13%	60 16%c	46 11%	46 11%	45 12%	58 15%c	51 13%	47 15%c	69 18%bcf gh	61 14%p	54 12%	59 14%	43 10%	69 16%prw	41 10%	54 12%	58 13%
Country of origin labels, which identify where food comes from	58 14%	47 11%	45 11%	39 10%	57 15%d	84 20%abcd h	78 18%bcd	56 15%d	68 18%bcd	84 22%abcd eh	51 16%cd	86 22%abcd ehk	40 9%	50 11%	40 9%	51 11%	66 15%mo	76 18%mnop	72 16%mnop	68 16%mo
Promoting food safety in the home	50 12%	43 10%	47 11%	39 10%	51 13%	49 12%	56 13%	41 11%	63 16%bcdh i	52 13%	48 15%bd	41 10%	41 9%	43 10%	42 10%	49 11%	47 11%	53 12%	45 10%	52 12%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	37 9%	32 7%	27 6%	37 9%	33 9%	34 8%	42 10%	27 7%	48 13%bcfh	51 13%bcfh	38 12%bch	53 13%bce fh	44 10%op	36 8%	27 6%	24 5%	32 7%	29 7%	34 8%	42 10%p
Quality / standard of the food	26 6%kl	22 5%	15 3%	23 6%kl	16 4%	33 8%cejk	27 6%kl	29 8%ckl	19 5%	17 4%	7 2%	10 2%	30 7%uw	26 6%uw	21 5%	28 6%uw	20 5%	24 5%uw	24 5%uw	25 6%uw



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Ensuring the food you buy is safe to eat	267 62% <i>mnop</i> qs	267 61% <i>mnop</i> q	268 64% <i>mnop</i> qrs	272 65% <i>mnopqrs</i>
Date labels, such as "best before" and "use by" labels	120 28% <i>mnop</i> rstw	93 21% <i>mnop</i>	80 19%	115 27% <i>mnoprstw</i>
Nutrition labelling information, such as traffic light labelling	103 24% <i>mnop</i> rs	94 22% <i>mnop</i>	84 20% <i>mnop</i>	118 28% <i>mnoprstw</i>
Promoting and enabling healthy eating and healthy lifestyles	69 16% <i>prw</i>	58 13%	46 11%	69 16% <i>prw</i>
Country of origin labels, which identify where food comes from	92 21% <i>mnop</i> qst	89 20% <i>mnop</i> q	69 16% <i>mnop</i>	107 26% <i>mnopqrstw</i>
Promoting food safety in the home	78 18% <i>mnop</i> qrstw	56 13%	45 11%	62 15% <i>mnos</i>
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	54 13% <i>nopqr</i> s	39 9% <i>p</i>	48 11% <i>opqr</i>	59 14% <i>nopqrstv</i>
Quality / standard of the food	11 3%	23 5% <i>uw</i>	10 2%	17 4%

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	387	441	401	381	355	484	482	425	436	424	310	364	439	431	422	462	433	540	586	502
Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Animal welfare	13 3%	10 2%	12 3%	8 2%	8 2%	5 1%	11 3%	5 1%	7 2%	7 2%	7 2%	9 2%	12 3%	14 3%	16 4%uw	15 3%w	21 5%suw	14 3%	7 2%	11 3%
Hygiene	10 2%	16 4%	12 3%	17 4%h	12 3%	11 3%	14 3%	6 2%	21 5%ah	16 4%h	12 4%	11 3%	21 5%tw	24 6%tw	23 5%tw	20 5%tw	17 4%t	18 4%tw	19 4%tw	6 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	9 2%	7 2%	26 6%abfgh ijkl	14 3%l	15 4%l	7 2%	9 2%	12 3%	6 1%	11 3%	7 2%	4 1%	12 3%	12 3%	14 3%	12 3%	11 2%	9 2%	8 2%	10 2%
Manufacturing/ production/packaging of food	9 2%	16 4%djkl	9 2%	5 1%	8 2%	11 3%	7 2%	6 2%	9 2%	3 1%	4 1%	3 1%	17 4%stuv x	17 4%stuv x	13 3%x	12 3%	16 4%stuvx	9 2%	7 1%	6 1%
The way food is stored/ transported (correct temperatures etc.)	8 2%fi	2 1%	4 1%	2 *	9 2%bdlij k	1 *	6 1%	4 1%	2 *	2 1%	1 *	3 1%	3 1%	5 1%	9 2%nw	6 1%	5 1%	2 *	3 1%	4 1%
Fat/salt content in food	5 1%hi	4 1%	4 1%	2 1%	3 1%	2 1%	1 *	-	-	2 1%	2 1%	3 1%	1 *	-	-	1 *	2 *	1 *	1 *	2 *
What goes into our food (additives/chemicals etc.)	3 1%	11 3%aek	10 2%	7 2%	2 1%	7 2%	8 2%	5 1%	6 1%	6 2%	2 1%	4 1%	2 *	6 1%	12 3%mu	12 3%mu	8 2% m	11 3%mu	8 2% m	10 2%mu
Food imports / Exports	3 1%	-	1 1%	2 1%	2 *	2 *	-	1 *	1 *	-	-	1 *	3 1%	5 1%w	1 *	1 *	1 *	2 *	2 1%	2 *
Everything / All food issues	2 1%	3 1%	7 2% d	-	2 1%	2 1%	2 1%	3 1%	1 *	3 1%	1 *	4 1%	3 1%	5 1%	1 *	5 1%	11 2%mo	5 1%	6 1%	6 1%
How food is grown / Farmed	2 1%	-	3 1%	1 *	-	-	-	1 *	4 1% bfg	-	1 *	2 1%	4 1%	7 2%w	2 1%	3 1%	4 1%	2 1%	1 *	5 1%
Health & Hygiene Certificates	2 *	-	1 *	-	2 *	-	2 *	-	-	-	1 *	-	1 *	1 *	1 *	1 *	-	-	-	-



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Animal welfare	6 1%	14 3%	5 1%	15 4%w
Hygiene	14 3%	15 3%t	7 2%	12 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	12 3%	6 1%	11 3%	6 1%
Manufacturing/ production/packaging of food	5 1%	6 1%	11 3%	4 1%
The way food is stored/ transported (correct temperatures etc.)	5 1%	4 1%	1 *	1 *
Fat/salt content in food	1 *	- -	1 *	- -
What goes into our food (additives/chemicals etc.)	2 1%	7 2%	4 1%	7 2%
Food imports / Exports	2 1%	2 *	- -	1 *
Everything / All food issues	3 1%	3 1%	6 1%	5 1%
How food is grown / Farmed	5 1%v	* *	2 *	2 *
Health & Hygiene Certificates	1 *	- -	- -	- -

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	387	441	401	381	355	484	482	425	436	424	310	364	439	431	422	462	433	540	586	502	
Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436	
Maintaining Standards / Regulations	2	8	9	12	5	3	5	7	3	4	10	7	4	11	7	13	9	8	4	2	
Price	*	2%	2%a	3%af	1%	1%	1%	2%	1%	1%	3%af	2%	1%	2%t	2%	3%mtvx	2%t	2%t	1%	*	
Weight & Measures	1	2	5	3	4	1	2	3	2	1	-	1	1	3	1	1	4	2	2	1	
Complaints Procedures	*	*	1%	1%	1%	*	1%	1%	*	*	*	*	*	1%	*	*	1%	*	*	1%	1%
Advertising	1	-	-	-	3	1	2	2	-	-	-	-	3	4	-	3	2	2	4	2	
Effect on the Environment	*	-	-	-	1%	*	*	*	-	-	-	-	1%	1%ax	-	1%	*	*	1%	1%	
Health	1	1	1	3	1	-	1	*	1	-	-	-	3	-	1	1	-	1	-	2	
Sales of food in shops/restaurants	*	*	1%	1%	-	-	*	*	-	-	-	-	1%	*	1%	*	*	*	*	*	
Health and Safety standards	-	2	2	-	2	-	1	1	2	-	1	-	-	-	1	1	3	1	1	*	
Infections/diseases in/contaminated foods	1%	1%	1%	-	1%	-	*	*	1%	-	*	-	-	-	*	*	1%	*	*	*	
Control where food comes from/food origin	-	-	6	-	1	2	2	-	1	2	2	1	-	4	1	3	3	3	2	2	
Food labelling	-	2	3	1	2	6	4	1	1	3	1	-	-	-	2	5	1	5	5	4	
	-	1%	1%	*	1%	1%al	1%	*	*	1%	*	-	-	-	1%	1%mnwx	*	1%mnwx	1%mnwx	1%	
	-	1	3	-	2	5	2	3	*	1	1	4	-	4	4	3	2	5	*	5	
	-	*	1%	-	1%	1%ad	1%	1%	*	*	-	1%ad	-	1%	1%	1%	1%	1%ms	-	1%ms	

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



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	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Maintaining Standards / Regulations	11 3%tx	5 1%	7 2%	3 1%
Price	1 *	3 1%	2 *	3 1%
Weight & Measures	1 *	1 *	2 1%	- -
Complaints Procedures	2 *	- -	1 *	- -
Advertising	- -	1 *	1 *	- -
Effect on the Environment	- -	- -	- -	- -
Health	- -	- -	- -	- -
Sales of food in shops/restaurants	3 1%	3 1%	1 *	3 1%
Health and Safety standards	- -	* *	2 *	* *
Infections/diseases in/contaminated foods	2 1%	- -	- -	- -
Control where food comes from/food origin	1 *	5 1%mnwx	- -	- -
Food labelling	4 1%	4 1%	1 *	2 *

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

	36-49												50-65							
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Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Freshness of food	-	1	2	-	-	-	1	-	-	-	-	-	-	2	-	3	4	1	4	2
To ensure food products are/contain what they claim	-	-	1	-	3	9	2	5	3	3	4	6	-	-	-	2	2	4	2	1
Food preparation	-	-	1	4	5	2	2	4	2	5	1	5	-	-	3	3	4	1	4	2
Sugar content of food	-	-	-	1%	1%ab	1%	1%	1%ab	1%	1%ab	-	1%ab	-	-	1%	1%	1%	-	1%mnx	-
Cleanliness (no further detail)	-	-	-	2	3	1	4	-	1	-	3	-	-	-	-	1	3	-	1	1
Training/educating people (in hygiene)	-	-	-	1	-	1	-	1	-	-	1%bc	-	-	-	-	5	1	1	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	-	1	-	2	-	-	-	-	-	-	-	1	3	1	-	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	2	-	2	1	-	3	-	-	-	-	-	-	3	3
GM foods	-	-	-	-	-	-	1	-	1	1	1	1	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	6	1	-	1	2	-	-	-	-	-	-	-	3	1	2
Processing of food	-	-	-	-	-	1%abcde hkl	-	-	-	1%	-	-	-	-	-	-	-	-	-	-



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	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Freshness of food	-	2	1	-
	-	1%	*	-
To ensure food products are/contain what they claim	4	7	3	4
	1%mo	2%mnnot	1%	1%
Food preparation	1	8	1	-
	*	2%mnruw x	*	-
Sugar content of food	1	-	1	-
	*	-	*	-
Cleanliness (no further detail)	4	3	1	2
	1%mo	1%	*	1%
Training/educating people (in hygiene)	-	-	1	1
	-	-	*	*
Public health/consumer advice/information (when food scares/recalls)	*	-	-	-
	*	-	-	-
Food handling	-	-	1	-
	-	-	*	-
(Food) Safety (no further detail)	2	-	1	2
	1%	-	*	1%
GM foods	-	*	1	1
	-	*	*	*
Horse meat \ fraud \ ensuring meat is what it claims to be	2	2	1	-
	*	1%	*	-
Processing of food	1	1	-	-
	*	*	-	-



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Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Ratings	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-
Other	1	12	12	9	9	12	5	6	7	7	3	4	10	6	8	9	8	9	7	7
Don't know	82 20%ghi j	86 20%ghi j	74 17%il	60 15%	65 17%l	69 17%l	60 14%	54 14%	46 12%	53 14%	53 17%l	41 10%	90 21%tuv x	87 20%tuv x	85 20%tuvx	76 17%x	74 17%x	67 15%	83 19%tuvx	57 13%
Average number of mentions	2.04	1.92	1.90	1.89	2.32abc dh	2.22bcd	2.22bcd	2.06	2.23bcd	2.42abc dh	2.22bcd	2.45ab cdh	1.97	2.00	1.82	1.91	2.32mno prs	2.06o	2.09o	2.11o
Standard deviation	1.43	1.29	1.32	1.33	1.57	1.58	1.59	1.42	1.69	1.67	1.64	1.68	1.52	1.52	1.27	1.31	1.57	1.50	1.51	1.53
Standard error	0.08	0.07	0.07	0.07	0.09	0.08	0.08	0.07	0.09	0.09	0.10	0.09	0.08	0.08	0.07	0.07	0.08	0.07	0.07	0.07



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	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Ratings	-	-	-	-
Other	-	10	4	7
Don't know	53 12%	54 13%	75 18% <sup>uvwx</sup>	49 12%
Average number of mentions	2.38 <sup>mno</sup> prstw	2.18 <sup>op</sup>	2.12 <sup>o</sup>	2.44 <sup>mnoqrstvw</sup>
Standard deviation	1.71	1.58	1.55	1.69
Standard error	0.08	0.07	0.09	0.09

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Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Ensuring the food you buy is safe to eat	133 50%b	122 43%	142 55%b	118 48%	130 51%b	146 52%b	157 55%b	155 56%bd	171 62%abcdefg	162 58%abd	160 62%abcdef	162 59%abdef
Date labels, such as "best before" and "use by" labels	43 16%	41 15%	34 13%	34 14%	51 20%cd	47 17%	46 16%	42 15%	72 26%abcdefghk	58 21%bcdhk	37 14%	58 21%bcdhk
Promoting and enabling healthy eating and healthy lifestyles	43 16%bdg hj	28 10%	33 13%	24 10%	35 14%	33 12%	27 9%	29 10%	46 17%bdfghjk	30 11%	31 12%	37 14%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	33 12%bcde gh	16 6%	19 7%	19 8%	20 8%	27 10%bg	15 5%	20 7%	36 13%bcdegh	29 10%bg	26 10%bg	43 16%bcdefghjk
Promoting food safety in the home	32 12%c	29 10%	17 6%	23 9%	30 12%c	29 10%	25 9%	23 8%	38 14%cghk	38 14%cghk	20 8%	35 13%chk
Nutrition labelling information, such as traffic light labelling	29 11%	25 9%	22 9%	20 8%	43 17%abcd	42 15%bcd	39 14%bcd	33 12%	54 20%abcdgh	43 15%bcd	38 15%bcd	52 19%abcdgh
Country of origin labels, which identify where food comes from	29 11%b	19 7%	24 9%	23 9%	35 13%b	54 19%abcdeg	39 14%b	39 14%bc	52 19%abcdeg	52 18%abcd	37 14%bc	53 19%abcdeg
Quality / standard of the food	12 4%kl	15 5%kl	8 3%	10 4%l	7 3%	13 5%kl	11 4%	11 4%	14 5%kl	9 3%	5 2%	5 2%
Hygiene	6 2%	9 3%	5 2%	9 4%	10 4%	9 3%	5 2%	10 4%	9 3%	13 5%gl	6 2%	6 2%
Manufacturing/ production/packaging of food	6 2%	9 3%cfg	2 1%	4 2%	4 2%	3 1%	3 1%	3 1%	5 2%	4 2%	4 1%	4 1%
Animal welfare	4 1%	5 2%	2 1%	3 1%	1 1%	3 1%	5 2%	6 2%	7 3%ce	9 3%cef	5 2%	5 2%



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Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	6 2%	4 2%	10 4%aeffj	4 2%	3 1%	9 3%l	5 2%	9 3%l	5 2%	6 2%	5 2%
Everything / All food issues	2 1%	3 1%k	1 *	3 1%k	2 1%	4 1%k	4 1%k	5 2%k	2 1%	4 1%k	-	2 1%
Price	2 1%	4 2%k	2 1%	2 1%	2 1%	2 *	3 1%	1 *	3 1%	1 *	-	1 *
What goes into our food (additives/chemicals etc.)	1 1%	2 1%	2 1%	5 2%	3 1%	3 1%	5 2%	3 1%	2 1%	5 2%	3 1%	3 1%
How food is grown / Farmed	1 *	1 *	1 *	1 *	1 *	2 1%	1 *	2 1%	-	2 1%	1 1%	-
The way food is stored/transported (correct temperatures etc.)	1 *	2 1%	1 *	4 2%k	3 1%k	2 1%	3 1%	4 1%k	1 *	2 1%	-	2 1%
Health	1 *	2 1%	-	2 1%	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *
Maintaining Standards / Regulations	1 *	4 2%g	6 2%agh	1 *	4 1%g	3 1%g	3 *	1 *	2 1%	3 1%g	2 1%	2 1%
Health & Hygiene Certificates	-	-	-	-	1 *	-	1 *	-	1 *	-	2 1%	-
Complaints Procedures	-	2 1%	-	1 *	2 1%	-	1 *	-	-	1 *	-	-
Fat/salt content in food	-	-	-	1 1%	2 1%	1 *	1 *	-	1 *	-	1 *	1 1%
Food imports / Exports	-	2 1%	1 *	1 *	-	3 1%gl	-	1 *	-	2 1%	-	1 *
Advertising	-	-	-	1 *	-	-	-	-	-	-	-	-



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Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Effect on the Environment	-	1	-	-	-	-	-	-	1	-	-	-
Weight & Measures	-	1	-	1	-	1	1	-	-	-	1	1
Sales of food in shops/restaurants	-	3 1%al	3 1%l	2 1%	1 *	2 1%	1 *	2 1%	2 1%	1 *	1 1%	-
Health and Safety standards	-	-	1 *	1 *	1 *	2 1%	1 *	1 *	1 *	-	-	1 1%
Infections/diseases in/contaminated foods	-	-	1 *	-	2 1%	-	-	1 *	-	1 *	2 1%	-
Control where food comes from/food origin	-	1 *	-	2 1%	2 1%	5 2%achkl	1 *	1 *	1 *	2 1%	1 *	1 *
Food labelling	-	-	1 1%	-	-	2 1%	1 *	1 *	-	1 *	-	2 1%
Freshness of food	-	2 1%	1 *	2 1%	1 *	-	-	-	1 *	1 *	1 1%	3 1%g
To ensure food products are/contain what they claim	-	-	3 1%j	-	-	8 3%abdeghijk	1 *	1 *	2 1%	-	1 *	4 1%abdej
Food preparation	-	-	-	1 1%	2 1%	1 *	1 *	1 *	2 1%	1 *	1 *	3 1%ab
Sugar content of food	-	-	-	1 1%	-	1 *	1 *	-	1 *	1 *	2 1%	1 1%
Cleanliness (no further detail)	-	-	-	2 1%	4 2%abc	1 *	2 1%	4 1%abc	1 *	2 1%	1 1%	1 1%
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-



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Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Food handling	-	-	-	-	-	-	-	-	1	1	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	1	2	*	3	-	1
GM foods	-	-	-	-	-	2	-	1	1	2	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	1%	-	*	*	1%	-	*
Processing of food	-	-	-	-	-	2	1	2	1	1	-	1
Ratings	-	-	-	-	-	1%	-	1%	*	*	-	*
Other	4	10	3	9	3	4	2	6	4	4	4	3
Don't know	1%	4% <sup>cgij</sup>	1%	4% <sup>cefgij</sup>	1%	1%	1%	2% <sup>g</sup>	1%	1%	1%	1%
	79	86	65	65	63	67	65	65	48	50	48	55
	30% <sup>ghi</sup>	30% <sup>ghi</sup>	25% <sup>ajk</sup>	26% <sup>ajkl</sup>	25% <sup>ajk</sup>	24% <sup>ij</sup>	23%	23% <sup>ij</sup>	17%	18%	18%	20%
	jkl	kl										
Average number of mentions	2.09 <sup>c</sup>	1.85	1.73	1.88	2.11 <sup>bc</sup>	2.14 <sup>bcdgk</sup>	1.88	1.96	2.39 <sup>abcdeghk</sup>	2.14 <sup>bcdgk</sup>	1.87	2.27 <sup>bcdghk</sup>
Standard deviation	1.62	1.23	1.27	1.49	1.54	1.58	1.35	1.41	1.85	1.67	1.33	1.82
Standard error	0.10	0.08	0.08	0.09	0.09	0.08	0.07	0.07	0.09	0.08	0.07	0.10

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Ensuring the food you buy is safe to eat	678 52%	673 49%	654 48%	668 49%	674 53% <sup>c</sup>	715 52%	781 57% <sup>abcd</sup> ef	771 58% <sup>abcd</sup> ef	754 59% <sup>abcd</sup> ef	804 60% <sup>abcd</sup> ef	746 61% <sup>abcd</sup> ef	829 64% <sup>abc</sup> defghi j	66 53%	85 55%	60 54%	83 65% <sup>as</sup>	73 61%	80 60% <sup>as</sup>	78 53%	87 63% <sup>msv</sup>
Date labels, such as "best before" and "use by" labels	242 18% <sup>cd</sup>	256 19% <sup>cd</sup>	196 15%	199 15%	310 24% <sup>abcd</sup> fhk	269 19% <sup>cd</sup>	289 21% <sup>cd</sup>	264 20% <sup>cd</sup>	329 26% <sup>abcd</sup> fghk	321 24% <sup>abcd</sup> fhk	240 20% <sup>cd</sup>	352 27% <sup>abc</sup> dghk	22 17%	29 19%	20 16%	29 22% <sup>as</sup>	38 32% <sup>mmnor</sup> sw	23 17%	20 14%	36 27% <sup>mnsrsw</sup>
Promoting and enabling healthy eating and healthy lifestyles	203 15% <sup>bcd</sup> fgh	171 12% <sup>d</sup>	160 12%	131 10%	198 15% <sup>bcd</sup> f	144 10%	161 12%	157 12%	208 16% <sup>bcd</sup> ghjk	174 13% <sup>d</sup>	159 13% <sup>d</sup>	201 15% <sup>abcd</sup> fgh	13 10%	11 7%	14 13%	22 17% <sup>ns</sup>	17 14%	14 10%	13 9%	18 13% <sup>n</sup>
Nutrition labelling information, such as traffic light labelling	196 15% <sup>cd</sup>	176 13% <sup>c</sup>	139 10%	157 12%	274 21% <sup>abcd</sup> f	226 16% <sup>abcd</sup>	264 19% <sup>abcd</sup>	244 19% <sup>abcd</sup>	270 21% <sup>abcd</sup> f	287 21% <sup>abcd</sup> f	232 19% <sup>abcd</sup>	359 28% <sup>abc</sup> defghi jk	16 12%	15 10%	10 9%	20 16%	30 25% <sup>mnos</sup> v	24 18% <sup>nos</sup>	16 11%	27 20% <sup>nosv</sup>
Promoting food safety in the home	161 12% <sup>cd</sup>	160 12% <sup>cd</sup>	111 8%	124 9%	142 11% <sup>c</sup>	157 11% <sup>c</sup>	140 10%	146 11% <sup>c</sup>	204 16% <sup>abcd</sup> efghjkl	170 13% <sup>cd</sup>	147 12% <sup>cd</sup>	168 13% <sup>cdg</sup>	10 8%	10 7%	11 9%	20 15% <sup>ns</sup>	11 9%	12 9%	11 7%	20 15% <sup>mns</sup>
Country of origin labels, which identify where food comes from	150 11%	147 11%	131 10%	126 9%	187 15% <sup>abcd</sup>	228 17% <sup>abcd</sup>	209 15% <sup>abcd</sup>	185 14% <sup>bcd</sup>	251 20% <sup>abcd</sup> efghk	246 18% <sup>abcd</sup> eghk	187 15% <sup>abcd</sup>	285 22% <sup>abc</sup> defghj k	17 14%	13 8%	13 11%	21 17% <sup>n</sup>	21 17% <sup>n</sup>	24 18% <sup>nu</sup>	20 13%	27 20% <sup>nosuv</sup>
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	142 11% <sup>bcd</sup> f	114 8% <sup>c</sup>	85 6%	95 7%	109 8% <sup>c</sup>	107 8%	118 9% <sup>c</sup>	117 9% <sup>c</sup>	166 13% <sup>bcd</sup> fgh	146 11% <sup>bcd</sup> f	141 12% <sup>bcd</sup> fgh	187 14% <sup>abc</sup> defghj k	13 10% <sup>n</sup>	6 4%	11 10% <sup>n</sup>	16 12% <sup>n</sup>	10 8%	11 8% <sup>n</sup>	10 6%	17 12% <sup>nsv</sup>
Quality / standard of the food	79 6% <sup>cekl</sup> j	67 5% <sup>kl</sup>	53 4% <sup>k</sup>	82 6% <sup>cekl</sup>	47 4%	80 6% <sup>cekl</sup>	77 6% <sup>cekl</sup>	66 5% <sup>kl</sup>	50 4% <sup>k</sup>	61 5% <sup>kl</sup>	29 2%	40 3%	8 6%	8 5%	6 5%	3 3%	5 4%	8 6%	8 5%	8 6%
Hygiene	38 3%	55 4% <sup>hk</sup>	56 4% <sup>hk</sup>	56 4% <sup>hk</sup>	39 3%	48 3% <sup>h</sup>	46 3% <sup>h</sup>	27 2%	45 3% <sup>h</sup>	51 4% <sup>hk</sup>	27 2%	36 3%	3 2%	6 4%	1 1%	4 3%	1 1%	5 3%	6 4%	3 2%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Ensuring the food you buy is safe to eat	94 69%mmor sww	62 55%	60 56%	67 67%msv
Date labels, such as "best before" and "use by" labels	30 22%ss	21 18%	18 17%	23 23%ss
Promoting and enabling healthy eating and healthy lifestyles	19 14%ns	18 16%ns	13 12%	16 16%ns
Nutrition labelling information, such as traffic light labelling	23 17%ns	14 12%	15 14%	19 19%nos
Promoting food safety in the home	19 14%ns	17 15%ns	12 11%	17 17%msns
Country of origin labels, which identify where food comes from	16 12%	16 14%	13 12%	21 21%nu
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	14 11%ns	7 6%	11 11%ns	19 19%nsrsv
Quality / standard of the food	6 4%	4 3%	4 4%	4 4%
Hygiene	5 3%	3 3%	3 2%	1 1%



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	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Manufacturing/ production/packaging of food	29 2%gl	32 2%gl	28 2%l	27 2%l	31 2%gl	23 2%l	16 1%	19 1%	22 2%	18 1%	22 2%l	11 1%	-	13 8%mpqr stuwvx	3 3%	3 2%	2 2%	3 2%l	1 1%	2 1%
Animal welfare	25 2%	31 2%	29 2%	32 2%	31 2%l	25 2%	21 2%	25 2%	17 1%	33 2%l	17 1%	28 2%	9 7%npqr stux	3 2%	3 3%	2 2%	1 1%	2 1%	2 1%	3 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	22 2%	31 2%	49 4%abelg ijkl	39 3%ajl	26 2%	25 2%	26 2%	33 3%	26 2%	22 2%	26 2%	21 2%	3 3%	6 4%	7 7%rt	4 3%	3 3%	1 1%	4 3%	1 1%
The way food is stored/ transported (correct temperatures etc.)	12 1%	7 1%	18 1%bkl	16 1%bk	18 1%bkl	7 *	14 1%k	13 1%k	10 1%	9 1%	4 *	7 1%	-	2 1%	-	-	-	1 1%	1 1%	* *
Maintaining Standards / Regulations	10 1%	24 2%agh	25 2%agh	28 2%aghj	16 1%	24 2%agh	11 1%	8 1%	23 2%agh	14 1%	19 2%h	15 1%	-	3 2%	6 5%mv	3 2%	4 4%l	1 1%	2 2%	3 2%
Everything / All food issues	9 1%	16 1%k	10 1%	13 1%	11 1%	13 1%	13 1%	14 1%	8 1%	12 1%	5 *	14 1%	2 1%	1 1%	-	1 1%	2 2%	2 1%	2 1%	3 2%u
What goes into our food (additives/chemicals etc.)	8 1%	19 1%l	31 2%aek	25 2%al	16 1%	28 2%aik	23 2%al	19 1%l	7 1%	20 1%al	12 1%	21 2%al	-	2 1%	2 2%	3 2%	1 1%	3 2%l	2 1%	2 1%
Complaints Procedures	7 1%jl	2 *	2 *	4 *	3 *	2 *	2 *	2 *	2 *	1 *	1 *	-	-	1 1%	1 1%	-	-	-	-	1 1%
Fat/salt content in food	7 *	5 *	5 *	5 *	7 1%	5 *	4 *	4 *	2 *	3 *	3 *	4 *	1 1%	-	-	-	-	-	2 1%r	1 1%
How food is grown / Farmed	6 *	6 *	6 *	4 *	6 *	4 *	2 *	8 1%gl	7 1%	2 *	3 *	5 *	-	2 1%	1 1%	1 1%	-	-	-	1 1%

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Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Manufacturing/ production/packaging of food	1 1%	1 1%	1 1%	- -
Animal welfare	2 2%	4 4%	3 3%	1 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	4 3%	2 2%	2 2%	1 1%
The way food is stored/ transported (correct temperatures etc.)	* *	* *	- -	1 1%
Maintaining Standards / Regulations	2 2%	1 1%	4 3% <sup>m</sup>	1 1%
Everything / All food issues	* *	* *	3 3%	- -
What goes into our food (additives/chemicals etc.)	1 *	1 1%	- -	- -
Complaints Procedures	- -	- -	- -	- -
Fat/salt content in food	* *	- -	- -	- -
How food is grown / Farmed	1 1%	* *	1 1%	- -

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Food imports / Exports	5	7	4	4	3	6	5	5	5	3	1	2	-	1	1	3	-	-	-	-
Health	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	1%	2%rst	-	-	-	-
Health & Hygiene	4	4	4	4	3	3	2	1	2	1	-	3	1	-	2	1	-	-	-	-
Weight & Measures	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	2%rs	1%	-	-	-	-
Price	4	7	-	1	5	3	5	5	1	1	3	1	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	1%cdij	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	3	7	11	5	9	3	6	4	7	5	4	7	1	2	-	2	-	-	1	1
Effect on the Environment	-	1%	1%fl	-	1%	-	-	-	1%	-	-	1%	1%	1%	-	2%	-	-	1%	1%
Sales of food in shops/restaurants	3	2	2	4	2	-	4	4	2	2	2	-	-	-	-	-	-	-	-	-
Health and Safety standards	2	2	-	7	1	3	2	2	1	1	1	-	-	1	-	1	1	-	-	-
Infections/diseases in/contaminated foods	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-
Control where food comes from/food origin	1	3	-	1	-	-	1	1	2	-	-	-	-	-	-	-	-	-	-	-
Health and Safety standards	-	10	17	12	7	10	6	5	12	6	6	13	-	-	3	-	-	-	1	1
Infections/diseases in/contaminated foods	-	1%a	1%aghjk	1%a	1%a	1%a	*a	*a	1%a	*a	*a	1%a	-	-	3%nr	-	-	-	1%	1%
Control where food comes from/food origin	-	5	7	1	5	3	3	2	1	2	3	1	-	-	-	-	1	-	1	-
Health and Safety standards	-	*a	1%a	-	*a	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
Infections/diseases in/contaminated foods	-	2	9	3	6	7	3	2	3	3	3	3	-	3	-	1	-	-	1	-
Control where food comes from/food origin	-	-	1%abh	-	*a	1%a	-	-	-	-	-	-	-	2%	-	1%	-	-	1%	-
Health and Safety standards	-	4	4	8	4	15	12	4	5	12	3	1	-	1	-	1	-	1	1	1
Infections/diseases in/contaminated foods	-	-	*a	1%al	*a	1%abceh	1%abkl	*a	*a	1%abl	-	-	-	1%	-	-	1%	1%	1%	1%

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Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Food imports / Exports	-	*	-	1
	-	*	-	1%
Health	1	-	-	-
	1%	-	-	-
Weight & Measures	*	*	-	-
	*	*	-	-
Price	1	*	-	-
	*	*	-	-
Health & Hygiene Certificates	-	-	2	-
	-	-	2%	-
Advertising	-	-	-	-
	-	-	-	-
Effect on the Environment	-	1	-	-
	-	1%	-	-
Sales of food in shops/restaurants	2	2	1	1
	1%	2%	1%	1%
Health and Safety standards	*	*	1	-
	*	*	1%	-
Infections/diseases in/contaminated foods	*	*	-	-
	*	*	-	-
Control where food comes from/food origin	1	3	-	-
	1%	3%moags	-	-

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Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Food labelling	-	2	11	4	5	12	4	9	5	6	2	8	-	4	-	-	-	1	*	1
Freshness of food	-	*	1%abk	*	*a	1%abdk	*a	1%ab	*a	*	1%ab	*	-	2%sa	-	-	-	1%	*	1%
To ensure food products are/contain what they claim	-	-	6	2	5	26	5	10	12	13	11	14	-	-	1	1	-	2	1	*
Food preparation	-	-	4	12	8	3	7	11	11	14	4	11	-	-	1	1	2	*	1	1
Sugar content of food	-	-	*b	1%abcf	1%ab	*	*ab	1%abf	1%abf	1%abcfk	*b	1%abf	-	-	1%	*	2%	-	*	*
Cleanliness (no further detail)	-	-	-	4	8	3	6	5	7	5	5	5	-	-	-	-	1	1	1	*
Training/educating people (in hygiene)	-	-	-	*abc	1%abc	*	*abc	*abc	*abc	1%abc	*abc	*abc	-	-	-	-	1%	1%	1%	*
Public health/consumer advice/information (when food scores/recalls)	-	-	-	1%abogh	*abogi	*	-	*	-	-	*	*	-	-	-	1%	-	-	-	*
Food handling	-	-	-	ijk	j	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	-	1	9	4	6	3	1	7	-	-	-	-	-	*	*	*
	-	-	-	-	*	1%abcde	*abcde	*abcde	*	*	1%abcd	ef	-	-	-	-	-	-	-	-

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Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Food labelling	2 2% <sup>s</sup>	*	-	-
Freshness of food	*	-	-	-
To ensure food products are/contain what they claim	1 1%	1 1%	-	-
Food preparation	-	1 1%	-	-
Sugar content of food	*	-	-	-
Cleanliness (no further detail)	1 1%	-	1 1%	-
Training/educating people (in hygiene)	*	-	-	-
Public health/consumer advice/information (when food scares/recalls)	*	-	-	-
Food handling	-	-	-	1 1%
(Food) Safety (no further detail)	*	*	-	-
GM foods	-	*	-	2 2%

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	12	5	4	4	5	2	1	-	-	-	-	-	2	-	*
Processing of food	-	-	-	-	-	1%abcde kl	*abcde	*bd	*abcde	*	*	*	-	-	-	-	-	1%g	-	*
Ratings	-	-	-	-	-	-	-	4	3	-	1	-	-	-	-	-	-	-	-	-
Other	19	32	31	26	21	24	21	21	11	23	15	16	1	5	2	-	2	6	2	1
Don't know	1%	2%kl	2%ik	2%i	2%	2%	2%	2%	1%	2%	1%	1%	1%	3%pt	2%	-	2%	4%psu	1%	1%
Average number of mentions	2.05cd	2.01cd	1.83	1.85	2.26abc dfgh	2.09cd	2.10cd	2.06cd	2.29abc dfghk	2.25abc dfgh	2.14cd	2.43ab cdefgh jk	1.91	1.84	1.90	2.26ns	2.30ns	2.03	1.85	2.24nos
Standard deviation	1.51	1.49	1.29	1.30	1.54	1.49	1.54	1.47	1.70	1.66	1.56	1.70	1.48	1.21	1.33	1.56	1.65	1.50	1.28	1.64
Standard error	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.04	0.05	0.05	0.05	0.05	0.15	0.10	0.13	0.15	0.17	0.08	0.07	0.09

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-
Processing of food	*	*	1	-
Ratings	-	-	-	-
Other	1	2	1	3
Don't know	16 12%	21 16%	18 17%	11 11%
<b>Average number of mentions</b>	<b>2.09</b>	<b>1.98</b>	<b>1.90</b>	<b>2.23s</b>
Standard deviation	1.49	1.45	1.56	1.67
Standard error	0.07	0.08	0.16	0.18



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Ensuring the food you buy is safe to eat	49 57%	38 48%	63 75%abde f	44 51%	35 43%	43 55%	48 66%be	48 64%be	58 65%be	48 64%be	58 72%bdef	52 76%abc ef	32 66%	36 63%	24 54%	25 59%	25 49%	34 72%oqsv x	29 56%	30 59%
Nutrition labelling information, such as traffic light labelling	11 13%f	5 7%	10 11%	5 6%	8 10%	3 4%	7 9%	17 22%bdef g	30 34%abcd efghl	29 39%abcd efghl	12 14%f	13 19%bdf	5 10%p	6 10%p	7 15%p	-	4 8%	16 34%mnop qtuvwx	13 25%mpq tuwx	6 13%p
Date labels, such as "best before" and "use by" labels	10 12%	6 8%	13 15%	6 7%	10 12%	6 8%	5 6%	19 25%abde fg	31 35%abcd efghl	28 37%abcd efghl	14 18%g	13 19%bdf g	7 14%	6 10%	5 11%	6 14%	2 4%	14 29%mnq tuwx	13 26%noqt uwx	6 12%
Promoting and enabling healthy eating and healthy lifestyles	8 9%	5 7%	4 5%	4 5%	2 3%	8 10%	7 9%	10 13%e	18 20%bcde	14 18%bcde	15 19%bcde	12 17%cde	7 14%qtw x	8 14%qtuw x	2 4%	7 17%qtuw x	1 2%	9 20%oqtu wx	6 11%qt	* 1%
Country of origin labels, which identify where food comes from	8 9% <i>d</i>	2 3%	3 4%	1 1%	3 4%	8 10% <i>d</i>	6 9% <i>d</i>	17 22%abcd eg	23 26%abcd efg	24 32%abcd efgk	12 15%bcde	19 28%abc defg	6 11% <i>q</i>	7 12% <i>q</i>	6 14% <i>q</i>	3 8%	-	16 35%mnop qstuwxx	11 22% <i>pqtu</i> vwx	5 10% <i>q</i>
Quality / standard of the food	7 8% <i>kl</i>	4 6% <i>kl</i>	3 3%	8 9% <i>kl</i>	7 9% <i>kl</i>	2 3%	4 5%	2 2%	6 7% <i>kl</i>	3 4%	-	-	4 8% <i>q</i>	2 3%	-	-	-	1 7%	2 3%	1 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	5 6%	5 6%	5 7% <i>j</i>	3 3%	2 3%	1 2%	2 3%	4 5%	1 1%	* 1%	3 4%	1 1%	3 5%	-	1 3%	2 5%	5 10% <i>nr</i>	-	3 5% <i>nr</i>	1 2%
Hygiene	4 5%	6 8% <i>ghj</i>	2 3%	2 2%	5 6% <i>g</i>	4 6% <i>g</i>	-	1 1%	5 6% <i>g</i>	* 1%	1 2%	2 3%	3 5%	1 2%	4 8% <i>r</i>	1 3%	2 5%	-	4 8% <i>r</i>	1 2%
Promoting food safety in the home	4 5%	3 4%	7 8%	5 6%	11 13% <i>b</i>	5 6%	11 15% <i>ab</i>	5 7%	20 23%abcd fhkl	15 20%abcd fhkl	7 8%	10% hk	3 6%	4 8%	5 12% <i>v</i>	5 13% <i>v</i>	4 9%	10 21% <i>mnqs</i> twxx	5 11% <i>v</i>	3 6%
Animal welfare	4 4%	-	1 2%	3 3%	4 4%	-	4 5%	-	3 3%	-	* 1%	-	-	-	2 5%	-	-	-	* 1%	1 1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Ensuring the food you buy is safe to eat	34 63%	27 54%	32 66%	26 53%
Nutrition labelling information, such as traffic light labelling	3 6%	4 8%p	5 10%p	4 7%p
Date labels, such as "best before" and "use by" labels	5 10%	4 8%	5 10%	3 6%
Promoting and enabling healthy eating and healthy lifestyles	2 4%	3 6%	2 4%	2 4%
Country of origin labels, which identify where food comes from	4 7%q	3 6%q	4 8%q	5 10%q
Quality / standard of the food	1 1%	2 3%	1 1%	2 5%
Ensuring/inspecting hygiene/cleanliness in food establishments	1 3%	7 14%norst uw	1 2%	1 3%
Hygiene	2 4%	5 10%nrxb	2 5%r	2 3%
Promoting food safety in the home	7 13%v	1 2%	2 5%	3 6%
Animal welfare	-	1 2%	-	-

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	4 4%	2 3%	1 1%	-	3 4%	1 2%	-	7 10%cdfg	14 16%abcd efg	12 16%abcde fg	7 9%cdfg	8 12%bcd g	3 6%	9 16%oqtu vw	-	4 9%qt	-	7 15%oqtu wx	5 10%oqtuv	-
Manufacturing/ production/packaging of food	2 3%	3 4%	-	1 2%	1 1%	2 3%	2 3%	-	1 1%	-	-	-	2 5%	1 1%	-	-	-	-	1 2%	-
How food is grown / Farmed	2 3%	-	1 2%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Fat/salt content in food	2 2%	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-
Complaints Procedures	2 2%	2 3%	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Effect on the Environment	1 1%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Food imports / Exports	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Everything / All food issues	1 1%	-	-	-	3 4%	2 3%	1 1%	-	1 1%	-	-	1 2%	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	1 1%	2 3%	-	5 6%oghki	1 2%	3 4%	-	-	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	-	-
Health & Hygiene Certificates	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	1 1%	-	-	-	3 4%	-	-	2 2%	-	-	-	-	-	2 4%	1 3%	3 6%	-	1 1%	1 1%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	1 2%	1 2%	1 3%	2 5%†
Manufacturing/ production/packaging of food	- 1%	- -	- 1%	1 2%
How food is grown / Farmed	-	-	-	-
Fat/salt content in food	-	-	-	-
Complaints Procedures	-	-	-	-
Effect on the Environment	-	-	-	-
Advertising	-	-	1 1%	-
Food imports / Exports	-	-	-	-
Everything / All food issues	- 1%	- -	- -	1 2%
Maintaining Standards / Regulations	-	1 3%	-	-
Health & Hygiene Certificates	-	-	-	-
What goes into our food (additives/chemicals etc.)	- 1%	1 2%	-	1 2%

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Price	-	-	-	2	2	-	-	-	*	-	-	-	-	-	-	-	-	*	*	*
Health	-	-	-	2%	2%	-	-	-	*	-	-	-	-	-	-	-	-	1%	1%	1%
Weight & Measures	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-
The way food is stored/ transported (correct temperatures etc.)	-	-	-	2%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Sales of food in shops/restaurants	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Health and Safety standards	-	-	-	5%al	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
Infections/diseases in/contaminated foods	-	-	-	1	2	1	1	-	1	2	-	1	4	1	-	-	1	-	-	-
Control where food comes from/food origin	-	-	-	1%	2%	2%	2%	-	1%	2%	-	1%	9%rstv w	1%	-	-	2%	-	-	-
Food labelling	-	1	-	3	-	-	2	1	1	1	-	-	-	-	-	1	-	-	-	-
Freshness of food	-	1%	-	4%	-	-	3%	1%	1%	1%	-	-	-	-	-	3%	-	-	-	-
To ensure food products are/contain what they claim	-	1	-	1	1	-	1	-	3	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	2%	-	1%	1%	-	2%	-	1%	-	2	-	-	-	-	-	-	-	-	-
Sugar content of food	-	-	-	1	2	2	-	-	1	2	-	1	-	-	-	1	-	-	1	-
	-	-	-	1%	2%	2%	-	-	1%	2%	-	1	-	-	-	3%	-	-	1%	-
	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	*	-
	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-

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 \* small base



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Price	-	1	-	-
	-	1%	-	-
Health	-	-	-	-
	-	-	-	-
Weight & Measures	-	-	-	-
	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	1	-	-	1
	2%	-	-	3%
Sales of food in shops/restaurants	-	1	-	1
	-	2%	-	1%
Health and Safety standards	-	-	1	*
	-	-	1%	1%
Infections/diseases in/contaminated foods	-	*	-	-
	-	1%	-	-
Control where food comes from/food origin	-	1	-	-
	-	2%	-	-
Food labelling	*	-	-	*
	1%	-	-	1%
Freshness of food	-	-	-	*
	-	-	-	1%
To ensure food products are/contain what they claim	-	1	-	-
	-	1%	-	-
Food preparation	-	1	-	1
	-	1%	-	2%
Sugar content of food	-	-	-	-
	-	-	-	-

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Cleanliness (no further detail)	-	-	-	-	3	-	1	-	-	1	-	1	-	-	-	-	-	-	*	-
Training/educating people (in hygiene)	-	-	-	-	3%	-	2%	-	-	1%	-	1%	-	-	-	-	-	-	1%	-
Public health/consumer advice/information (when food scores/recalls)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Food handling	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
GM foods	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Processing of food	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	4	1	2	2	1	1	2	2	1	*	2	-	1	-	-	1	-	*	5
	3%	5%	2%	2%	3%	1%	1%	3%	3%	1%	1%	2%	-	2%	-	-	3%	-	*	9% <sup>moprsuv</sup>
Don't know	12	17	10	23	14	15	10	17	10	10	12	8	9	7	11	7	13	6	10	10
	13%	22%	12%	27% <sup>acil</sup>	17%	19%	14%	23% <sup>l</sup>	11%	14%	15%	12%	18%	12%	25%	17%	26%	13%	20%	20%
<b>Average number of mentions</b>	1.77	1.49	1.62	1.65	1.64	1.68	1.66	2.29 <sup>abc</sup>	2.88 <sup>abc</sup>	2.85 <sup>abc</sup>	1.97 <sup>b</sup>	2.22 <sup>bc</sup>	1.96 <sup>q</sup>	1.67 <sup>q</sup>	1.72	1.73 <sup>q</sup>	1.25	2.65 <sup>mnp</sup>	2.38 <sup>npq</sup>	1.51
<b>Standard deviation</b>	1.28	0.83	1.09	1.10	0.91	1.14	0.82	1.67	1.91	1.91	1.54	1.89	1.65	0.89	0.87	1.15	0.73	1.88	1.80	1.00
<b>Standard error</b>	0.15	0.10	0.12	0.14	0.11	0.14	0.10	0.22	0.20	0.21	0.18	0.22	0.26	0.13	0.15	0.20	0.12	0.20	0.19	0.12

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Cleanliness (no further detail)	1%	2%	1%	2%
Training/educating people (in hygiene)	-	1%	-	-
Public health/consumer advice/information (when food scares/recalls)	-	1%	-	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-
GM foods	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-
Processing of food	-	-	-	1 2%
Ratings	1 1%	-	-	-
Other	-	1 2%	-	-
Don't know	12 22%	10 19%	9 19%	10 20%
<b>Average number of mentions</b>	<b>1.55</b>	<b>1.66q</b>	<b>1.45</b>	<b>1.51</b>
<b>Standard deviation</b>	<b>1.08</b>	<b>1.06</b>	<b>1.03</b>	<b>1.26</b>
<b>Standard error</b>	<b>0.12</b>	<b>0.11</b>	<b>0.11</b>	<b>0.14</b>



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

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



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

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

Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Maintaining Standards / Regulations	11 1%	26 2% <sup>agh</sup>	25 2% <sup>agh</sup>	33 2% <sup>aghjl</sup>	19 1% <sup>h</sup>	27 2% <sup>agh</sup>	11 1%	8 1%	24 2% <sup>agh</sup>	16 1%	19 1% <sup>h</sup>	15 1%
How food is grown / Farmed	9 1% <sup>gj</sup>	6 -	8 1%	4 -	6 -	4 -	2 -	8 1% <sup>gj</sup>	9 1% <sup>gj</sup>	2 -	4 -	5 -
Advertising	3 -	2 -	- -	7 * <sup>cej</sup>	1 -	3 -	3 -	2 -	1 -	1 -	2 -	- -
Effect on the Environment	3 -	3 -	- -	1 -	- -	1 -	1 -	1 -	2 -	- -	- -	- -
What goes into our food (additives/chemicals etc.)	9 1%	22 1% <sup>ai</sup>	32 2% <sup>aeik</sup>	28 2% <sup>aik</sup>	16 1%	31 2% <sup>aeik</sup>	24 2% <sup>ai</sup>	19 1%	10 1%	21 1% <sup>a</sup>	12 1%	22 2% <sup>ai</sup>
Sales of food in shops/restaurants	- -	11 1% <sup>a</sup>	17 1% <sup>ahk</sup>	17 1% <sup>ahk</sup>	7 * <sup>a</sup>	10 1% <sup>a</sup>	8 1% <sup>a</sup>	5 * <sup>a</sup>	13 1% <sup>a</sup>	8 1% <sup>a</sup>	6 * <sup>a</sup>	13 1% <sup>a</sup>
Health and Safety standards	- -	6 * <sup>a</sup>	7 * <sup>a</sup>	1 -	6 * <sup>a</sup>	3 -	4 -	2 -	4 * <sup>a</sup>	2 -	3 -	2 -
Infections/diseases in/contaminated foods	- -	2 -	10 1% <sup>abh</sup>	4 -	6 * <sup>a</sup>	7 * <sup>a</sup>	4 * <sup>a</sup>	2 -	3 -	3 -	5 * <sup>a</sup>	3 -
Control where food comes from/food origin	- -	4 -	6 * <sup>a</sup>	10 1% <sup>al</sup>	6 * <sup>al</sup>	17 1% <sup>abcdehikl</sup>	13 1% <sup>abhkl</sup>	4 * <sup>a</sup>	5 * <sup>a</sup>	13 1% <sup>abhkl</sup>	3 -	1 -
Food labelling	- -	2 -	11 1% <sup>ab</sup>	4 -	5 * <sup>a</sup>	13 1% <sup>abdk</sup>	5 * <sup>a</sup>	9 1% <sup>ab</sup>	5 * <sup>a</sup>	6 * <sup>a</sup>	3 -	8 1% <sup>ab</sup>
Freshness of food	- -	3 -	5 * <sup>a</sup>	5 * <sup>a</sup>	5 * <sup>a</sup>	1 -	6 * <sup>af</sup>	1 -	1 -	3 -	2 -	3 -
To ensure food products are/contain what they claim	- -	- -	6 * <sup>ab</sup>	2 -	5 * <sup>ab</sup>	27 2% <sup>abcdeghik</sup>	5 * <sup>ab</sup>	10 1% <sup>abd</sup>	12 1% <sup>abd</sup>	14 1% <sup>abdg</sup>	12 1% <sup>abd</sup>	15 1% <sup>abcdeg</sup>
Food preparation	- -	- -	5 * <sup>ab</sup>	14 1% <sup>abfk</sup>	9 1% <sup>ab</sup>	5 * <sup>ab</sup>	7 * <sup>ab</sup>	11 1% <sup>ab</sup>	12 1% <sup>ablk</sup>	16 1% <sup>abckf</sup>	4 * <sup>b</sup>	13 1% <sup>abckf</sup>



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Sugar content of food	-	-	-	6 *abcd	1 *	3 *	3 *	4 *bc	2 *	4 *	3 *	1 *
Cleanliness (no further detail)	-	-	-	4 *abc	11 1%abcf	3 *	7 *abc	6 *abc	6 *abc	9 1%abc	5 *abc	7 *abc
Training/educating people (in hygiene)	-	-	-	9 1%aboghijk	6 *abogij	2 *	-	1 *	-	1 *	1 *	3 *
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6 *abcgijl	4 *abogij	2 *	-	2 *	-	-	1 *	-
Food handling	-	-	-	-	-	-	-	-	1 *	2 *	1 *	-
(Food) Safety (no further detail)	-	-	-	-	-	1 *	10 1%abcdefk	5 *abcde	6 *abcde	3 *	1 *	7 *abcdef
GM foods	-	-	-	-	-	2 *	1 *	1 *	2 *	3 *	2 *	2 *
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	14 1%abcdehikl	6 *abcde	4 *bcd	4 *abcde	5 *abcde	2 *	1 *
Processing of food	-	-	-	-	-	-	-	-	4 *bfg	3 *	-	2 *
Ratings	-	-	-	-	-	-	-	-	1 *	-	3 *	-
Other	21 1%	37 2%kl	32 2%kl	29 2%l	25 2%	25 2%	22 2%	28 2%l	13 1%	24 2%	15 1%	18 1%
Don't know	328 23%ahij	363 24%lqh	332 22%ghijl	333 22%ghijl	309 22%ghijl	312 21%ljl	282 19%kl	262 18%l	209 15%	251 17%	265 20%kl	220 15%
Average number of mentions	2.03cd	1.97cd	1.81	1.83	2.19abcdh	2.08cd	2.09bcd	2.05cd	2.30abcdfghk	2.26abcdfghk	2.10bcd	2.39abcdefghk
Standard deviation	1.51	1.45	1.27	1.28	1.51	1.50	1.52	1.47	1.71	1.66	1.54	1.71



Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)

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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base	**	**	**	**	**	**	**	**	**	114	107	100*
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	62	60	67
										55%	56%	67% <sub>kl</sub>
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	17	12	17
										15%	11%	17%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	18	13	16
										16%	12%	16%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	7	11	19
										6%	11%	19% <sub>kl</sub>
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	14	15	19
										12%	14%	19%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	21	18	23
										18%	17%	23%
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	16	13	21
										14%	12%	21%
Quality / standard of the food	-	-	-	-	-	-	-	-	-	4	4	4
										3%	4%	4%
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	1	1	-
										1%	1%	-
Hygiene	-	-	-	-	-	-	-	-	-	3	3	1
										3%	2%	1%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	2	2	1
										2%	2%	1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base	**	**	**	**	**	**	**	**	**	114	107	100*
Animal welfare	-	-	-	-	-	-	-	-	-	4	3	1
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	4%	3%	1%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	1	4	1
Effect on the Environment	-	-	-	-	-	-	-	-	-	1%	3%	1%
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	1	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1%	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	2	1	1
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	2%	1%	1%
Food preparation	-	-	-	-	-	-	-	-	-	3	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	3%	-	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-
Other	-	-	-	-	-	-	-	-	-	1%	-	-
Don't know	-	-	-	-	-	-	-	-	-	5	7	6
Average number of mentions	-	-	-	-	-	-	-	-	-	5%	6%	6%
Standard deviation	-	-	-	-	-	-	-	-	-	21	18	11
	-	-	-	-	-	-	-	-	-	18%	17%	11%
	-	-	-	-	-	-	-	-	-	1.98	1.90	2.23
	-	-	-	-	-	-	-	-	-	1.45	1.56	1.67

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland - Scotland

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base	**	**	**	**	**	**	**	**	**	114	107	100*
Standard error	-	-	-	-	-	-	-	-	-	0.08	0.16	0.18



**Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	53*	44*	44*	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	26	27	27	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	48%	61%	62%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	7	8	6	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	13%	17%	13%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	7	7	6	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	13%	15%	14%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	2	6	7	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	4%	14%	16% <sup>kl</sup>	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	5	7	7	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	9%	16%	17%	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	7	9	10	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	13%	20%	23%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6	5	10	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	12%	12%	23%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	1	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	5%	3%	8%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland - Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	203	63	57
Weighted Base	..*	61	63*	56*
Ensuring the food you buy is safe to eat	-	37 61%	33 53%	40 71%
Promoting food safety in the home	-	9 16%	5 7%	11 19%
Promoting and enabling healthy eating and healthy lifestyles	-	11 18%	7 11%	10 17%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	5 9%	5 8%	12 21%vw
Nutrition labelling information, such as traffic light labelling	-	9 14%	8 13%	12 21%
Date labels, such as "best before" and "use by" labels	-	14 23%	9 14%	13 23%
Country of origin labels, which identify where food comes from	-	10 16%	7 12%	11 20%
Quality / standard of the food	-	1 2%	2 4%	1 2%
Manufacturing/ production/packaging of food	-	1 1%	1 2%	- -
Hygiene	-	2 3%	1 2%	1 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	* 1%	2 3%	1 2%

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	53*	44*	44*	**	**	**	**	**	**	**	**	**
Animal welfare	-	-	-	-	-	-	-	-	3	2	1	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	6%	3%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	1	4	3	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	3%	9%	7%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	12	5	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	22% <sup>l</sup>	12%	5%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1.79	2.01	1.94	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland - Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	203	63	57
Weighted Base	..	61	63*	56*
Animal welfare	-	1	1	-
	-	1%	2%	-
Health & Hygiene	-	-	2	-
Certificates	-	-	3%	-
Maintaining Standards / Regulations	-	*	2	1
	-	*	4%	2%
Effect on the Environment	-	1	-	-
	-	1%	-	-
What goes into our food (additives/chemicals etc.)	-	1	-	-
	-	1%	-	-
Sales of food in shops/restaurants	-	2	1	1
	-	3%	1%	2%
Control where food comes from/food origin	-	2	-	-
	-	4%	-	-
To ensure food products are/contain what they claim	-	1	-	-
	-	2%	-	-
Food preparation	-	*	-	-
	-	*	-	-
Cleanliness (no further detail)	-	-	1	-
	-	-	2%	-
Food handling	-	-	-	1
	-	-	-	2%
Other	-	4	3	3
	-	7%	5%	5%
Don't know	-	9	13	8
	-	14%	20%	15%
<b>Average number of mentions</b>	-	<b>2.14</b>	<b>1.82</b>	<b>2.48</b>

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	53*	44*	44*	**	**	**	**	**	**	**	**	**
Standard deviation	-	-	-	-	-	-	-	-	1.35	1.54	1.26	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.11	0.24	0.19	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland - Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	203	63	57
Weighted Base	-.**	61	63*	56*
Standard deviation	-	1.52	1.58	1.94
Standard error	-	0.12	0.22	0.28

**Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	37	15	19	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	12**	18**	21**	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	7	10	13	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	58%	55%	60%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	4%	15%	5%	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	2%	8%	10%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	1	2	5	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	5%	8%	22%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	1	3	3	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	5%	14%	12%	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	1	2	1	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	5%	14%	5%	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland - Scotland

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	54	18	15
Weighted Base	..*	25*	21**	19**
Ensuring the food you buy is safe to eat	-	10 38%	9 45%	12 63%
Promoting food safety in the home	-	4 16%	1 5%	3 16%
Promoting and enabling healthy eating and healthy lifestyles	-	3 12%	4 17%	1 5%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	1 4%	2 12%	3 14%
Nutrition labelling information, such as traffic light labelling	-	3 11%	4 17%	2 12%
Date labels, such as "best before" and "use by" labels	-	4 16%	4 18%	6 32%
Country of origin labels, which identify where food comes from	-	1 3%	2 12%	7 35%
Quality / standard of the food	-	* 2%	1 5%	2 8%
Manufacturing/ production/packaging of food	-	-	-	-
Hygiene	-	1 3%	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	2 8%	-	-



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	37	15	19	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	12**	18**	21**	**	**	**	**	**	**	**	**	**
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	1	1	3	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	6%	6%	15%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	29%	4	5	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	25%	1.52	1.71	2.24	-	-	-	-	-	-	-	
Standard error	-	-	-	-	-	-	-	-	0.23	0.33	0.44	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	54	18	15
Weighted Base	**	25*	21**	19**
Animal welfare	-	*	-	-
Health & Hygiene Certificates	-	1%	-	-
Maintaining Standards / Regulations	-	-	1	-
Sales of food in shops/restaurants	-	-	6%	-
Control where food comes from/food origin	-	*	-	-
To ensure food products are/contain what they claim	-	1%	-	-
Food preparation	-	1	-	-
Food handling	-	4%	-	-
Other	-	*	-	-
Don't know	-	1%	-	2
Average number of mentions	-	5	7	8%
Standard deviation	-	21%	33%	-
Standard error	-	1.68	2.04	1.96
	-	1.20	1.58	1.16
	-	0.18	0.46	0.30

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	78	22	11	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	24*	24**	12**	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	16	16	10	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	5	5	2	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	21%	19%	17%	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	5	2	1	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	20%	9%	10%	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	10%	10%	-	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	3	4	1	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	14%	17%	10%	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	7	3	-	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	27%	12%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4	2	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	15%	9%	16%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	4%	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland - Scotland

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	114	29	30
Weighted Base	..	34*	29**	30**
Ensuring the food you buy is safe to eat	-	20	17	22
	-	59%	60%	75%
Promoting food safety in the home	-	4	3	6
	-	12%	11%	21%
Promoting and enabling healthy eating and healthy lifestyles	-	8	5	10
	-	25%	17%	34%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	2	5	10
	-	5%	17%	33%
Nutrition labelling information, such as traffic light labelling	-	5	6	8
	-	14%	21%	28%
Date labels, such as "best before" and "use by" labels	-	7	5	10
	-	21%	17%	34%
Country of origin labels, which identify where food comes from	-	8	4	8
	-	23%	13%	26%
Quality / standard of the food	-	1	-	1
	-	2%	-	3%
Manufacturing/ production/packaging of food	-	*	1	-
	-	1%	3%	-
Hygiene	-	*	-	1
	-	1%	-	4%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	1
	-	-	-	4%

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	78	22	11	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	24*	24**	12**	**	**	**	**	**	**	**	**	**
Animal welfare	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	1	4%	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	9%	9%	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	2.22	1.77	1.48	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1.54	1.44	0.83	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	0.19	0.32	0.26	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland - Scotland

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	114	29	30
Weighted Base	..	34*	29**	30**
Animal welfare	-	3	1	1
	-	9%	3%	3%
Maintaining Standards / Regulations	-	-	2	1
	-	-	7%	4%
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	*	-	-
	-	1%	-	-
Sales of food in shops/restaurants	-	*	-	1
	-	*	-	4%
Control where food comes from/food origin	-	*	-	-
	-	1%	-	-
Food preparation	-	*	-	-
	-	1%	-	-
Cleanliness (no further detail)	-	-	-	-
	-	-	-	-
Other	-	3	5	-
	-	9%	18%	-
Don't know	-	4	5	-
	-	11%	17%	-
Average number of mentions	-	2.09	2.25	2.73
Standard deviation	-	1.56	2.10	2.09
Standard error	-	0.16	0.43	0.38

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	98	26	28
Weighted Base	**	**	**	**	**	**	**	**	**	19*	15**	18**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	10	8	10
	-	-	-	-	-	-	-	-	-	54%	50%	56%
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	3	1	4
	-	-	-	-	-	-	-	-	-	16%	4%	21%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	1	1	1
	-	-	-	-	-	-	-	-	-	7%	7%	7%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	2	*	5
	-	-	-	-	-	-	-	-	-	9%	3%	25%
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	3	-	3
	-	-	-	-	-	-	-	-	-	13%	-	15%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	2	1	3
	-	-	-	-	-	-	-	-	-	12%	4%	14%
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	3	2	2
	-	-	-	-	-	-	-	-	-	18%	11%	13%
Quality / standard of the food	-	-	-	-	-	-	-	-	-	1	*	1
	-	-	-	-	-	-	-	-	-	4%	3%	5%
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	*	-	-
	-	-	-	-	-	-	-	-	-	1%	-	-
Hygiene	-	-	-	-	-	-	-	-	-	*	1	-
	-	-	-	-	-	-	-	-	-	1%	4%	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	5%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	98	26	28
Weighted Base	**	**	**	**	**	**	**	**	**	19*	15**	18**
Animal welfare	-	-	-	-	-	-	-	-	-	1	1	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	3%	4%	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	1	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1%	3%	-
Food preparation	-	-	-	-	-	-	-	-	-	1%	-	-
Other	-	-	-	-	-	-	-	-	-	1	1	1
Don't know	-	-	-	-	-	-	-	-	-	3%	4%	7%
Average number of mentions	-	-	-	-	-	-	-	-	-	6	4	4
Standard deviation	-	-	-	-	-	-	-	-	-	31%	24%	22%
Standard error	-	-	-	-	-	-	-	-	-	2.09	1.54	2.07
	-	-	-	-	-	-	-	-	-	1.60	0.63	1.61
	-	-	-	-	-	-	-	-	-	0.19	0.14	0.34

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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**Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
Base: All adults aware of Food Standards Scotland - Scotland

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	381	110	103
Weighted Base	..*	114	107	100*
Ensuring the food you buy is safe to eat	-	62	60	67
	-	55%	56%	67%w
Promoting food safety in the home	-	17	12	17
	-	15%	11%	17%
Promoting and enabling healthy eating and healthy lifestyles	-	18	13	16
	-	16%	12%	16%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	7	11	19
	-	6%	11%	19%v
Nutrition labelling information, such as traffic light labelling	-	14	15	19
	-	12%	14%	19%
Date labels, such as "best before" and "use by" labels	-	21	18	23
	-	18%	17%	23%
Country of origin labels, which identify where food comes from	-	16	13	21
	-	14%	12%	21%
Quality / standard of the food	-	4	4	4
	-	3%	4%	4%
Manufacturing/ production/packaging of food	-	1	1	-
	-	1%	1%	-
Hygiene	-	3	3	1
	-	3%	2%	1%

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ensuring/inspecting hygiene/cleanliness in food establishments	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Animal welfare	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Health & Hygiene Certificates	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Maintaining Standards / Regulations	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Effect on the Environment	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
What goes into our food (additives/chemicals etc.)	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Sales of food in shops/restaurants	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Control where food comes from/food origin	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
To ensure food products are/contain what they claim	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Food preparation	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Cleanliness (no further detail)	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Food handling	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Other	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Don't know	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	381	110	103
Weighted Base	**	114	107	100*
Ensuring/inspecting hygiene/cleanliness in food establishments	-	2 2%	2 2%	1 1%
Animal welfare	-	4 4%	3 3%	1 1%
Health & Hygiene Certificates	-	-	2 2%	-
Maintaining Standards / Regulations	-	1 1%	4 3%	1 1%
Effect on the Environment	-	1 1%	-	-
What goes into our food (additives/chemicals etc.)	-	1 1%	-	-
Sales of food in shops/restaurants	-	2 2%	1 1%	1 1%
Control where food comes from/food origin	-	3 3%	-	-
To ensure food products are/contain what they claim	-	1 1%	-	-
Food preparation	-	1 1%	-	-
Cleanliness (no further detail)	-	-	1 1%	-
Food handling	-	-	-	1 1%
Other	-	5 5%	7 6%	6 6%
Don't know	-	21 18%	18 17%	11 11%

Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)  
 Base: All adults aware of Food Standards Scotland - Scotland

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Average number of mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think Food Standards Scotland is responsible for? (Spontaneous)

Base: All adults aware of Food Standards Scotland - Scotland

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	381	110	103
Weighted Base	..	114	107	100*
Average number of mentions	-	1.98	1.90	2.23
Standard deviation	-	1.45	1.56	1.67
Standard error	-	0.08	0.16	0.18

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	880 60%	836 62%	907 64%j
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	186 13%	156 12%	179 13%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	190 13%	175 13%	214 15%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	159 11%	150 11%	198 14%jk
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	321 22%k	248 18%	376 26%jk
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	353 24%k	259 19%	369 26%k
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	274 19%k	203 15%	310 22%jk
Quality / standard of the food	-	-	-	-	-	-	-	-	-	66 4%kl	30 2%	42 3%
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	11 1%	4 *	9 1%
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	-	18 1%	22 2%	12 1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Hygiene	-	-	-	-	-	-	-	-	-	57	31	40
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	4%k	2%	3%
Animal welfare	-	-	-	-	-	-	-	-	-	30	30	23
Everything / All food issues	-	-	-	-	-	-	-	-	-	2%	2%	2%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	34	17	28
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	2%k	1%	2%
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	12	5	16
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	1%	*	1%k
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	16	19	15
Food preparation	-	-	-	-	-	-	-	-	-	1%	1%	1%
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	21	12	22
Ratings	-	-	-	-	-	-	-	-	-	1%	1%	2%
Other	-	-	-	-	-	-	-	-	-	8	6	13
	-	-	-	-	-	-	-	-	-	1%	*	1%
	-	-	-	-	-	-	-	-	-	13	3	1
	-	-	-	-	-	-	-	-	-	1%k	*	*
	-	-	-	-	-	-	-	-	-	14	12	15
	-	-	-	-	-	-	-	-	-	1%	1%	1%
	-	-	-	-	-	-	-	-	-	16	4	13
	-	-	-	-	-	-	-	-	-	1%k	*	1%k
	-	-	-	-	-	-	-	-	-	9	5	7
	-	-	-	-	-	-	-	-	-	1%	*	*
	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	*	-
	-	-	-	-	-	-	-	-	-	70	53	68
	-	-	-	-	-	-	-	-	-	5%	4%	5%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing





**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Don't know	-	-	-	-	-	-	-	-	-	251	265	220
	-	-	-	-	-	-	-	-	-	17%	20%	15%
<b>Average number of mentions</b>	-	-	-	-	-	-	-	-	-	<b>2.26k</b>	<b>2.10</b>	<b>2.39k</b>
<b>Standard deviation</b>	-	-	-	-	-	-	-	-	-	<b>1.66</b>	<b>1.54</b>	<b>1.71</b>
<b>Standard error</b>	-	-	-	-	-	-	-	-	-	<b>0.04</b>	<b>0.05</b>	<b>0.05</b>

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	707	651	689	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	428	409	454	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	60%	63%	66% <sup>j</sup>	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	94	82	91	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	13%	13%	13%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	97	79	110	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	14%	12%	16% <sup>k</sup>	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	78	66	100	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	11%	10%	15% <sup>k</sup>	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	157	125	186	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	22%	19%	27% <sup>kj</sup>	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	175	119	180	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	25% <sup>k</sup>	18%	26% <sup>k</sup>	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	143	101	155	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	20% <sup>k</sup>	15%	22% <sup>k</sup>	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	39	15	23	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6% <sup>kl</sup>	2%	3%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	9	-	4	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1% <sup>k</sup>	-	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	11	10	6	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	1%	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	849	763	807
Weighted Base	**	769	703	732
Ensuring the food you buy is safe to eat	-	452	426	453
	-	59%	61%	62%
Promoting food safety in the home	-	91	74	88
	-	12%	11%	12%
Promoting and enabling healthy eating and healthy lifestyles	-	93	97	104
	-	12%	14%	14%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	81	84	98
	-	10%	12%	13%
Nutrition labelling information, such as traffic light labelling	-	164	123	190
	-	21%	18%	26%ww
Date labels, such as "best before" and "use by" labels	-	178	140	188
	-	23%	20%	26%ww
Country of origin labels, which identify where food comes from	-	131	102	155
	-	17%	15%	21%ww
Quality / standard of the food	-	26	15	19
	-	3%	2%	3%
The way food is stored/transported (correct temperatures etc.)	-	2	4	5
	-	*	1%	1%
Manufacturing/production/packaging of food	-	7	13	6
	-	1%	2%	1%

Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	707	651	689	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	32	10	18	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	5%kl	2%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	14	10	12	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	2%	2%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	16	10	11	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	2%	1%	2%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	2	4	7	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	*	1%j	1%	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	8	8	9	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	10	4	8	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	2	8	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%l	*	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4	3	7	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	1	8	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%k	*	1%k	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	2	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	849	763	807
Weighted Base	**	769	703	732
Hygiene	-	25	21	22
	-	3%	3%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	16	20	12
	-	2%	3%	2%
Animal welfare	-	18	8	17
	-	2%	1%	2%
Everything / All food issues	-	10	1	9
	-	1%w	*	1%w
Maintaining Standards / Regulations	-	8	11	6
	-	1%	2%	1%
What goes into our food (additives/chemicals etc.)	-	11	8	14
	-	1%	1%	2%
Sales of food in shops/restaurants	-	2	4	5
	-	*	1%	1%
Control where food comes from/food origin	-	7	2	1
	-	1%x	*	*
To ensure food products are/contain what they claim	-	10	9	8
	-	1%	1%	1%
Food preparation	-	9	3	5
	-	1%	*	1%
Cleanliness (no further detail)	-	2	3	5
	-	*	*	1%
Ratings	-	-	1	-
	-	-	*	-

**Q.5a** And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
**Base:** All adults aware of the Food Standards Agency England/Wales/NI - Agency

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	707	651	689	**	**	**	**	**	**	**	**	**
Other	-	-	-	-	-	-	-	-	30	22	34	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	4%	3%	5%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	110	124	93	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	16%	19%	14%	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	2.31k	2.06	2.41k	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1.67	1.49	1.72	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	0.06	0.06	0.07	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	849	763	807
Weighted Base	**	769	703	732
Other	-	40	31	34
	-	5%	4%	5%
Don't know	-	140	140	126
	-	18%	20%	17%
Average number of mentions	-	2.21	2.14	2.38w
Standard deviation	-	1.65	1.59	1.70
Standard error	-	0.06	0.06	0.07

Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	199	183	165	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	108	92	98	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	54%	50%	60%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	23	19	21	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	11%	10%	13%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	26	21	19	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	13%	11%	12%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	23	20	21	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	12%	11%	13%	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	37	22	33	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	19%	12%	20%k	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	44	30	36	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	22%	16%	22%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	28	17	25	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	14%	9%	15%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6	3	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3%	1%	2%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4	4	4	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	2%	2%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing





**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	236	221	216
Weighted Base	**	254	234	232
Ensuring the food you buy is safe to eat	-	149	149	144
	-	59%	64%	62%
Promoting food safety in the home	-	30	33	32
	-	12%	14%	14%
Promoting and enabling healthy eating and healthy lifestyles	-	40	38	33
	-	16%	16%	14%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	23	26	36
	-	9%	11%	16%v
Nutrition labelling information, such as traffic light labelling	-	53	50	58
	-	21%	21%	25%
Date labels, such as "best before" and "use by" labels	-	55	51	58
	-	21%	22%	25%
Country of origin labels, which identify where food comes from	-	37	36	51
	-	14%	15%	22%w
Quality / standard of the food	-	13	6	9
	-	5%	2%	4%
The way food is stored/transported (correct temperatures etc.)	-	2	1	2
	-	1%	1%	1%
Manufacturing/production/packaging of food	-	6	2	-
	-	2%x	1%	-
Hygiene	-	11	5	8
	-	4%	2%	4%

Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	199	183	165	**	**	**	**	**	**	**	**	**
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	2	5	3	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	1	2	1	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	1%	1%	*	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	2	1	2	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	*	3	2	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	2	*	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	6	2	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3%	1%	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	58	54	43	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	29%	30%	26%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	236	221	216
Weighted Base	..	254	234	232
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6 2%	3 1%	6 3%
Animal welfare	-	7 3% <sup>x</sup>	1 1%	-
Everything / All food issues	-	1 *	-	3 1%
Maintaining Standards / Regulations	-	3 1%	1 1%	3 1%
What goes into our food (additives/chemicals etc.)	-	2 1%	-	6 3% <sup>w</sup>
Sales of food in shops/restaurants	-	2 1%	1 *	3 1%
Control where food comes from/food origin	-	2 1%	2 1%	-
To ensure food products are/contain what they claim	-	5 2%	4 2%	-
Food preparation	-	3 1%	-	3 1%
Cleanliness (no further detail)	-	2 1%	-	4 2%
Ratings	-	-	1 *	-
Other	-	8 3%	13 5%	6 2%
Don't know	-	47 19%	45 19%	37 16%

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	199	183	165	..	..	..	..	..	..	..	..	..
Average number of mentions	-	-	-	-	-	-	-	-	2.25	1.92	2.30k	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	1.80	1.44	1.63	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.15	0.12	0.14	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	236	221	216
Weighted Base	**	254	234	232
<b>Average number of mentions</b>	-	2.22	2.24	2.39
<b>Standard deviation</b>	-	1.65	1.69	1.75
<b>Standard error</b>	-	0.12	0.13	0.13

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	298	353	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	360	299	381	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	223	190	264	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	46	43	39	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	47	45	68	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	48	36	53	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	101	60	126	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	112	67	116	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	80	48	84	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	15	7	10	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	2	1	3	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	3	4	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	440	372	416
Weighted Base	**	400	392	388
Ensuring the food you buy is safe to eat	-	247	251	249
	-	62%	64%	64%
Promoting food safety in the home	-	52	42	55
	-	13%	11%	14%
Promoting and enabling healthy eating and healthy lifestyles	-	49	41	59
	-	12%	10%	15%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	38	43	49
	-	9%	11%	13%
Nutrition labelling information, such as traffic light labelling	-	90	78	110
	-	22%	20%	28%w
Date labels, such as "best before" and "use by" labels	-	86	75	104
	-	21%	19%	27%w
Country of origin labels, which identify where food comes from	-	81	66	99
	-	20%	17%	26%w
Quality / standard of the food	-	23	10	16
	-	6%w	3%	4%
The way food is stored/transported (correct temperatures etc.)	-	4	1	1
	-	1%	*	*
Manufacturing/production/packaging of food	-	5	10	4
	-	1%	3%	1%

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	288	353	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	360	299	381	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	15	10	11	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	4%	3%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	6	5	9	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	2%	2%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	3	1	4	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	4	10	7	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	3%	2%	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	5	2	4	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	5	1	5	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing





Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)

Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	440	372	416
Weighted Base	**	400	392	388
Hygiene	-	14	7	11
	-	4%	2%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	11	5
	-	1%	3%	1%
Animal welfare	-	10	4	14
	-	3%	1%	4%w
Everything / All food issues	-	3	3	5
	-	1%	1%	1%
Maintaining Standards / Regulations	-	5	5	2
	-	1%	1%	1%
What goes into our food (additives/chemicals etc.)	-	7	4	7
	-	2%	1%	2%
Sales of food in shops/restaurants	-	3	1	2
	-	1%	*	1%
Control where food comes from/food origin	-	5	-	-
	-	1%wx	-	-
To ensure food products are/contain what they claim	-	7	3	4
	-	2%	1%	1%
Food preparation	-	7	1	-
	-	2%wx	*	-
Cleanliness (no further detail)	-	3	1	2
	-	1%	*	1%
Ratings	-	-	-	-
	-	-	-	-

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	288	353	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	360	299	381	**	**	**	**	**	**	**	**	**
Other	-	-	-	-	-	-	-	-	15	8	26	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	4%	3%	7% <sup>k</sup>	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	51	51	40	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	14%	17% <sup>l</sup>	10%	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	2.44	2.26	2.48	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1.68	1.65	1.69	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	0.10	0.11	0.10	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	440	372	416
Weighted Base	-**	400	392	388
Other	-	22	18	20
	-	6%	4%	5%
Don't know	-	51	70	49
	-	13%	18% <sup>wx</sup>	13%
Average number of mentions	-	2.19	2.11	2.41 <sup>w</sup>
Standard deviation	-	1.58	1.51	1.65
Standard error	-	0.08	0.09	0.09

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base	**	**	**	**	**	**	**	**	**	263	245	255
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	152 58%	153 62%	151 59%
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	35 13%k	20 8%	31 12%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	29 11%	30 12%	36 14%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	27 10%	25 10%	38 15%j
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	40 15%	38 15%	50 19%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	56 21%k	36 15%	55 22%k
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	48 18%	35 14%	50 20%
Quality / standard of the food	-	-	-	-	-	-	-	-	-	9 3%	4 2%	4 1%
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	2 1%	-	2 1%
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	-	4 2%	4 2%	4 2%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base	**	**	**	**	**	**	**	**	**	263	245	255
Hygiene	-	-	-	-	-	-	-	-	-	13	5	6
	-	-	-	-	-	-	-	-	-	5%kl	2%	2%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	5	5	5
	-	-	-	-	-	-	-	-	-	2%	2%	2%
Animal welfare	-	-	-	-	-	-	-	-	-	8	4	5
	-	-	-	-	-	-	-	-	-	3%	2%	2%
Everything / All food issues	-	-	-	-	-	-	-	-	-	4	-	2
	-	-	-	-	-	-	-	-	-	1%k	-	1%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	3	2	2
	-	-	-	-	-	-	-	-	-	1%	1%	1%
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	5	3	3
	-	-	-	-	-	-	-	-	-	2%	1%	1%
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1	-	-
	-	-	-	-	-	-	-	-	-	*	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	2	1	1
	-	-	-	-	-	-	-	-	-	1%	*	*
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	-	1	4
	-	-	-	-	-	-	-	-	-	-	*	2%j
Food preparation	-	-	-	-	-	-	-	-	-	1	1	3
	-	-	-	-	-	-	-	-	-	*	*	1%
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	2	1	1
	-	-	-	-	-	-	-	-	-	1%	1%	*
Other	-	-	-	-	-	-	-	-	-	18	13	13
	-	-	-	-	-	-	-	-	-	7%	5%	5%
Don't know	-	-	-	-	-	-	-	-	-	44	44	51
	-	-	-	-	-	-	-	-	-	17%	18%	20%
<b>Average number of mentions</b>	-	-	-	-	-	-	-	-	-	<b>2.14k</b>	<b>1.89</b>	<b>2.28k</b>

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)

Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base	..	..	..	..	..	..	..	..	..	263	245	255
Standard deviation	-	-	-	-	-	-	-	-	-	1.68	1.35	1.83
Standard error	-	-	-	-	-	-	-	-	-	0.09	0.08	0.10

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	1461	1260	1375	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	1350	1226	1304	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	804	746	829	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	170	147	168	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	174	159	201	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	146	141	187	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	287	232	359	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	321	240	352	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	246	187	285	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	61	29	40	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	9	4	7	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	18	22	11	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Ensuring the food you buy is safe to eat	-	-	-	-
Promoting food safety in the home	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-
Quality / standard of the food	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing





Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	1461	1260	1375	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	1350	1226	1304	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	51	27	36	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	4%k	2%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	22	26	21	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	2%	1%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	12	5	14	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	14	19	15	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	2%	1%	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	20	12	21	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	2%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	6	6	13	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	*	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	12	3	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%l	*	*	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	13	11	14	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	14	4	11	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%k	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	5	5	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	*	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Hygiene	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-
Animal welfare	-	-	-	-
Everything / All food issues	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-
Control where food comes from/food origin	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-
Food preparation	-	-	-	-
Cleanliness (no further detail)	-	-	-	-
Ratings	-	-	-	-



**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	1461	1260	1375	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	1350	1226	1304	**	**	**	**	**	**	**	**	**
Other	-	-	-	-	-	-	-	-	64	48	64	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	231	244	202	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	2.25	2.14	2.43jk	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	1.66	1.56	1.70	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.05	0.05	0.05	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Other	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

**Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)**  
**Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	48	58	52	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	64%	72%	76%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	15	7	7	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	20%k	8%	10%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	14	15	12	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	18%	19%	17%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	12	7	8	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	16%	9%	12%	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	29	12	13	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	39%kl	14%	19%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	28	14	13	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	37%kl	18%	19%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	24	12	19	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	32%k	15%	28%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	113	101	105
Weighted Base	..*	51	48*	49*
Ensuring the food you buy is safe to eat	-	27 54%	32 66%	26 53%
Promoting food safety in the home	-	1 2%	2 5%	3 6%
Promoting and enabling healthy eating and healthy lifestyles	-	3 6%	2 4%	2 4%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	1 2%	1 3%	2 5%
Nutrition labelling information, such as traffic light labelling	-	4 8%	5 10%	4 7%
Date labels, such as "best before" and "use by" labels	-	4 8%	5 10%	3 6%
Country of origin labels, which identify where food comes from	-	3 6%	4 8%	5 10%
Quality / standard of the food	-	2 3%	1 1%	2 5%
The way food is stored/transported (correct temperatures etc.)	-	-	-	1 3%
Manufacturing/production/packaging of food	-	-	* 1%	1 2%

Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	1%	2%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	1%	1	1	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	1	-	2%	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	3	4	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	4%	3%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	10	12	8	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	14%	15%	12%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	113	101	105
Weighted Base	..*	51	48*	49*
Hygiene	-	5	2	2
	-	10% <sup>x</sup>	5%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	7	1	1
	-	14% <sup>wx</sup>	2%	3%
Animal welfare	-	1	-	-
	-	2%	-	-
Everything / All food issues	-	-	-	1
	-	-	-	2%
Maintaining Standards / Regulations	-	1	-	-
	-	3%	-	-
What goes into our food (additives/chemicals etc.)	-	1	-	1
	-	2%	-	2%
Sales of food in shops/restaurants	-	1	-	1
	-	2%	-	1%
Control where food comes from/food origin	-	1	-	-
	-	2%	-	-
To ensure food products are/contain what they claim	-	1	-	-
	-	1%	-	-
Food preparation	-	1	-	1
	-	1%	-	2%
Cleanliness (no further detail)	-	1	*	1
	-	2%	1%	2%
Other	-	3	1	2
	-	5%	2%	4%
Don't know	-	10	9	10
	-	19%	19%	20%



**Q.5a** And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
**Base:** All adults aware of the Food Standards Agency England/Wales/NI - Agency

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
Average number of mentions	-	-	-	-	-	-	-	-	2.85k	1.97	2.22	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	1.91	1.54	1.89	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.21	0.18	0.22	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	113	101	105
Weighted Base	..	51	48*	49*
Average number of mentions	-	1.66	1.45	1.51
Standard deviation	-	1.06	1.03	1.26
Standard error	-	0.11	0.11	0.14

Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	880 60%	836 62%	907 64% <sup>kl</sup>
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	186 13%	156 12%	179 13%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	190 13%	175 13%	214 15%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	159 11%	150 11%	198 14% <sup>kl</sup>
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	321 22% <sup>kl</sup>	248 18%	376 26% <sup>kl</sup>
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	353 24% <sup>kl</sup>	259 19%	369 26% <sup>kl</sup>
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	274 19% <sup>kl</sup>	203 15%	310 22% <sup>kl</sup>
Quality / standard of the food	-	-	-	-	-	-	-	-	-	66 4% <sup>kl</sup>	30 2%	42 3%
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	11 1%	4 *	9 1%
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	-	18 1%	22 2%	12 1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)  
 Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1670	1445	1564
Weighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1476	1354	1421
Hygiene	-	-	-	-	-	-	-	-	-	57	31	40
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	4%k	2%	3%
Animal welfare	-	-	-	-	-	-	-	-	-	30	30	23
Everything / All food issues	-	-	-	-	-	-	-	-	-	2%	2%	2%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	34	17	28
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	2%k	1%	2%
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	12	5	16
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	7%	*	1%k
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	16	19	15
Food preparation	-	-	-	-	-	-	-	-	-	1%	1%	1%
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	21	12	22
Ratings	-	-	-	-	-	-	-	-	-	1%	1%	2%
Other	-	-	-	-	-	-	-	-	-	8	6	13
	-	-	-	-	-	-	-	-	-	1%	*	1%
	-	-	-	-	-	-	-	-	-	13	3	1
	-	-	-	-	-	-	-	-	-	1%kl	*	*
	-	-	-	-	-	-	-	-	-	14	12	15
	-	-	-	-	-	-	-	-	-	1%	1%	1%
	-	-	-	-	-	-	-	-	-	16	4	13
	-	-	-	-	-	-	-	-	-	1%k	*	1%k
	-	-	-	-	-	-	-	-	-	9	5	7
	-	-	-	-	-	-	-	-	-	1%	*	*
	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	*	-
	-	-	-	-	-	-	-	-	-	70	53	68
	-	-	-	-	-	-	-	-	-	5%	4%	5%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5a And please can I check, which issues do you think the Food Standards Agency is responsible for? (Spontaneous)

Base: All adults aware of the Food Standards Agency England/Wales/NI - Agency

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1670	1445	1564
Weighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1476	1354	1421
Don't know	-	-	-	-	-	-	-	-	-	251 17%	265 20%	220 15%
Average number of mentions	-	-	-	-	-	-	-	-	-	2.26k	2.10	2.39k
Standard deviation	-	-	-	-	-	-	-	-	-	1.66	1.54	1.71
Standard error	-	-	-	-	-	-	-	-	-	0.04	0.05	0.05

**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2093	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Ensuring the food you buy is safe to eat	1288 82%	1431 86%ae	1340 84%	1372 85%ae	1252 82%	1410 86%ae	1423 87%ace	1373 87%ace	1390 89%abcdeghk	1389 87%acde	1248 85%ae	1339 88%acdek
Date labels, such as "best before" and "use by" labels	996 63%	1058 64%	1002 63%	1016 63%	1019 66%cd	1034 63%	1059 64%	1045 66%	1099 71%abcdeghjk	1059 67%cdf	931 64%	1027 68%abcdfk
Nutrition labelling information, such as traffic light labelling	860 55%	911 55%	882 55%	922 57%	882 57%	924 56%	964 59%ab	956 60%abcf	987 63%abcdefg	979 62%abcdef	891 61%abcdf	961 63%abcdefg
Country of origin labels, which identify where food comes from	734 47%	816 49%	775 49%	769 48%	702 46%	878 54%abcde	867 53%abcde	888 56%abcdek	897 58%abcdeghk	863 54%abcde	760 52%ade	871 57%abcdeghk
Promoting and enabling healthy eating and healthy lifestyles	677 43%fg	721 43%dfg	719 45%defghjk	643 40%	631 41%	625 38%	633 39%	640 40%	726 47%defghijkl	636 40%	597 41%	637 42%f
Promoting food safety in the home	599 38%ef	610 37%ef	613 39%ef	594 37%ef	510 33%	544 33%	595 36%	559 35%	669 43%abcdeghjkl	574 36%	535 37%f	587 39%ef
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	549 35%ef	578 35%ef	530 33%e	529 33%e	436 28%	493 30%	542 33%e	513 32%e	629 40%abcdeghj	585 37%cdefgh	558 38%cdefgh	597 39%abcdegh
Quality / standard of the food	-	81 5%akl	62 4%ak	94 6%acekl	59 4%ak	91 6%acekl	90 6%acekl	77 5%akl	66 4%ak	70 4%akl	34 2%a	46 3%a
The way food is stored/transported (correct temperatures etc.)	-	10 1%a	18 1%ak	17 1%ak	20 1%abfk	9 1%a	16 1%ak	14 1%ak	12 1%ak	11 1%a	4 *	10 1%a
Manufacturing/production/packaging of food	-	49 3%alghjkl	32 2%al	31 2%al	34 2%agjl	29 2%al	20 1%a	21 1%a	24 2%al	19 1%a	24 2%al	12 1%a



## Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Fat/salt content in food	-	5 *a	5 *a	6 *a	7 *a	5 *a	6 *a	5 *a	3 -	3 -	3 -	6 *a
Hygiene	-	68 4%ahkl	63 4%ahk	63 4%ahk	47 3%a	57 3%ah	55 3%ah	32 2%a	57 4%ahk	60 4%ahk	34 2%a	41 3%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	42 3%a	62 4%abefghijkl	48 3%alf	36 2%a	29 2%a	36 2%a	40 3%a	35 2%a	33 2%a	32 2%a	26 2%a
Animal welfare	-	33 2%a	36 2%a	36 2%a	36 2%a	27 2%a	27 2%a	29 2%a	22 1%a	38 2%al	21 1%a	29 2%a
Weight & Measures	-	7 *acjl	-	5 *ac	5 *ac	4 -	6 *ac	5 *ac	1 -	1 -	3 -	1 -
Health & Hygiene Certificates	-	2 -	2 -	4 -	2 -	-	4 *f	4 *alf	2 -	2 -	4 *alf	-
Everything / All food issues	-	16 1%a	10 1%a	14 1%a	16 1%a	17 1%a	16 1%a	17 1%a	10 1%a	13 1%a	8 1%a	16 1%a
Food imports / Exports	-	8 *ak	5 *a	7 *ak	-	7 *ak	6 *a	5 *a	4 *a	4 -	1 -	3 -
Price	-	11 1%a	11 1%a	9 1%a	11 1%a	4 *	8 *a	6 *a	8 1%a	6 *a	4 *a	7 *a
Health	-	4 -	6 *ajk	7 *ahjk	3 *	5 *a	3 -	1 -	3 -	1 -	-	3 *
Complaints Procedures	-	5 *al	4 *al	5 *al	3 *	2 -	2 -	2 -	3 -	2 -	1 -	-
Maintaining Standards / Regulations	-	29 2%agh	31 2%aghj	36 2%aghjl	23 2%ah	28 2%agh	13 1%a	11 1%a	26 2%agh	16 1%a	22 2%ah	16 1%a
How food is grown / Farmed	-	8 *a	9 1%agj	6 *a	6 *a	4 *	2 -	10 1%agj	8 1%agj	2 -	5 *a	5 *a
Advertising	-	4 -	-	7 *acjl	2 -	3 -	3 -	2 -	1 -	1 -	2 -	-

## Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Effect on the Environment	-	4	-	1	-	1	1	1	2	1	-	-
What goes into our food (additives/chemicals etc.)	-	23	34	30	17	34	26	22	12	22	12	22
Sales of food in shops/restaurants	-	1%a	2%aek	2%aik	1%a	2%aek	2%ai	1%a	1%a	1%a	1%a	1%a
Health and Safety standards	-	11	20	17	8	11	9	7	15	10	7	14
Infections/diseases in/contaminated foods	-	1%a	1%aeghk	1%a	1%a	1%a	1%a	*a	1%a	1%a	*a	1%a
Control where food comes from/food origin	-	6	7	1	7	3	5	3	4	3	5	2
Food labelling	-	*a	*ad	-	*ad	-	*a	-	*a	-	*a	-
Freshness of food	-	4	10	5	6	8	5	2	4	3	5	3
To ensure food products are/contain what they claim	-	*a	1%ah	*a	*a	*a	*a	-	-	-	*a	-
Food preparation	-	5	6	11	6	17	14	5	7	16	3	1
Sugar content of food	-	*a	*a	1%al	*al	1%abcdehikl	1%abhkl	*a	*al	1%abcdehkl	-	-
Cleanliness (no further detail)	-	5	11	4	5	15	5	11	9	7	3	9
Training/educating people (in hygiene)	-	*a	1%ai	-	*a	1%abdegk	*a	1%a	1%a	*a	-	1%a
	-	4	5	5	5	2	7	2	1	3	2	3
	-	*a	*a	*a	*a	-	*ai	-	-	-	-	-
	-	7	3	5	29	6	10	14	16	12	15	
	-	*ab	-	*ab	2%abcdeghik	*ab	1%abd	1%abd	1%abdeg	1%abd	1%abdeg	
	-	6	14	11	5	8	12	12	17	4	13	
	-	*ab	1%abk	1%ab	*ab	*ab	1%ab	1%abk	1%abck	*b	1%abfk	
	-	-	6	1	3	4	4	2	4	3	1	
	-	-	*abcl	-	-	*abc	-	*b	-	-	-	
	-	-	4	13	4	8	6	7	9	6	7	
	-	-	*abc	1%abcdf	*bc	1%abc	*abc	*abc	1%abc	*abc	*abc	
	-	-	10	7	2	-	1	-	1	1	3	
	-	-	1%abcdfghjk	*abcghk	-	-	-	-	-	-	-	



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1639	1725	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base	1574	1665	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6	5	3	*	2	*	*	1	-
Food handling	-	-	-	-	1	-	-	-	1	2	1	1
(Food) Safety (no further detail)	-	-	-	-	11	1	11	6	6	4	1	8
GM foods	-	-	-	-	1%abdcfk	*	1%abdcfk	*abod	*abcd	*	*	1%abdcfk
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	5	2	1	2	3	2	4	*abcd
Processing of food	-	-	-	-	-	15	6	4	4	5	2	1
Ratings	-	-	-	-	-	1%abcdgheijk	*abcde	*abcde	*abcde	*abcde	*	*
Other	-	43	34	31	29	31	24	30	15	26	21	21
Don't know	103	78	74	74	87	64	79	63	39	59	73	55
Average number of mentions	4.11	4.17	4.19	4.14	4.07	4.07	4.19	4.20	4.48abcdehgh	4.26ef	4.19	4.34abcdehfgk
Standard deviation	2.06	2.09	2.13	2.15	2.09	2.08	2.13	2.01	2.02	2.05	2.07	2.02
Standard error	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05



**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Ensuring the food you buy is safe to eat	640 83%	691 85%	642 84%	663 85%	609 83%	675 86%	687 87%aae	643 85%	669 88%accek	657 86%	587 84%	657 90%abc defhk	648 81%	740 88%mq	698 85%mq	710 85%mq	643 80%	735 86%mq	736 87%mq	729 88%mq
Date labels, such as "best before" and "use by" labels	460 60%	472 58%	463 60%	463 60%	481 66%abcd	496 63%ab	486 61%	484 64%b	516 68%abcd	501 66%abcd	428 62%	488 67%abc dg	536 67%	586 69%r	539 66%	553 66%	538 67%	539 63%	573 67%	561 68%r
Nutrition labelling information, such as traffic light labelling	396 51%	429 53%	407 53%	427 55%	419 57%a	433 55%	459 58%abc	418 55%	467 62%abcd	464 61%abcd	413 59%abc	466 64%abc delgh	463 58%	482 56%	475 58%	496 59%	462 58%	491 57%	505 59%	539 65%mnopqrs
Country of origin labels, which identify where food comes from	335 44%	380 47%	359 47%	339 44%	324 44%	411 52%abcd e	409 52%acde	406 54%abcd	431 57%abcd eg	420 55%abcd e	360 52%ade	432 59%abc delghk	399 50%	437 51%	416 51%	430 51%	379 47%	467 55%mq	458 54%q	481 58%mnopqvw
Promoting and enabling healthy eating and healthy lifestyles	322 42%	349 43%fg	353 46%defg hjk	304 39%	285 39%	297 38%	298 38%	306 40%	345 46%defg j	305 40%	282 41%	318 43%fg	356 44%rs	373 44%r	366 44%rs	339 40%	346 43%r	329 38%	335 39%	334 40%
Promoting food safety in the home	292 38%	303 37%	292 38%	295 38%	246 34%	266 34%	280 35%	273 36%	327 43%abcd elghj	267 35%	273 39%ef	297 41%efg j	307 38%qr	307 36%	321 39%qr	298 36%	264 33%	279 33%	315 37%	286 35%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	250 32%e	266 33%ef	235 31%	241 31%e	190 26%	219 28%	236 30%	230 30%	296 39%abcd elgh	260 34%ef	262 38%acde	292 40%abc delghj	299 37%qr	313 37%qr	295 36%q	288 34%	246 31%	274 32%	306 36%q	283 34%
Quality / standard of the food	-	46 6%ak	31 4%a	52 7%acekl	28 4%a	53 7%acekl	47 6%akl	43 6%ak	37 5%ak	42 6%ak	16 2%a	26 4%a	-	36 4%mw	31 4%m	42 5%mw	31 4%m	39 5%mw	44 5%mw	34 4%mw
The way food is stored/transported (correct temperatures etc.)	-	5 1%a	11 1%ak	7 1%ak	7 1%ak	5 1%ak	11 1%ak	4 1%a	6 1%ak	9 1%ak	-	4 -	-	5 1%rn	7 1%rn	10 1%rn	13 2%rnrv	5 1%rn	5 1%rn	9 1%rn



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Ensuring the food you buy is safe to eat	721 90%mnop qrsww	732 88%mnopq	661 86%mq	682 87%mq
Date labels, such as "best before" and "use by" labels	583 73%mnopq rstvw	558 67%	503 66%	539 68%r
Nutrition labelling information, such as traffic light labelling	520 65%mnop qrs	515 62%n	478 62%nr	494 63%mnopq
Country of origin labels, which identify where food comes from	466 58%mnop qvw	442 53%q	401 52%q	439 56%moq
Promoting and enabling healthy eating and healthy lifestyles	381 48%prst vwxy	330 40%	315 41%	318 40%
Promoting food safety in the home	342 43%npqr stvwxy	307 37%	262 34%	290 37%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	334 42%nopq rst	325 39%pqrt	295 39%qr	305 39%qr
Quality / standard of the food	28 4%m	27 3%m	17 2%m	20 3%m
The way food is stored/ transported (correct temperatures etc.)	6 1%m	2 *	4 *m	7 1%m

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Manufacturing/ production/packaging of food	-	26 3%adfg hjk	20 3%al	12 1%a	16 2%al	12 2%a	10 1%a	10 1%a	13 2%a	11 2%a	10 1%a	6 1%a	-	23 3%mtv x	12 1%m	20 2%mvx	17 2%mvx	17 2%mx	10 1%m	11 1%a
Fat/salt content in food	-	3 *	3 *	4 1%	6 1%a	3 *	4 *	4 1%	1 *	1 *	2 *	3 *	-	2 *	2 *	2 *	2 *	1 *	3 *	* *
Hygiene	-	39 5%ahkl	29 4%ahk	32 4%ahk	21 3%ak	25 3%ak	30 4%ahk	13 2%a	26 3%ahk	33 4%ahkl	11 2%a	18 2%a	-	30 3%a	34 4%mt	32 4%a	26 3%a	32 4%a	25 3%a	20 2%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	16 2%a	29 4%abfkg	21 3%a	17 2%a	15 2%a	15 2%a	25 3%akl	16 2%a	16 2%a	10 1%a	12 2%a	-	25 3%a	33 4%mtvx	27 3%mr	19 2%a	14 2%a	21 2%a	15 2%a
Animal welfare	-	16 2%a	15 2%a	18 2%al	21 3%al	14 2%a	17 2%a	13 2%a	7 1%a	19 3%al	12 2%a	12 2%a	-	17 2%a	21 3%msw	19 2%a	15 2%a	13 2%a	10 1%a	17 2%a
Weight & Measures	-	1 *	-	1 *	3 *	3 *	2 *	2 *	* *	1 *	-	1 *	-	6 1%mnov x	-	3 *	2 *	* *	4 *	2 *
Health & Hygiene Certificates	-	2 *	1 *	2 *	2 *	-	1 *	3 *	2 *	-	2 *	-	-	-	1 *	1 *	-	-	3 *	1 *
Everything / All food issues	-	9 1%aj	6 1%a	5 1%a	9 1%aj	14 2%adj	8 1%a	7 1%a	7 1%a	2 *	6 1%a	7 1%a	-	7 1%a	5 1%a	9 1%mw	7 1%a	4 *	8 1%a	10 1%mw
Food imports / Exports	-	7 1%ak	3 *	2 *	1 *	4 1%a	2 *	3 *	4 1%	1 *	-	2 *	-	1 *	2 *	5 1%a	2 *	3 *	5 1%a	2 *
Price	-	6 1%a	6 1%a	5 1%a	6 1%a	3 *	6 1%a	1 *	5 1%a	2 *	2 *	3 *	-	5 1%a	5 1%mr	5 1%a	5 1%mr	* *	2 *	5 1%mr
Health	-	3 *	5 1%ahl	3 *	3 *	3 *	3 *	-	1 *	1 *	-	-	-	1 *	1 *	4 *	1 *	2 *	-	1 *

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Manufacturing/ production/packaging of food	12 1% <i>m</i>	8 1% <i>m</i>	14 2% <i>m</i>	6 1% <i>m</i>
Fat/salt content in food	2 *	2 *	2 *	3 *
Hygiene	31 4% <i>m</i>	27 3% <i>m</i>	23 3% <i>m</i>	23 3% <i>m</i>
Ensuring/inspecting hygiene/cleanliness in food establishments	19 2% <i>m</i>	17 2% <i>m</i>	22 3% <i>m</i>	15 2% <i>m</i>
Animal welfare	15 2% <i>m</i>	18 2% <i>m</i>	9 1% <i>m</i>	17 2% <i>m</i>
Weight & Measures	1 *	* *	3 *	- -
Health & Hygiene Certificates	- -	2 *	2 *	- -
Everything / All food issues	4 *	11 1% <i>m</i> <i>w</i>	2 *	9 1% <i>m</i> <i>w</i>
Food imports / Exports	1 *	3 *	1 *	1 *
Price	3 *	4 1% <i>m</i>	2 *	4 1% <i>m</i>
Health	2 *	- -	- -	3 *

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	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Complaints Procedures	-	2	1	2	-	2	1	*	-	1	-	-	-	3	4	3	3	-	1	2
Maintaining Standards / Regulations	-	16	17	13	14	16	9	6	17	8	9	10	-	14	13	24	9	11	4	5
How food is grown / Farmed	-	5	4	2	3	2	1	5	5	1	*	4	-	2	5	4	3	2	1	5
Advertising	-	2	-	5	1	1	2	-	-	1	2	-	-	2	-	2	1	2	1	2
Effect on the Environment	-	1	-	1	-	1	-	-	-	-	-	-	-	3	-	-	-	-	1	1
What goes into our food (additives/chemicals etc.)	-	11	13	15	5	18	15	11	7	10	4	8	-	13	21	15	13	16	10	11
Sales of food in shops/restaurants	-	6	9	8	4	7	5	3	5	7	3	8	-	6	11	9	4	3	4	4
Health and Safety standards	-	2	4	1	4	3	4	3	1	2	3	1	-	5	3	-	3	-	-	-
Infections/diseases in/contaminated foods	-	2	5	1	5	3	1	2	2	*	2	2	-	2	5	3	1	5	5	*
Control where food comes from/food origin	-	1	3	5	*	10	9	4	5	7	2	-	-	4	2	7	3	8	6	1
Food labelling	-	3	3	3	1	7	1	5	8	3	1	2	-	3	8	1	3	8	4	5

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Complaints Procedures	3 -	1 -	1 -	- -
Maintaining Standards / Regulations	9 1%m	8 1%m	13 2%mt	7 1%m
How food is grown / Farmed	5 1%m	1 -	4 1%m	1 -
Advertising	1 -	- -	- -	- -
Effect on the Environment	2 -	1 -	- -	- -
What goes into our food (additives/chemicals etc.)	5 1%m	12 1%m	8 1%m	15 2%mu
Sales of food in shops/restaurants	10 1%mv	3 -	5 1%m	6 1%m
Health and Safety standards	3 -	- -	2 -	1 -
Infections/diseases in/contaminated foods	1 -	3 -	3 -	1 -
Control where food comes from/food origin	2 -	9 1%mtuw x	2 -	1 -
Food labelling	1 -	3 -	2 -	6 1%mp

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
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	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Freshness of food	-	1	2	1	3	2	2	-	*	2	-	-	-	3	3	4	2	-	5	2
To ensure food products are/contain what they claim	-	-	-	1	4	12	4	3	8	4	3	7	-	-	7	2	2	17	2	6
Food preparation	-	-	5	6	2	4	3	9	8	8	1	8	-	-	1	8	10	1	5	2
Sugar content of food	-	-	1%ab	1%ab	*	1%ab	*	1%abek	1%abek	1%abk	*	1%abek	-	-	*	1%mnor	1%mnort	*	1%mn	*
Cleanliness (no further detail)	-	-	-	1	7	*	5	4	1	7	2	2	-	-	-	3	6	4	4	3
Training/educating people (in hygiene)	-	-	-	7	2	1	-	1	-	1	-	1	-	-	-	3	5	1	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	3	-	-	*	-	-	1	-	-	-	-	1	2	2	*	2
Food handling	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	6	*	4	2	3	1	1	5	-	-	-	-	4	1	7	4
GM foods	-	-	-	-	4	1	*	1	2	1	-	2	-	-	-	-	1	1	1	-
Horse meat scan/fraud/ensuring meat is what it claims to be	-	-	-	-	-	9	3	1	1	3	1	1	-	-	-	-	-	6	3	3

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Freshness of food	1 *	2 *	2 *	3 *
To ensure food products are/contain what they claim	6 1%mn	11 1%mpqqs	9 1%mpqqs	8 1%mpqqs
Food preparation	4 1%mn	9 1%mnort	3 *	5 1%mn
Sugar content of food	1 *	2 *	3 *	1 *
Cleanliness (no further detail)	6 1%mmo	2 *	4 *mno	5 1%mmo
Training/educating people (in hygiene)	* *	1 *	1 *	2 *
Public health/consumer advice/information (when food scares/recalls)	- -	* *	- -	- -
Food handling	1 *	2 *	1 *	1 *
(Food) Safety (no further detail)	3 *	3 *	- -	3 *
GM foods	- -	2 *	2 *	2 *
Horse meat scandal/fraud/ensuring meat is what it claims to be	4 *n	2 *	1 *	- -

**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
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	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	784	796	779	816	719	1011	1017	875	996	999	729	803	875	929	842	879	849	1072	1035	1068
Weighted Base	770	809	769	779	734	784	791	757	758	760	696	733	804	855	823	839	800	855	851	825
Processing of food	-	-	-	-	-	-	-	-	4 1%abcdf gh	1	1	2	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-
Other	-	19 2%a	17 2%a	16 2%a	15 2%a	22 3%ai	13 2%a	17 2%a	9 1%a	11 1%a	9 1%a	12 2%a	-	24 3%msu x	17 2%mu	15 2%mu	14 2%u	9 1%u	11 1%u	13 2%u
Don't know	49 6%ijl	37 5%l	36 5%l	42 5%l	38 5%l	28 4%	36 4%l	35 5%l	17 2%	28 4%	40 6%fil	25 3%	54 7%ptu vw	41 5%u	39 5%u	32 4%	49 6%ptuvx	37 4%	43 5%u	28 3%
Average number of mentions	3.95	4.06	4.08	4.06	4.00	4.06	4.10	4.11	4.40abc defghk	4.23ae	4.15	4.40ab cdefgh k	4.27	4.27	4.29r	4.21	4.14	4.08	4.27	4.29r
Standard deviation	2.03	2.15	2.15	2.16	2.04	2.12	2.16	2.08	2.00	2.03	2.06	2.00	2.09	2.03	2.12	2.14	2.14	2.04	2.10	1.94
Standard error	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.07	0.06	0.07	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.06	0.07	0.06



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	1068	1052	826	864
Weighted Base	801	829	766	788
Processing of food	-	2	-	-
Ratings	-	-	1	-
Other	6	15	11	9
Don't know	22 3%	30 4%	34 4%	31 4%
Average number of mentions	4.55mno pqrstvw	4.29r	4.23	4.29r
Standard deviation	2.04	2.08	2.08	2.04
Standard error	0.06	0.07	0.07	0.07

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Ensuring the food you buy is safe to eat	158 77%	198 83%e	176 83%e	189 83%e	151 73%	183 81%	169 81%	182 83%e	176 86%ae	174 83%e	164 81%	153 82%e	213 83%	233 86%	216 83%	236 81%	208 82%	247 86%	237 86%	233 86%
Date labels, such as "best before" and "use by" labels	116 57%	137 57%	110 51%	125 55%	114 55%	134 59%	133 64%c	125 57%	139 68%abcd ehk	127 60%	115 57%	116 63%c	169 66%	173 64%	172 66%	187 64%	167 66%	178 62%	179 65%	179 66%
Nutrition labelling information, such as traffic light labelling	103 51%e	109 46%	91 43%	105 46%	81 39%	98 44%	102 49%	117 53%ce	111 55%cef	116 55%cef	100 50%e	99 53%ce	125 46%	145 54%	152 58%lm	168 58%lm	140 55%	164 57%	157 57%	172 64%mn
Country of origin labels, which identify where food comes from	87 43%e	86 36%	76 36%	84 36%	58 28%	98 43%e	86 42%e	94 43%e	98 48%bcde j	76 36%	84 42%e	80 43%e	101 39%	129 47%	118 45%	129 44%	102 40%	135 47%	143 52%mq	149 55%mnop
Promoting and enabling healthy eating and healthy lifestyles	82 40% <i>d</i>	98 41% <i>dh</i>	74 35%	61 27%	68 33%	80 36%	64 31%	69 31%	77 38% <i>d</i>	78 37% <i>d</i>	73 36%	62 33%	106 41%	109 40%	115 44%	112 39%	95 37%	106 37%	106 38%	107 40%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	81 40% <i>de</i>	73 30%	69 33% <i>e</i>	66 29%	46 22%	70 31%	72 35% <i>e</i>	74 33% <i>e</i>	81 40% <i>bde</i>	88 42% <i>lbdef</i>	80 40% <i>de</i>	64 34% <i>e</i>	82 32%	100 37% <i>qr</i>	80 31%	102 35%	70 28%	79 28%	100 36% <i>r</i>	102 38% <i>qr</i>
Promoting food safety in the home	68 33%	60 25%	55 26%	61 27%	57 28%	69 31%	56 27%	61 28%	67 33%	65 31%	68 34%	63 34%	92 36% <i>r</i>	112 41% <i>qrv</i>	96 37% <i>rv</i>	107 37% <i>rv</i>	79 31%	79 28%	98 36% <i>r</i>	105 39% <i>rv</i>
Quality / standard of the food	-	10 4% <i>a</i>	10 5% <i>ah</i>	8 3% <i>a</i>	6 3% <i>a</i>	6 3% <i>a</i>	10 5% <i>a</i>	3 1%	12 6% <i>ah</i>	6 3% <i>a</i>	5 3% <i>a</i>	4 2% <i>a</i>	-	9 3% <i>m</i>	8 3% <i>m</i>	24 8% <i>mnotu w</i>	10 4% <i>m</i>	15 5% <i>m</i>	19 7% <i>muw</i>	9 3% <i>m</i>
The way food is stored/transported (correct temperatures etc.)	-	-	3 2%	1 1%	2 1%	-	2 1%	1 1%	2 1%	2 1%	-	2 1%	-	1 *	1 *	4 2%	2 1%	3 1%	2 1%	-
Manufacturing/production/packaging of food	-	6 3% <i>ajj</i>	4 2%	3 1%	3 1%	2 1%	-	4 2%	1 1%	-	2 1%	1 1%	-	1 *	4 2%	8 3% <i>mxx</i>	3 1%	4 1%	4 1%	1 1%



**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Ensuring the food you buy is safe to eat	247 91% <i>moppq w</i>	241 86%	212 83%	219 87%
Date labels, such as "best before" and "use by" labels	181 67%	174 62%	167 65%	164 65%
Nutrition labelling information, such as traffic light labelling	155 57%	156 56%	162 63% <i>mn</i>	153 61% <i>m</i>
Country of origin labels, which identify where food comes from	138 51% <i>mq</i>	127 46%	143 56% <i>moppq rv</i>	142 57% <i>mnpqrv</i>
Promoting and enabling healthy eating and healthy lifestyles	125 46% <i>rv</i>	101 36%	100 39%	101 40%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	110 40% <i>oqrv</i>	87 31%	103 40% <i>oqrv</i>	102 41% <i>oqrv</i>
Promoting food safety in the home	115 42% <i>qrv</i>	78 28%	92 36% <i>r</i>	110 44% <i>qrv</i>
Quality / standard of the food	6 2% <i>m</i>	14 5% <i>m</i>	7 3% <i>m</i>	11 4% <i>m</i>
The way food is stored/ transported (correct temperatures etc.)	3 1%	2 1%	1 *	2 1%
Manufacturing/ production/packaging of food	5 2% <i>m</i>	6 2% <i>mx</i>	2 1%	- -

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Fat/salt content in food	-	-	1	-	-	-	1	-	2	-	-	-	-	1	-	1	1	-	2	3
Hygiene	-	7	7	5	3	10	8	6	10	4	4	4	-	12	15	13	4	9	10	4
Ensuring/inspecting hygiene/cleanliness in food establishments	-	3%a	3%a	2%	2%	4%a	4%a	3%a	5%a	2%	2%	2%a	-	4%mtu	6%mqtw	4%mu	2% <i>m</i>	3% <i>m</i>	4% <i>m</i>	1%
Animal welfare	-	9	5	6	3	2	7	5	3	2	5	3	-	8	12	6	3	8	2	8
Weight & Measures	-	4%a	3%a	3%a	2%	1%	3%a	2%a	1%	1%	2%a	2%	-	3% <i>m</i>	5% <i>m</i> qsuw	2% <i>m</i>	1%	3% <i>m</i>	1%	3% <i>m</i>
Health & Hygiene Certificates	-	2	3	3	4	4	1	3	-	1	2	1	-	2	4	8	1	1	2	3
Everything / All food issues	-	1%	1%	1%	2% <i>l</i>	2%	1%	1%	-	1%	1%	*	-	1%	2%	3% <i>m</i> qpx	*	*	1%	1%
Food imports / Exports	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	1	-	-	-	-
Price	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	3	-	-
Complaints Procedures	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
Maintaining Standards / Regulations	1	1	-	-	-	*	*	-	-	-	-	-	-	1	2	-	-	1	-	-
How food is grown / Farmed	-	2	4	1	6	3	-	2	1	1	2	-	4	4	9	-	10	4	1	
	-	1%	2% <i>h</i>	1%	3% <i>agh</i>	1%	-	1%	1%	1%	1%	-	1%	2%	3% <i>m</i> qtw	-	3% <i>m</i> qtw	1%	*	
	-	-	-	-	1	-	-	-	-	1	1	-	-	3	1	-	-	-	1	
	-	-	-	-	*	-	-	-	-	1%	*	-	-	1%	*	-	-	-	1%	



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Fat/salt content in food	-	-	-	-
Hygiene	3 1%	12 4%mu	5 2% <i>m</i>	8 3% <i>m</i>
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	8 3% <i>m</i>	3 1%	6 3% <i>m</i>
Animal welfare	2 1%	8 3% <i>mix</i>	1 1%	-
Weight & Measures	*	-	-	-
Health & Hygiene Certificates	-	-	1 1%	-
Everything / All food issues	3 1%	1 *	-	3 1%
Food imports / Exports	-	-	-	-
Price	2 1%	-	2 1%	1 *
Health	-	-	-	-
Complaints Procedures	-	-	-	-
Maintaining Standards / Regulations	8 3% <i>mt</i>	3 1%	1 1%	3 1%
How food is grown / Farmed	1 *	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	3 1%	4 2%	4 2%	-	5 2%	3 1%	*	-	2 1%	2 1%	1 1%	-	1 *	7 3%munuw	3 1%	3 1%	8 3%mnsw	1 *	2 1%
Sales of food in shops/restaurants	-	-	1 *	1 *	2 1%	-	-	-	1 1%	*	3 2%	2 1%	-	1 *	2 1%	3 1%	1 *	-	1 *	4 1%
Health and Safety standards	-	-	1 *	-	-	-	1 1%	-	1 1%	-	-	-	-	4 2%prtu	2 1%	-	1 1%	-	-	-
Infections/diseases in/contaminated foods	-	-	2 1%	1 *	1 *	1 *	-	-	-	*	-	1 *	-	-	-	1 *	-	2 1%	1 *	-
Control where food comes from/food origin	-	1 1%	-	1 1%	-	*	*	*	*	2 1%	-	-	-	-	-	2 1%	2 1%	2 1%	3 1%	-
Food labelling	-	-	1 *	-	1 *	-	-	1 1%	1 1%	-	-	-	-	-	3 1%	-	-	2 1%	2 1%	-
Freshness of food	-	-	-	-	-	-	-	-	*	-	-	-	-	-	2 1%	-	-	-	1 *	-
To ensure food products are/contain what they claim	-	-	1 1%	1 *	-	2 1%	-	1 1%	1 1%	*	1 *	2 1%	-	-	2 1%	-	-	6 2%mpqpx	1 1%	1 1%
Food preparation	-	-	1 *	3 1%	1 1%	-	-	*	3 2%	-	1 *	2 1%	-	-	1 *	3 1%	-	1 *	1 *	4 2%n
Sugar content of food	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	3 1%
Cleanliness (no further detail)	-	-	-	-	1 *	2 1%	1 *	-	-	2 1%	*	-	-	-	-	-	1 *	1 *	2 1%	2 1%





Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Advertising	-	-	1	-
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	*	2 1%	-	6 2% mnuw
Sales of food in shops/restaurants	*	3 1%	1 *	3 1%
Health and Safety standards	-	2 1%	2 1%	-
Infections/diseases in/contaminated foods	-	*	1 *	1 *
Control where food comes from/food origin	2 1%	4 1%	2 1%	-
Food labelling	2 1%	1 *	1 *	-
Freshness of food	-	-	-	-
To ensure food products are/contain what they claim	3 1%	6 2% mpqpx	4 1%	-
Food preparation	4 1%	3 1%	-	3 1%
Sugar content of food	-	1 *	-	-
Cleanliness (no further detail)	-	2 1%	-	4 1%

**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	202	217	217	220	199	248	209	253	248	233	215	205	237	278	252	279	233	322	283	304
Weighted Base	203	239	213	229	207	225	207	221	203	211	202	186	258	271	261	291	253	287	276	270
Training/educating people (in hygiene)	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	3	5	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1%	2% mnors tuwx	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	1	-	2	-	-	-	1	1	-	-	-	-	5	1	2	-
GM foods	-	-	-	-	1	-	-	*	-	-	-	-	-	-	-	-	2% mnopt wx	1%	1%	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	1%	-	1	-	-	1	-	-	-	-	-	-	-	2	1	1
Processing of food	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Other	-	7	4	-	2	2	6	3	2	2	1	3	-	6	8	2	6	4	4	6
Don't know	16 8%	15 6%	10 5%	19 8%	20 10%	17 7%	10 5%	14 6%	7 4%	16 8%	17 9%	9 5%	19 7%	8 3%	13 5%	14 5%	12 5%	9 3%	16 6%	11 4%
Average number of mentions	3.91ce	3.62	3.48	3.49	3.28	3.73e	3.70	3.65	4.08bcd	3.89e	3.88e	3.78e	3.96	4.03	4.16	4.15	3.79	3.87	4.21q	4.27qv
Standard deviation	2.11	1.89	2.02	1.96	1.86	1.91	2.07	2.00	1.88	2.10	2.11	1.99	2.02	2.06	2.00	2.15	1.92	2.08	2.13	2.08
Standard error	0.16	0.13	0.14	0.14	0.14	0.13	0.15	0.13	0.12	0.14	0.15	0.14	0.14	0.13	0.13	0.13	0.13	0.12	0.13	0.12

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	320	290	239	231
Weighted Base	272	279	255	251
Training/educating people (in hygiene)	-	1 1%	-	-
Public health/consumer advice/information (when food scares/recalls)	-	*	1	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	2 1%	-	-	-
GM foods	-	-	-	2 1%
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	1 *	-
Processing of food	1 1%	-	-	-
Ratings	-	-	1	-
Other	3 1%	3 1%	5 2% <sub>m</sub>	3 1%
Don't know	4 2%	9 3%	13 5% <sub>u</sub>	9 4%
<b>Average number of mentions</b>	<b>4.21<sub>q</sub></b>	<b>3.88</b>	<b>4.21<sub>q</sub></b>	<b>4.33<sub>qr</sub></b>
<b>Standard deviation</b>	<b>1.96</b>	<b>1.99</b>	<b>2.05</b>	<b>2.04</b>
<b>Standard error</b>	<b>0.11</b>	<b>0.12</b>	<b>0.14</b>	<b>0.14</b>

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	387	441	401	381	355	484	482	425	436	424	310	364	439	431	422	462	433	540	586	502
Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Ensuring the food you buy is safe to eat	340 83%	382 87%	369 87%	349 86%	326 85%	361 87%	383 89%a	334 88%a	340 89%a	347 90%ae	280 87%	351 89%a	370 84%	380 88%	359 83%	395 89%o	366 84%	385 90%moq	395 89%oq	393 90%moq
Date labels, such as "best before" and "use by" labels	267 65%	307 70%	291 68%	265 65%	275 72%	272 65%	289 67%	258 68%	278 73%adf	284 74%adfg	214 68%	276 70%	280 64%	281 65%	280 65%	290 65%	300 69%	291 68%	286 64%	312 72%mnop
Nutrition labelling information, such as traffic light labelling	246 60%	270 62%	261 61%	254 63%	252 66%	257 62%	290 67%a	245 65%	254 66%	277 72%abcd	215 67%	265 67%a	260 59%	253 58%	251 58%	272 61%	277 64%	266 62%	269 61%	282 65%o
Country of origin labels, which identify where food comes from	207 50%	239 55%	223 52%	217 54%	201 52%	239 57%	234 54%	216 57%	231 61%ace	225 58%a	175 54%	238 61%ace	210 46%	236 54%	225 52%	221 50%	217 50%	248 58%mpq	256 58%mpq	272 62%mnopqw
Promoting and enabling healthy eating and healthy lifestyles	174 42%	207 47%fh	201 47%fh	185 46%f	165 43%	152 36%	177 41%	151 40%	181 47%fh	174 45%f	138 43%	164 42%	192 44%	189 44%	205 47%rsv	190 43%	199 46%r	164 38%	178 40%	203 47%rsv
Promoting food safety in the home	163 40%	160 37%	185 44%bafh	163 40%l	132 34%	140 34%	168 39%	130 34%	164 43%efhi	147 38%	125 39%	130 33%	169 39%	174 40%	178 41%	174 39%	150 35%	150 35%	163 37%	167 38%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	145 35%f	157 36%f	142 33%	156 39%efh	115 30%	115 27%	145 34%	114 30%	142 37%ef	157 41%cefg	117 36%f	151 38%efh	144 33%	153 35%q	144 33%	130 29%	122 28%	133 31%	135 30%	142 33%
Quality / standard of the food	-	22 5%a	15 4%a	23 6%aki	16 4%a	33 8%acejk	27 6%aki	29 8%ackl	21 5%aki	17 4%a	7 2%a	10 2%a	-	26 6%muw	21 5%u	28 6%muw	20 5%u	24 5%muw	24 5%muw	25 6%muw
The way food is stored/transported (correct temperatures etc.)	-	2 1%	4 1%	2 *	9 2%abdfi	1 *	6 1%a	4 1%	2 *	2 1%	1 *	3 1%	-	5 1%u	9 2%mvwx	6 1%u	5 1%u	2 *	3 1%	4 1%



**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Ensuring the food you buy is safe to eat	389 91%moq	386 89%o	366 87%	378 90%moq
Date labels, such as "best before" and "use by" labels	317 74%mnoprs	304 70%rn	289 69%	298 71%mnos
Nutrition labelling information, such as traffic light labelling	302 71%mnopqrs	277 64%	274 65%o	296 71%mnopqrs
Country of origin labels, which identify where food comes from	281 66%mnopqrs	277 64%mnopqrs	229 54%	264 63%mnopqrs
Promoting and enabling healthy eating and healthy lifestyles	212 50%prsv	172 40%	182 43%	195 47%sv
Promoting food safety in the home	210 49%mnopqrst	174 40%	159 38%	180 43%qrs
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	179 42%mpqrs	151 35%q	163 39%qrs	171 41%mpqrst
Quality / standard of the food	12 3%rn	23 5%rnw	10 2%rn	17 4%rn
The way food is stored/transported (correct temperatures etc.)	5 1%rn	4 1%	1 *	1 *

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
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Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Manufacturing/ production/packaging of food	-	16 4%adjl	9 2%a	5 1%a	8 2%a	11 3%a	7 2%a	6 2%a	9 2%a	3 1%	4 1%a	3 1%	-	17 4%mtu vx	13 3%mx	12 3%a	16 4%mtuv x	9 2%a	7 1%a	6 1%a
Fat/salt content in food	-	4 1%	4 1%	2 1%	3 1%	2 1%	1 *	-	-	2 1%	2 1%	4 1%ah	-	-	-	1 *	2 *	1 *	1 *	2 *
Hygiene	-	16 4%a	12 3%a	17 4%ah	12 3%a	11 3%a	14 3%a	6 2%a	21 5%ah	16 4%ah	12 4%a	11 3%a	-	24 6%mtw	23 5%mtw	20 5%mtw	17 4%mt	18 4%mtw	19 4%mtw	6 1%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	7 2%a	26 6%abfgh ijkl	14 3%a	15 4%al	7 2%a	9 2%a	12 3%a	6 1%a	11 3%a	7 2%a	5 1%a	-	12 3%a	14 3%a	12 3%a	11 2%a	9 2%a	8 2%a	10 2%a
Animal welfare	-	10 2%a	12 3%a	8 2%a	8 2%a	5 1%a	11 3%a	5 1%a	7 2%a	7 2%a	7 2%a	9 2%a	-	14 3%a	16 4%muw	15 3%a	21 5%msuw	14 3%a	7 2%a	11 3%a
Weight & Measures	-	-	-	-	3 1%	1 *	2 *	2 *	-	-	-	-	-	4 1%mx	-	3 1%	2 *	2 *	4 1%	2 1%
Health & Hygiene Certificates	-	-	1 *	-	2 *	-	2 *	-	-	-	1 *	-	-	1 *	1 *	1 *	-	-	-	-
Everything / All food issues	-	3 1%	7 2%ad	-	2 1%	2 1%	2 1%	3 1%	1 *	3 1%	1 *	4 1%a	-	5 1%a	1 *	5 1%a	11 2%mo	5 1%a	6 1%a	6 1%a
Food imports / Exports	-	-	1 *	2 1%	2 *	2 *	-	1 *	1 *	-	-	1 *	-	5 1%mw	1 *	1 *	1 *	2 *	2 1%	2 *
Price	-	3 1%	5 1%a	3 1%	4 1%	1 *	2 1%	3 1%	2 1%	1 *	-	1 *	-	3 1%	1 *	1 *	4 1%	2 1%	2 *	1 *
Health	-	1 *	3 1%	4 1%afg	-	-	-	-	1 *	-	-	2 1%	-	1 *	3 1%	1 *	1 *	1 *	2 *	2 *

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions:Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Manufacturing/ production/packaging of food	5 1% <i>m</i>	6 1% <i>m</i>	11 3% <i>m</i>	4 1% <i>m</i>
Fat/salt content in food	1 *	- -	1 *	- -
Hygiene	14 3% <i>m</i>	15 3% <i>mt</i>	7 2% <i>m</i>	12 3% <i>m</i>
Ensuring/inspecting hygiene/cleanliness in food establishments	15 3% <i>m</i>	7 2% <i>m</i>	11 3% <i>m</i>	6 1% <i>m</i>
Animal welfare	6 1% <i>m</i>	14 3% <i>m</i>	6 1% <i>m</i>	15 4% <i>m</i>
Weight & Measures	1 *	1 *	2 1% <i>m</i>	- -
Health & Hygiene Certificates	1 *	- -	- -	- -
Everything / All food issues	3 1% <i>m</i>	3 1% <i>m</i>	6 1% <i>m</i>	5 1% <i>m</i>
Food imports / Exports	2 1% <i>m</i>	2 *	- -	1 *
Price	1 *	3 1% <i>m</i>	2 *	3 1% <i>m</i>
Health	- -	- -	- -	- -

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	36-49												50-65							
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Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Complaints Procedures	-	1	1	3	1	-	1	*	1	-	-	-	-	-	1	1	-	1	-	2
Maintaining Standards / Regulations	-	*	*	1%	*	-	*	*	*	-	-	-	-	-	*	*	-	-	-	-
How food is grown / Farmed	-	8	9	12	5	3	5	7	3	4	10	7	-	11	7	13	9	8	4	2
Advertising	-	2%a	2%a	3%afi	1%a	1%	1%a	2%a	1%	1%a	3%afi	2%a	-	2%mt	2%mt	3%mtvx	2%mt	2%mt	1%mt	*
Effect on the Environment	-	-	3	1	-	-	-	1	4	-	1	2	-	7	2	3	4	2	1	5
What goes into our food (additives/chemicals etc.)	-	-	1%	*	-	-	-	*	1%bfg	-	*	1%	-	2%mv	1%	1%	1%mt	1%	*	1%mt
Sales of food in shops/restaurants	-	3	-	1	-	2	2	2	1	-	-	-	-	1	-	4	-	-	1	-
Health and Safety standards	-	1%	-	*	-	1%	1%	*	*	-	-	-	-	*	-	1%	-	-	*	-
Infections/diseases in/contaminated foods	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	1	-	1	1	-
Control where food comes from/food origin	-	-	-	-	-	-	-	*	*	-	-	-	-	*	-	*	-	*	*	-
Food labelling	-	11	10	7	2	7	8	6	7	6	2	4	-	6	12	12	8	11	8	10
Freshness of food	-	3%aek	2%a	2%a	1%	2%a	2%a	2%a	2%a	1%	1%	1%	-	1%mt	3%mu	3%mu	2%mt	3%mu	2%mt	2%mu
	-	3	7	4	1	4	2	2	8	3	1	6	-	4	7	8	3	5	5	-
	-	1%	2%a	1%	*	1%	*	*	2%aeghk	1%	*	2%a	-	1%mt	2%mtw	2%mtw	1%	1%mt	1%mt	-
	-	2	2	-	2	-	1	1	2	-	1	-	-	-	1	*	3	1	*	*
	-	1%	1%	-	1%	-	*	*	1%	-	*	-	-	*	*	*	1%	*	*	-
	-	-	6	-	1	2	2	-	1	2	2	1	-	4	1	3	3	3	2	2
	-	-	2%abdh	-	*	*	1%	-	*	1%	1%	*	-	1%mwxx	*	1%	1%	1%	*	*
	-	2	3	1	2	6	4	1	1	3	1	-	-	-	2	5	1	5	6	4
	-	1%	1%	*	1%	1%al	1%	*	*	1%	*	-	-	-	1%	1%mwxx	*	1%mwxx	1%mwxx	1%
	-	1	3	-	2	5	2	3	*	1	1	4	-	4	4	3	2	5	*	5
	-	*	1%	-	1%	1%ad	1%	1%	*	*	*	1%ad	-	1%	1%	1%	1%	1%ms	*	1%ms
	-	1	2	-	-	-	1	-	-	-	-	-	-	2	-	3	4	1	4	2
	-	*	*	-	-	-	*	-	-	-	-	-	-	*	-	1%	1%	*	1%mt	*

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





Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Complaints Procedures	2 *	1 *	1 *	- -
Maintaining Standards / Regulations	11 3%mtx	5 1%m	7 2%m	3 1%
How food is grown / Farmed	5 1%mv	* *	2 *	2 *
Advertising	- -	1 *	1 *	- -
Effect on the Environment	- -	- -	- -	- -
What goes into our food (additives/chemicals etc.)	2 1%	7 2%m	4 1%m	7 2%m
Sales of food in shops/restaurants	3 1%	3 1%	1 *	3 1%
Health and Safety standards	- -	* *	2 *	* *
Infections/diseases in/contaminated foods	2 1%	- -	- -	- -
Control where food comes from/food origin	1 *	5 1%mnwx	- -	- -
Food labelling	5 1%ms	4 1%	1 *	2 *
Freshness of food	- -	2 1%	1 *	- -

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Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
To ensure food products are/contain what they claim	-	-	1	-	3	9	2	5	3	3	4	6	-	-	-	2	2	4	2	1
Food preparation	-	-	*	1%	1%ab	1%	1%	1%ab	1%	2	-	1%ab	-	-	3	3	4	1	4	2
Sugar content of food	-	-	-	2	1	1	-	-	2	-	-	-	-	-	-	1	-	1	*	2
Cleanliness (no further detail)	-	-	-	2	3	1	4	-	1	-	3	-	-	-	-	1	3	*	1	1
Training/educating people (in hygiene)	-	-	-	1	-	1	-	1	*	-	-	2	-	-	-	5	1	1	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	-	1	-	2	-	-	-	-	-	-	-	1	3	1	*	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	3	-	2	*	2	1	-	3	-	-	-	-	-	-	3	3
GM foods	-	-	-	-	1	-	1	-	1	1	1	1	-	-	-	-	2	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	6	1	-	1	2	-	-	-	-	-	-	-	3	1	2
Processing of food	-	-	-	-	-	1%abcde hkl	*	-	*	1%	-	-	-	-	-	-	-	1%	*	*
Ratings	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-



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Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
To ensure food products are/contain what they claim	5 1%mo	7 2%mnnot	3 1%	4 1%
Food preparation	1 *	8 2%mnruw x	1 *	- -
Sugar content of food	1 *	- -	1 *	- -
Cleanliness (no further detail)	4 1%mo	3 1%	1 *	2 1%
Training/educating people (in hygiene)	- -	- -	1 *	1 *
Public health/consumer advice/information (when food scares/recalls)	* *	- -	- -	- -
Food handling	- -	- -	1 *	- -
(Food) Safety (no further detail)	2 1%	- -	1 *	2 1%
GM foods	- -	* *	1 *	1 *
Horse meat scandal/fraud/ensuring meat is what it claims to be	2 *	2 1%	1 *	- -
Processing of food	1 *	1 *	- -	- -
Ratings	- -	- -	- -	- -

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Weighted Base	411	438	425	405	383	417	430	377	382	384	323	393	439	433	433	446	434	430	444	436
Other	-	13	12	9	9	12	5	6	7	7	4	4	-	6	8	11	8	9	7	8
Don't know	23	17	14	9	12	14	15	10	7	7	13	9	22	11	18	10	21	8	19	7
	6%dhij l	4%	3%	2%	3%	3%	3%	3%	2%	2%	4%	2%	5%prtuv	3%	4%t	2%	5%prtuv	2%	4%rtu	2%
Average number of mentions	4.22	4.41	4.46	4.35	4.28	4.16	4.38	4.26	4.55af	4.54af	4.32	4.37	4.19	4.34	4.32	4.26	4.37	4.24	4.28	4.41
Standard deviation	2.07	1.98	2.17	2.26	1.98	2.07	2.14	1.94	2.06	1.99	2.13	2.01	2.02	2.21	2.18	2.10	2.16	2.07	2.11	1.92
Standard error	0.11	0.10	0.11	0.12	0.11	0.10	0.10	0.10	0.10	0.10	0.12	0.11	0.10	0.11	0.11	0.10	0.11	0.09	0.09	0.09



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Unweighted Base	505	554	401	446
Weighted Base	428	434	421	418
Other	-	10	8	7
	-	2%mu	2%mu	2%mu
Don't know	8	11	19	14
	2%	2%	4%rtu	3%
Average number of mentions	4.78mno pqrstvw	4.43	4.37	4.66mnopqrs
Standard deviation	1.96	2.02	2.01	1.93
Standard error	0.09	0.09	0.10	0.09

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Ensuring the food you buy is safe to eat	207 79%	238 84%	220 84%	203 82%	201 79%	234 84%	240 84%ae	231 83%	238 87%ae	241 86%ae	226 87%ae	237 87%ae
Date labels, such as "best before" and "use by" labels	163 62%	161 57%	150 58%	149 60%	163 63%	159 57%	172 60%	172 62%	184 67%bcfgjk	170 60%	147 56%	174 64%k
Country of origin labels, which identify where food comes from	129 48%	127 45%	133 51%	119 48%	125 49%	159 57%abde	148 52%ab	157 56%abde	149 54%b	157 56%bde	130 50%	146 53%b
Nutrition labelling information, such as traffic light labelling	126 48%	135 48%	128 49%	122 50%	133 52%	138 49%	146 51%	140 50%	164 60%abcdefgh	153 54%	139 54%	148 54%
Promoting and enabling healthy eating and healthy lifestyles	124 47% <sup>dgh</sup> j	119 42%	124 48% <sup>dghjk</sup>	95 38%	105 41%	122 44%	107 38%	110 40%	130 48% <sup>dghjk</sup>	110 39%	104 40%	115 42%
Promoting food safety in the home	107 41%	104 37%	99 38%	88 36%	92 36%	106 38%	110 39%	95 34%	113 41% <sup>h</sup>	109 39%	92 35%	104 38%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	96 37% <sup>h</sup>	96 34%	95 37% <sup>h</sup>	74 30%	83 33%	96 34%	91 32%	81 29%	117 43% <sup>bdefgh</sup>	102 36% <sup>h</sup>	95 37% <sup>h</sup>	110 40% <sup>ddegh</sup>
Quality / standard of the food	-	15 5% <sup>akl</sup>	8 3% <sup>aa</sup>	11 4% <sup>akl</sup>	7 3% <sup>aa</sup>	13 5% <sup>akl</sup>	11 4% <sup>aa</sup>	11 4% <sup>aa</sup>	14 5% <sup>akl</sup>	9 3% <sup>aa</sup>	5 2% <sup>aa</sup>	5 2% <sup>aa</sup>
The way food is stored/transported (correct temperatures etc.)	-	2 1%	1 *	4 2% <sup>ak</sup>	3 1% <sup>ak</sup>	2 1%	3 1%	5 2% <sup>ak</sup>	1 *	2 1%	-	2 1%
Manufacturing/production/packaging of food	-	9 3% <sup>acfg</sup>	2 1%	4 2% <sup>aa</sup>	4 2% <sup>aa</sup>	3 1%	3 1% <sup>aa</sup>	3 1% <sup>aa</sup>	5 2% <sup>aa</sup>	4 2% <sup>aa</sup>	4 1% <sup>aa</sup>	4 1% <sup>aa</sup>
Fat/salt content in food	-	-	-	1 1%	2 1%	1 *	1 *	-	*	*	1 *	1 1%

## Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Hygiene	-	9 3%a	5 2%a	9 4%a	10 4%a	9 3%a	5 2%a	10 4%a	9 3%a	13 5%agj	6 2%a	6 2%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6 2%a	4 2%a	10 4%aefj	4 2%a	3 1%	9 3%af	5 2%a	9 3%af	5 2%a	6 2%a	5 2%a
Animal welfare	-	5 2%a	2 1%	3 1%a	1 1%	3 1%	5 2%a	6 2%a	7 3%ace	9 3%acef	5 2%a	5 2%a
Weight & Measures	-	1 *	-	-	-	1 *	1 *	-	-	-	1 *	1 *
Health & Hygiene Certificates	-	-	-	-	1 *	-	1 *	-	1 *	-	2 1%	-
Everything / All food issues	-	3 1%k	1 *	3 1%ak	2 1%	4 1%ak	4 1%ak	5 2%ak	2 1%	4 1%ak	-	2 1%
Food imports / Exports	-	2 1%	1 *	1 *	-	3 1%gj	-	1 *	-	2 1%	-	1 *
Price	-	4 2%akf	3 1%ak	2 1%	2 1%	-	3 1%	2 1%	3 1%	1 *	-	1 *
Health	-	2 1%	-	2 1%	1 1%	1 *	1 *	1 *	1 *	-	-	1 *
Complaints Procedures	-	2 1%	-	1 *	2 1%	-	1 *	-	-	1 *	-	-
Maintaining Standards / Regulations	-	4 2%ag	6 2%agh	1 *	1 1%ag	3 1%ag	-	1 *	2 1%	3 1%ag	2 1%	2 1%
How food is grown / Farmed	-	1 *	1 *	1 *	1 *	2 1%	1 *	3 1%l	-	2 1%	1 1%	-
Advertising	-	-	-	1 *	-	1 *	-	-	-	-	-	-
Effect on the Environment	-	1 *	-	-	-	-	-	-	1 *	-	-	-

## Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
What goes into our food (additives/chemicals etc.)	-	2 1%	2 1%	5 2%a	3 1%a	3 1%	5 2%a	3 1%a	2 1%	5 2%a	3 1%	4 1%a
Sales of food in shops/restaurants	-	3 1%al	3 1%l	2 1%	1 *	2 1%	1 *	2 1%	2 1%	1 *	1 1%	-
Health and Safety standards	-	-	1 *	1 *	1 *	2 1%	1 *	1 *	1 *	-	-	1 1%
Infections/diseases in/contaminated foods	-	-	1 *	-	2 1%	-	-	1 *	-	1 *	2 1%	-
Control where food comes from/food origin	-	1 *	-	2 1%	2 1%	5 2%achkl	1 *	1 *	2 1%	2 1%	1 *	1 *
Food labelling	-	-	1 1%	-	-	2 1%	1 *	1 1%	-	-	-	3 1%
Freshness of food	-	2 1%	1 *	2 1%	1 *	-	1 *	1 *	1 *	1 *	1 1%	3 1%
To ensure food products are/contain what they claim	-	-	3 1%l	-	-	8 3%abdeghijk	1 *	1 *	2 1%	-	1 *	5 2%abdejk
Food preparation	-	-	-	1 1%	2 1%	1 *	1 *	1 1%	2 1%	1 *	1 *	3 1%ab
Sugar content of food	-	-	-	1 1%	-	1 *	1 *	-	-	-	2 1%	1 *
Cleanliness (no further detail)	-	-	-	2 1%	5 2%abcfll	1 *	2 1%	4 1%abc	1 *	2 1%	1 1%	1 *
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	374	358	329	353	348	489	492	459	555	550	390	421
Weighted Base	263	284	260	246	256	280	285	278	274	282	260	274
Food handling	-	-	-	-	1	-	-	-	1	1	-	-
(Food) Safety (no further detail)	-	-	-	-	1	-	1	3	*	3	-	1
GM foods	-	-	-	-	1%	-	*	1%abfik	*	1%	-	*
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	2	-	1	1	2	-	1
Processing of food	-	-	-	-	-	1%	-	1%	*	*	-	*
Ratings	-	-	-	-	-	-	-	-	1	1	1	-
Other	-	10 4%acgjl	3 1%	9 4%actgijl	4 2%a	4 1%a	2 1%	7 3%ag	4 1%a	4 1%a	4 1%a	3 1%a
Don't know	23 9%ik	26 9%kd	20 8%	22 9%ik	22 8%ik	18 6%	19 7%	21 8%	12 4%	16 6%	12 5%	14 5%
Average number of mentions	4.10	4.13	4.14	4.14	4.13	4.17	4.07	4.15	4.46abghk	4.23	3.96	4.22
Standard deviation	2.13	2.17	2.10	2.13	2.30	2.21	2.14	2.13	2.14	2.14	2.04	2.11
Standard error	0.11	0.12	0.12	0.12	0.13	0.10	0.10	0.10	0.09	0.09	0.11	0.11

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Ensuring the food you buy is safe to eat	1062 81%	1173 85%ae	1124 83%	1135 84%	1033 81%	1182 86%ae	1187 87%acde	1145 87%acde	1131 88%abcd	1178 87%acde	1048 85%ae	1152 88%abc	104 83%	136 88%w	99 88%w	121 95%mqrs	104 86%	117 89%w	125 85%	119 87%w
Date labels, such as "best before" and "use by" labels	817 62%	891 65%	867 64%	853 63%	848 66%a	872 63%	893 65%	871 66%	898 70%abcd	906 67%adf	787 64%	900 69%abc	82 65%	94 60%	67 60%	87 69%	81 67%	78 59%	87 59%	88 64%
Nutrition labelling information, such as traffic light labelling	696 53%	774 56%	765 57%	774 57%a	738 58%a	778 56%	817 60%a	801 61%abcf	820 64%abcd	836 62%abcd	750 61%abcd	849 65%abc	76 61%	81 52%	54 48%	81 64%osex	71 59%	74 56%	78 53%	82 60%os
Country of origin labels, which identify where food comes from	589 45%	683 50%a	662 49%a	627 46%	594 46%	724 52%ade	725 53%acde	738 56%abcd	737 58%abcd	733 54%abcd	630 51%ade	745 57%abc	72 57%	76 49%	58 52%	77 60%qu	55 46%	75 56%u	75 51%	78 57%qu
Promoting and enabling healthy eating and healthy lifestyles	545 42%	597 43%dfg	618 46%adef	522 38%	518 40%	521 38%	522 38%	528 40%	582 45%defg	513 38%	491 40%	541 41%	58 46%	65 42%	46 41%	64 50%rs	49 41%	47 38%	56 38%	61 45%r
Promoting food safety in the home	492 37%ef	505 37%ef	520 38%efh	476 35%	422 33%	448 32%	498 36%f	447 34%	533 42%abde	471 35%	442 36%	504 39%efh	44 35%	58 38%	40 36%	58 45%qrs	37 31%	43 33%	47 32%	56 41%rs
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	459 35%ef	482 35%def	456 34%ef	426 31%	361 28%	414 30%	460 34%ef	428 32%e	503 39%abcd	485 36%def	469 38%cdef	516 40%abc	42 34%	54 34%	42 38%	54 42%rs	41 34%	40 30%	42 29%	49 36%e
Quality / standard of the food	-	67 5%akl	54 4%ak	82 6%acekl	47 4%a	80 6%acekl	77 6%aekl	66 5%akl	52 4%ak	61 5%akl	29 2%a	40 3%a	-	8 5%lm	6 5%lm	3 3%	5 4%lm	8 6%lm	8 5%lm	8 6%lm
The way food is stored/transported (correct temperatures etc.)	-	7 1%a	18 1%abfkl	16 1%abfk	18 1%abfkl	7 a	14 1%ak	13 1%ak	10 1%a	9 1%a	4 *	7 1%a	-	2 1%	-	-	-	1 1%	1 1%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Ensuring the food you buy is safe to eat	122 90%w	98 86%	83 78%	83 83%
Date labels, such as "best before" and "use by" labels	88 64%	69 61%	65 60%	60 60%
Nutrition labelling information, such as traffic light labelling	72 53%	65 57%	62 58%	49 49%
Country of origin labels, which identify where food comes from	64 47%	63 55%	60 56%	59 59%u
Promoting and enabling healthy eating and healthy lifestyles	60 44%r	61 54%noqr stux	52 49%r	41 41%
Promoting food safety in the home	59 44%qrs	46 40%r	45 42%	37 37%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	53 39%rs	49 43%rs	44 41%rs	37 37%
Quality / standard of the food	6 4%m	4 3%m	4 4%m	4 4%m
The way food is stored/ transported (correct temperatures etc.)	-	-	-	1 1%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Manufacturing/ production/packaging of food	-	33	29	27	31	23	16	19	22	18	22	11	-	13	3	3	2	3	1	2
Fat/salt content in food	-	2%agf	2%al	2%al	2%agf	2%al	1%a	1%a	2%a	1%a	2%al	1%a	-	8%mpqr stuwvx	3%	2%	2%	2%l	1%	1%
Hygiene	-	5	5	5	7	5	4	4	2	3	3	5	-	-	-	-	-	-	2	1
Ensuring/inspecting hygiene/cleanliness in food establishments	-	*a	*a	*a	1%a	*a	*a	*	*	*	*a	*a	-	-	-	-	-	-	1%r	1%
Animal welfare	-	55	56	56	39	48	46	27	45	51	27	36	-	6	1	4	1	5	6	3
Weight & Measures	-	4%ahk	4%ahk	4%ahk	3%a	3%ah	3%ah	2%a	3%ah	4%ahk	2%a	3%a	-	4%l	1%	3%	1%	4%l	4%l	2%
Health & Hygiene Certificates	-	31	49	39	26	26	26	33	28	22	26	22	-	6	7	4	3	1	4	2
Everything / All food issues	-	2%a	4%abefg ijkl	3%aj	2%a	2%a	2%a	3%a	2%a	2%a	2%a	2%a	-	4%l	7%mt	3%	3%	1%	3%l	1%
Food imports / Exports	-	31	29	32	31	25	21	25	17	33	18	28	-	3	3	2	1	2	2	3
Price	-	2%a	2%a	2%a	2%al	2%a	2%a	2%a	1%a	2%a	2%al	1%a	2%a	-	2%	3%	2%	1%	1%	2%l
	-	7	-	1	5	3	5	5	1	1	3	1	-	-	-	-	-	-	*	-
	-	1%acdl j	-	*	*ac	*	*ac	*	*	*	*	*	-	-	-	-	-	-	*	-
	-	2	2	4	2	-	4	4	2	2	2	-	-	-	-	-	-	-	-	-
	-	*	*	*	*	-	*	*all	*	*	*	*	-	-	-	-	-	-	-	-
	-	16	10	13	11	13	13	14	8	12	5	14	-	1	-	1	2	2	2	3
	-	1%ak	1%a	1%a	1%a	1%a	1%a	1%a	1%a	1%a	*a	1%a	-	1%	-	1%	2%	1%	1%	2%u
	-	7	4	4	3	6	6	5	5	3	1	2	-	1	1	3	-	-	-	-
	-	1%a	*a	*a	*	*a	*a	*a	*a	*	*	*	-	1%	1%	2%rst	-	-	-	-
	-	8	11	5	9	3	6	5	7	5	4	7	-	2	-	2	-	1	1	1
	-	1%a	1%af	*a	1%a	*	*a	*a	1%a	*a	*a	1%a	-	1%	-	2%	-	*	1%	1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Manufacturing/ production/packaging of food	2 1%	1 1%	1 1%	- -
Fat/salt content in food	* *	- -	- -	- -
Hygiene	5 3% <i>m</i>	3 3% <i>m</i>	3 2%	1 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	4 3% <i>m</i>	2 2%	2 2%	2 2%
Animal welfare	2 2%	4 4% <i>m</i>	3 3%	1 1%
Weight & Measures	* *	* *	- -	- -
Health & Hygiene Certificates	- -	- -	2 2%	- -
Everything / All food issues	* *	* *	3 3%	- -
Food imports / Exports	- -	* *	- -	1 1%
Price	1 *	* *	- -	- -

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Health	-	4	4	4	3	3	2	1	2	1	*	3	-	-	2	1	-	-	-	*
	-	*	*	*a	*	*	*	*	*	*	*	*	-	-	2%rs	1%	-	-	-	*
Complaints Procedures	-	2	2	4	3	2	2	2	2	1	-	-	-	1	1	-	-	-	-	1
	-	*	*	*	*	*	*	*	*	*	*	*	-	1%	1%	-	-	-	-	1%
Maintaining Standards / Regulations	-	24	25	28	16	24	11	8	23	14	19	15	-	3	6	3	4	1	2	3
	-	2%agh	2%agh	2%aghj	1%a	2%agh	1%a	1%a	2%agh	1%a	2%ah	1%a	-	2%	5%mv	2%	4% <i>m</i>	1%	2%	2%
How food is grown / Farmed	-	6	6	4	6	4	2	9	7	2	3	5	-	2	1	1	-	*	*	1
	-	*a	*a	*a	*a	*	*	1%agj	1%a	*	*	*a	-	1%	1%	1%	-	*	*	1%
Advertising	-	3	-	7	1	3	2	2	1	1	1	-	-	1	-	1	1	-	*	-
	-	*	*	*acejl	*	*	*	*	*	*	*	*	-	1%	-	*	1%	-	*	-
Effect on the Environment	-	3	-	1	-	-	1	1	2	-	-	-	-	1	-	-	-	-	-	-
	-	*	*	*	*	*	*	*	*	*	*	*	-	*	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	19	31	25	16	28	23	20	7	20	12	21	-	2	2	3	1	3	2	2
	-	1%ai	2%aek	2%ai	1%a	2%aik	2%ai	2%ai	1%a	1%ai	1%a	2%ai	-	1%	2%	2%	1%	2% <i>m</i>	1%	1%
Sales of food in shops/restaurants	-	10	17	12	7	10	6	5	12	6	6	13	-	-	3	-	-	*	1	1
	-	1%a	1%aghjk	1%a	1%a	1%a	*a	*a	1%a	*a	*a	1%a	-	-	3%nr	-	-	*	1%	1%
Health and Safety standards	-	5	7	1	5	3	3	2	1	2	3	1	-	-	-	-	1	*	1	*
	-	*a	1%a	*	*a	*	*	*	*	*	*	*	-	-	-	-	1%	*	*	*
Infections/diseases in/contaminated foods	-	2	9	3	6	7	3	2	3	3	3	3	-	3	-	1	-	*	1	*
	-	*	1%abh	*	*a	1%a	*	*	*	*	*	*	-	2%	-	1%	-	*	1%	*
Control where food comes from/food origin	-	4	4	9	4	15	12	4	5	12	3	1	-	1	-	1	-	1	1	1
	-	*	*a	1%ai	*a	1%abceh	1%abkl	*a	*a	1%abl	*	*	-	1%	-	*	-	1%	1%	1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Health	1 1%	-	-	-
Complaints Procedures	-	-	-	-
Maintaining Standards / Regulations	2 2%	1 1%	4 3% <sup>m</sup>	1 1%
How food is grown / Farmed	1 1%	*	1 1%	-
Advertising	-	-	-	-
Effect on the Environment	-	1 1%	-	-
What goes into our food (additives/chemicals etc.)	1 *	1 1%	-	-
Sales of food in shops/restaurants	2 1%	2 2%	1 1%	1 1%
Health and Safety standards	*	*	1 1%	-
Infections/diseases in/contaminated foods	*	*	-	-
Control where food comes from/food origin	1 1%	3 3% <sup>moars</sup>	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Food labelling	-	2	11	4	5	12	4	10	6	6	2	8	-	4	-	-	-	1	*	1
	-	*	1%abk	*	*a	1%abdk	*a	1%abk	*a	*	1%ab	*	-	2%a	-	-	-	1%	*	1%
Freshness of food	-	3	4	4	4	1	7	1	-	3	2	2	-	2	-	-	-	1	*	1
	-	*	*	*	*a	*	*afi	*	-	*	*	*	-	1%	-	-	-	1%	*	1%
To ensure food products are/contain what they claim	-	-	6	2	5	26	5	10	13	13	11	15	-	-	1	1	-	2	1	*
	-	-	*ab	*	*ab	2%abode ghk	*ab	1%abd	1%abdg	1%abd	1%abd	1%abde	-	-	1%	1%	-	2%nt	1%	*
Food preparation	-	-	4	12	8	3	7	11	11	14	4	11	-	-	1	1	2	1	1	1
	-	-	*b	1%abcf	1%ab	*	*ab	1%abf	1%abf	1%abcfk	*b	1%abf	-	-	1%	*	2%	*	*	*
Sugar content of food	-	-	-	5	1	3	2	4	1	4	3	-	-	-	-	4	-	-	1	*
	-	-	-	*abc	*	*	*	*b	*	*	*	*	-	-	-	-	-	-	1%	*
Cleanliness (no further detail)	-	-	-	4	10	3	6	6	5	7	5	5	-	-	-	-	1	1	1	*
	-	-	-	*abc	1%abcf	*	*abc	*abc	*abc	1%abc	*abc	*abc	-	-	-	-	1%	1%	1%	*
Training/educating people (in hygiene)	-	-	-	9	6	2	-	1	-	-	1	3	-	-	-	1	-	-	-	*
	-	-	-	1%abogh	*abogi	*	-	*	-	*	*	*	-	-	-	1%	-	-	-	*
Public health/consumer advice/information (when food scores/recalls)	-	-	-	4	4	2	-	2	-	-	1	-	-	-	-	-	1	*	*	-
	-	-	-	*abgi	*abgi	*	-	*	-	-	*	*	-	-	-	-	1%	*	*	-
Food handling	-	-	-	-	1	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	*	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	8	1	9	5	6	3	1	7	-	-	-	-	-	*	*	*
	-	-	-	-	1%abcdf	*	1%abcdf	*abcd	*abcd	*	*	1%abcd	-	-	-	-	-	*	*	*
GM foods	-	-	-	-	5	2	1	1	2	3	2	2	-	-	-	-	-	-	-	-
	-	-	-	-	k	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base





Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Food labelling	2 2% <sup>s</sup>	*	-	-
Freshness of food	*	-	-	-
To ensure food products are/contain what they claim	1 1%	1 1%	-	-
Food preparation	-	1 1%	-	-
Sugar content of food	*	-	-	-
Cleanliness (no further detail)	1 1%	-	1 1%	-
Training/educating people (in hygiene)	*	-	-	-
Public health/consumer advice/information (when food scares/recalls)	*	-	-	-
Food handling	-	-	-	1 1%
(Food) Safety (no further detail)	*	*	-	1 1%
GM foods	*	*	-	2 2%

**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1384	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	133	169	121	136	122	449	450	421
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	126	156	112	128	120	132	148	137
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	12 kl	5 *abcde	4 *bd	4 *abcde	5 *abcde	2 *	1 *	-	-	-	-	-	2 1%a	-	*
Processing of food	-	-	-	-	-	-	-	4 *bfg	3 *	-	-	1 *	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	3 *	-	-	-	-	-	-	-	-	-	-
Other	-	33 2%ail	31 2%ai	29 2%ai	23 2%a	24 2%a	21 2%a	23 2%a	11 1%a	23 2%a	18 2%a	16 1%a	-	5 3%mp	2 2%	-	2 2%	6 4%mpstu	2 1%	1 1%
Don't know	93 7%bcdf ghijkl	65 5%l	65 5%l	67 5%l	78 6%hijl	57 4%	65 5%l	53 4%	35 3%	52 4%	60 5%l	48 4%	6 5%	9 6%p	3 3%	1 1%	4 4%	5 4%	10 7%puv	6 4%
Average number of mentions	4.04	4.20	4.23af	4.08	4.06	4.05	4.20	4.19	4.44abc defghjk	4.23af	4.18	4.38ab defghj k	4.24	4.29	4.11	4.58rsx	4.03	4.06	4.04	4.37rs
Standard deviation	2.07	2.07	2.14	2.11	2.10	2.08	2.14	2.00	2.00	2.04	2.06	2.01	1.96	2.29	2.21	2.22	1.99	1.98	1.97	2.17
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.17	0.18	0.20	0.19	0.18	0.10	0.10	0.11

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 \* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	541	381	110	103
Weighted Base	136	114	107	100*
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-
Processing of food	*	*	1	-
Ratings	-	-	-	-
Other	1 1%	2 2%	2 2%	3 3%
Don't know	4 3%	3 3%	8 7%p	2 2%
<b>Average number of mentions</b>	<b>4.19</b>	<b>4.35</b>	<b>4.42</b>	<b>3.95</b>
<b>Standard deviation</b>	<b>2.18</b>	<b>2.16</b>	<b>2.18</b>	<b>1.82</b>
<b>Standard error</b>	<b>0.10</b>	<b>0.11</b>	<b>0.22</b>	<b>0.18</b>

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Ensuring the food you buy is safe to eat	74 86%	68 87%	78 93%	73 85%	75 92%	68 88%	66 90%	66 87%	86 96%abdj i	65 87%	71 89%	59 86%	48 97%qst	53 94%q	39 87%	43 98%qst	40 80%	43 90%	45 87%	43 87%
Date labels, such as "best before" and "use by" labels	58 68% <sup>c</sup>	43 54%	40 48%	55 64% <sup>c</sup>	62 76% <sup>bcgl</sup>	53 69% <sup>c</sup>	42 57%	50 67% <sup>c</sup>	77 87% <sup>abcd</sup> fghijkl	49 66% <sup>c</sup>	52 65% <sup>c</sup>	40 58%	39 79% <sup>npq</sup> wx	31 54%	28 63%	21 48%	28 57%	30 64%	37 71% <sup>npwx</sup>	35 71% <sup>npw</sup>
Nutrition labelling information, such as traffic light labelling	53 62% <sup>b</sup>	32 40%	41 49%	48 55%	52 64% <sup>b</sup>	45 58% <sup>ab</sup>	39 53%	46 61% <sup>b</sup>	66 74% <sup>bcdf</sup> gl	47 63% <sup>ab</sup>	51 64% <sup>b</sup>	36 52%	34 69% <sup>npq</sup>	25 44%	22 49%	19 44%	22 43%	26 55%	30 58%	28 55%
Country of origin labels, which identify where food comes from	46 53% <sup>c</sup>	37 47%	29 34%	46 53% <sup>c</sup>	34 42%	51 65% <sup>bce</sup>	36 50%	45 60% <sup>ce</sup>	63 71% <sup>abcd</sup> egj	39 52% <sup>c</sup>	47 58% <sup>ce</sup>	40 58% <sup>ce</sup>	28 56% <sup>n</sup>	21 37%	27 60% <sup>nq</sup>	19 45%	18 36%	29 61% <sup>nq</sup>	30 59% <sup>nq</sup>	26 52%
Promoting and enabling healthy eating and healthy lifestyles	46 53%	31 40%	32 38%	37 43%	38 46%	32 41%	29 40%	32 42%	48 54% <sup>c</sup>	31 42%	33 41%	31 45%	29 59% <sup>t</sup>	28 49%	22 49%	19 45%	26 52%	25 53%	26 50%	19 39%
Promoting food safety in the home	39 46% <sup>b</sup>	23 30%	29 35%	41 47% <sup>b</sup>	35 42%	30 39%	25 35%	31 41%	42 47% <sup>b</sup>	29 39%	30 37%	22 33%	24 48%	23 40%	23 52%	19 44%	16 32%	23 47%	25 48%	25 49%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	32 37%	24 30%	24 28%	35 40% <sup>g</sup>	29 35%	22 29%	18 25%	25 34%	48 54% <sup>abce</sup> fghjkl	28 37%	31 38%	24 35%	16 32% <sup>q</sup>	19 33% <sup>q</sup>	9 20%	14 32% <sup>q</sup>	6 11%	17 35% <sup>q</sup>	21 41% <sup>ooqt</sup>	11 22%
Quality / standard of the food	-	4 6% <sup>akl</sup>	3 3%	8 9% <sup>akl</sup>	7 9% <sup>akl</sup>	2 3%	4 5% <sup>a</sup>	2 2%	6 7% <sup>akl</sup>	3 4%	-	-	-	2 3%	-	-	-	1 1%	2 3%	1 3%
The way food is stored/ transported (correct temperatures etc.)	-	-	-	1 1%	2 2%	1 2%	1 2%	-	1 1%	2 2%	-	1 1%	-	1 1%	-	-	1 2%	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base



**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Ensuring the food you buy is safe to eat	51 95%q	47 92%q	45 94%q	45 92%
Date labels, such as "best before" and "use by" labels	36 68%p	35 68%p	27 56%	28 57%
Nutrition labelling information, such as traffic light labelling	29 54%	31 60%nq	27 56%	27 55%
Country of origin labels, which identify where food comes from	32 61%nq	29 57%nq	24 50%	26 53%n
Promoting and enabling healthy eating and healthy lifestyles	35 66%npst wx	29 58%t	21 44%	24 49%
Promoting food safety in the home	35 65%npqr stwx	28 55%qw	18 37%	24 49%q
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	25 48%oqtw	24 46%oqtw	14 29%q	20 40%oqt
Quality / standard of the food	1 2%	2 3%	1 1%	2 5%
The way food is stored/ transported (correct temperatures etc.)	1 2%	- -	- -	1 3%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Manufacturing/ production/packaging of food	-	3	-	1	1	2	2	-	1	-	-	-	-	1	-	-	-	-	1	-
Fat/salt content in food	-	4%	-	2%	1%	3%	3%	-	1%	-	-	-	-	1%	-	-	-	-	2%	-
Hygiene	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	*	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	2	2	5	4	-	1	5	*	1	2	-	1	4	1	2	-	4	1
Animal welfare	-	8%ag[h]	3%	2%	6%ag	6%ag	-	1%	6%ag	1%	2%	3%	-	2%	8%r	3%	5%	-	8%mr	2%
Weight & Measures	-	5	5	3	2	1	2	4	1	*	3	1	-	-	1	2	5	-	3	1
Health & Hygiene Certificates	-	6%a	7%aj	3%	3%	2%	3%	5%a	1%	1%	4%	1%	-	-	3%	5%	10%mr	-	5%nr	2%
Everything / All food issues	-	-	-	3	4	-	4	-	3	-	*	-	-	-	2	-	-	*	-	1
Food imports / Exports	-	-	-	3%	4%	-	5%a	-	3%	-	1%	-	-	-	5%	-	-	1%	1%	2%
Price	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	5%al	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	3	2	1	-	1	-	-	1	-	-	-	-	-	-	-	-
	-	-	-	-	4%	3%	1%	-	1%	-	-	2%	-	-	-	-	-	1%	-	-
	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
	-	-	-	2	2	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	-	-	-	2%	2%	-	-	-	*	-	-	-	-	-	-	-	-	1%	1%	1%
	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	2%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
	-	2	1	1	-	-	-	-	1	*	-	-	-	-	-	-	-	-	*	-
	-	3%	1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	1%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Manufacturing/ production/packaging of food	* 1%	- -	* 1%	1 2%
Fat/salt content in food	- -	- -	- -	- -
Hygiene	2 4%	5 10%mnrtx	3 5%r	2 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	1 3%	7 14%mnors tuwx	1 2%	1 3%
Animal welfare	- -	1 2%	- -	* *
Weight & Measures	- -	- -	- -	- -
Health & Hygiene Certificates	- -	- -	- -	- -
Everything / All food issues	* 1%	- -	- -	1 2%
Food imports / Exports	- -	- -	- -	- -
Price	- -	1 1%	- -	- -
Health	- -	- -	- -	- -
Complaints Procedures	- -	- -	- -	- -

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Maintaining Standards / Regulations	-	2	-	5	1	3	-	-	1	*	-	-	-	-	-	1	-	-	-	-
	-	3%	-	6%acphk l	2%	4%	-	-	1%	1%	-	-	-	-	-	3%	-	-	-	-
How food is grown / Farmed	-	-	1	-	-	-	-	-	2	-	*	-	-	-	-	-	-	-	-	-
	-	-	2%	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Effect on the Environment	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	3	-	-	3	-	-	-	-	2	1	3	-	*	1	-
	-	-	-	-	-	4%	-	-	4%	-	-	-	-	4%	3%	6%	-	1%	1%	-
Sales of food in shops/restaurants	-	1	-	3	1	-	2	1	1	1	-	-	-	-	-	1	-	-	-	-
	-	1%	-	4%	1%	-	3%	1%	1%	1%	-	-	-	-	-	3%	-	-	-	-
Health and Safety standards	-	1	-	1	-	1	-	1	3	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	1%	-	1%	-	2%	3%	-	-	-	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	1	-	1	-	1	-	-	-	2	-	-	-	-	1	-	-	-	-
	-	-	1%	-	1%	-	1%	-	2%	-	3%	-	-	-	-	2%	-	-	-	-
Control where food comes from/food origin	-	-	1	-	2	2	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	-	-	1%	-	2%	2%	2%	-	2%	1%	-	-	-	-	-	3%	-	-	-	-
Food labelling	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	*	-
	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	-	1%	-
Freshness of food	-	-	1	1	1	-	-	-	1	-	*	-	-	-	-	-	-	-	-	-
	-	-	1%	1%	1%	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	1	-	-	*	1	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Food preparation	-	-	1	-	2	2	-	-	1	2	-	1	-	-	-	1	-	-	1	-
	-	-	1%	-	2%	2%	-	-	1%	2%	-	2%	-	-	-	3%	-	-	1%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base





Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Maintaining Standards / Regulations	-	1	-	-
	-	3%	-	-
How food is grown / Farmed	-	-	-	-
Advertising	-	-	1	-
	-	-	1%	-
Effect on the Environment	-	-	-	-
	-	-	-	-
What goes into our food (additives/chemicals etc.)	*	1	-	1
	1%	2%	-	2%
Sales of food in shops/restaurants	-	1	-	1
	-	2%	-	1%
Health and Safety standards	-	-	1	*
	-	-	1%	1%
Infections/diseases in/contaminated foods	-	*	-	-
	-	1%	-	-
Control where food comes from/food origin	-	1	-	-
	-	2%	-	-
Food labelling	*	-	-	*
	1%	-	-	1%
Freshness of food	-	-	-	*
	-	-	-	1%
To ensure food products are/contain what they claim	-	1	-	-
	-	1%	-	-
Food preparation	-	1	-	1
	-	1%	-	2%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Sugar content of food	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	*	-
Cleanliness (no further detail)	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-
Training/educating people (in hygiene)	-	-	-	-	3	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	3%	-	2%	-	-	-	1%	1%	-	-	-	-	-	-	1%	-
Food handling	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	3%	-	2%	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Processing of food	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	4	1	2	3	1	1	2	2	1	*	2	-	1	-	-	1	-	*	5
Don't know	2	5	4	5	2	1	3	3	-	3	6	4	1	-	2	-	2	1	1	1
	3%	6% <sub>d</sub>	5% <sub>d</sub>	6% <sub>d</sub>	3%	1%	4%	4%	-	4%	7% <sub>d</sub>	6% <sub>d</sub>	1%	-	5%	-	3%	2%	2%	2%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Sugar content of food	-	-	-	-
Cleanliness (no further detail)	1%	2%	1%	2%
Training/educating people (in hygiene)	-	1	-	-
Public health/consumer advice/information (when food scares/recalls)	-	1%	-	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-
GM foods	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-
Processing of food	-	-	-	1 2%
Ratings	1 1%	-	-	-
Other	-	1 2%	-	-
Don't know	1	1%	-	1%

**Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Average number of mentions	4.55c	3.88	3.66	4.62c	4.60bc	4.35	3.94	4.21	5.24abc efghijkl	4.21	4.37c	4.05	4.82np qtw	3.64	4.19	3.82	3.48	4.21q	4.54nqw	4.04
Standard deviation	2.10	2.18	2.03	2.57	2.17	2.33	2.09	1.82	1.85	2.01	2.02	2.16	2.04	1.77	1.95	1.98	1.89	1.94	2.35	2.04
Standard error	0.22	0.25	0.22	0.28	0.23	0.26	0.24	0.21	0.19	0.21	0.23	0.24	0.29	0.23	0.30	0.31	0.27	0.19	0.22	0.22

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Average number of mentions	4.76npq tw	4.90npq rtwx	3.79	4.28q
Standard deviation	2.15	2.03	2.09	2.38
Standard error	0.22	0.19	0.21	0.23

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Ensuring the food you buy is safe to eat	1184 82%	1295 86%ae	1241 84%	1251 84%	1148 81%	1293 86%ae	1298 87%acde	1254 87%acde	1268 89%abcdefk	1290 87%acde	1164 86%ae	1256 88%abcdef
Promoting food safety in the home	555 38%ef	551 37%	573 39%efh	536 36%	472 33%	501 33%	549 37%	503 35%	610 43%abcdefghjkl	528 36%	490 36%	550 39%efh
Promoting and enabling healthy eating and healthy lifestyles	620 43%dfg j	656 43%dfg j	672 45%defghjk	578 39%	582 41%	578 38%	577 39%	579 40%	666 47%adefghjkl	574 39%	545 40%	596 42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	507 35%ef	525 35%ef	488 33%e	474 32%e	395 28%	453 30%	499 33%e	464 32%e	577 41%abcdefghj	536 36%defh	514 38%cdefgh	560 39%abcdefgh
Nutrition labelling information, such as traffic light labelling	783 54%	831 55%	828 56%	841 56%	811 57%	850 56%	886 59%ab	874 60%abcof	914 64%abcdefgh	914 62%abcdef	829 61%abcdef	911 64%abcdefgh
Date labels, such as "best before" and "use by" labels	914 63%	965 64%	935 63%	929 62%	938 66%ed	956 63%	972 65%	957 66%ed	1012 71%abcdefghjk	990 67%acdf	866 64%	968 68%abcdfk
Country of origin labels, which identify where food comes from	662 46%	741 49%	717 48%	693 47%	647 46%	804 53%abcde	792 53%abcde	809 56%abcdek	833 59%abcdefgijk	800 54%abcde	701 52%ade	811 57%abcdelk
Quality / standard of the food	-	73 5%akl	57 4%ak	90 6%acekl	54 4%ak	83 6%acekl	82 6%acekl	69 5%akl	60 4%ak	66 4%akl	30 2%a	42 3%a
The way food is stored/transported (correct temperatures etc.)	-	8 1%a	18 1%abfk	17 1%ak	20 1%abfk	8 1%a	15 1%ak	13 1%ak	12 1%a	11 1%a	4 *	9 1%a
Manufacturing/production/packaging of food	-	36 2%aghj i	29 2%al	29 2%al	32 2%agjl	26 2%al	19 1%a	19 1%a	23 2%a	18 1%a	23 2%al	12 1%a



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Fat/salt content in food	-	5 *a	5 *a	6 *a	7 1%a	5 *a	5 *a	4 *	3 *	3 *	3 *	6 *a
Hygiene	-	62 4%ahk	62 4%ahki	59 4%ahk	46 3%ah	52 3%ah	50 3%ah	29 2%a	52 4%ahk	57 4%ahk	31 2%a	40 3%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	36 2%a	55 4%abefgjkl	44 3%al	33 2%a	28 2%a	31 2%a	38 3%a	30 2%a	30 2%a	30 2%a	24 2%a
Animal welfare	-	31 2%a	33 2%a	34 2%a	35 2%aak	25 2%a	25 2%a	26 2%a	20 1%a	34 2%a	18 1%a	28 2%a
Weight & Measures	-	7 *acij	-	5 *ac	5 *ac	4 *	5 *ac	5 *ac	1 *	1 *	3 *	1 *
Health & Hygiene Certificates	-	2 *	2 *	4 *	2 *	-	4 *	4 *all	2 *	2 *	2 *	-
Everything / All food issues	-	16 1%ak	10 1%a	13 1%a	14 1%ak	15 1%ak	14 1%a	14 1%ak	10 1%a	12 1%a	5 *a	16 1%ak
Food imports / Exports	-	7 *a	4 *a	4 *a	3 *	7 *ak	6 *a	5 *a	5 *a	3 *	1 *	2 *
Price	-	8 1%a	11 1%af	7 *a	11 1%af	3 *	7 *a	5 *a	7 1%a	6 *a	4 *a	7 *a
Health	-	4 *	4 *	6 *a	3 *	5 *a	3 *	1 *	2 *	1 *	-	3 *
Complaints Procedures	-	4 *	3 *	5 *a	3 *	2 *	2 *	2 *	3 *	2 *	1 *	-
Maintaining Standards / Regulations	-	26 2%agh	25 2%agh	33 2%aghijl	19 1%ah	27 2%agh	11 1%a	8 1%a	24 2%agh	16 1%a	19 1%ah	15 1%a
How food is grown / Farmed	-	6 *a	8 1%a	4 *a	6 *a	4 *	2 *	9 1%agj	9 1%agj	2 *	4 *	5 *a

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Advertising	-	3	-	7 *acejl	1	3	3	2	1	1	2	-
Effect on the Environment	-	3	-	1	-	1	1	1	2	-	-	-
What goes into our food (additives/chemicals etc.)	-	22 1%a	32 2%aek	28 2%aik	16 1%a	31 2%aek	24 2%a	20 1%a	11 1%a	21 1%a	12 1%a	22 2%a
Sales of food in shops/restaurants	-	11 1%a	17 1%ahk	17 1%ahk	8 1%a	10 1%a	8 1%a	6 *a	13 1%a	8 1%a	6 *a	13 1%a
Health and Safety standards	-	6 *a	7 *a	1	6 *a	3	4	2	4 *a	2	3	2
Infections/diseases in/contaminated foods	-	2	10 1%abh	4	6 *a	7 *a	4 *a	2	3	3	5 *a	3
Control where food comes from/food origin	-	4	6 *a	11 1%al	6 *al	17 1%abccehikl	13 1%abhkl	4 *a	5 *a	13 1%abhkl	3	1
Food labelling	-	2	11 1%ab	4	5 *a	13 1%abdk	5 *a	10 1%ab	6 *a	6 *a	3	9 1%ab
Freshness of food	-	3	5 *a	5 *a	5 *a	1	7 *afi	1	1	3	2	3
To ensure food products are/contain what they claim	-	-	6 *ab	2	5 *ab	27 2%abcdeghk	5 *ab	10 1%abd	13 1%abdg	14 1%abdg	12 1%abd	15 1%abodeg
Food preparation	-	-	5 *ab	14 1%abfk	9 1%ab	5 *ab	7 *ab	11 1%ab	12 1%abfk	16 1%abfk	4 *b	13 1%abcfk
Sugar content of food	-	-	-	6 *abcd	1	3	3	4 *bc	2	4	3	1
Cleanliness (no further detail)	-	-	-	4 *abc	12 1%abcdf	3	7 *abc	6 *abc	6 *abc	9 1%abc	5 *abc	7 *abc



Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Training/educating people (in hygiene)	-	-	-	9 1%abcmghijk	7 *abcmghik	2 *	-	1 *	-	1 *	1 *	3 *
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6 *abcmghij	4 *abcmghij	2 *	-	2 *	-	-	1 *	-
Food handling	-	-	-	-	1 *	-	-	-	1 *	2 *	1 *	-
(Food) Safety (no further detail)	-	-	-	-	11 1%abcdmjk	1 *	10 1%abcdmjk	6 *abcd	6 *abcd	3 *	1 *	7 *abcdm
GM foods	-	-	-	-	5 *abcd	2 *	1 *	1 *	2 *	3 *	2 *	2 *
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	14 1%abcdmijkl	6 *abcde	4 *bcd	4 *abcde	5 *abcde	2 *	1 *
Processing of food	-	-	-	-	-	-	-	-	4 *bfg	3 *	-	2 *
Ratings	-	-	-	-	-	-	-	-	1 *	-	3 *	-
Other	-	38 2%akl	32 2%al	31 2%al	27 2%al	25 2%a	22 2%a	30 2%al	13 1%a	24 2%a	19 1%a	18 1%a
Don't know	96 7%bcdf ghijkl	69 5%l	72 5%l	72 5%l	83 6%fghij	59 4%l	69 5%l	57 4%l	35 2%	56 4%	66 5%l	53 4%
Average number of mentions	4.10	4.16	4.20	4.10	4.07	4.07	4.20	4.19	4.51abcdehgh	4.25ef	4.17	4.37abcdehghk
Standard deviation	2.07	2.07	2.13	2.14	2.10	2.09	2.14	1.99	jk	2.00	2.06	2.03
Standard error	0.06	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base	**	**	**	**	**	**	**	**	**	114	107	100*
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	98 86%	83 78%	83 83%
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	46 40%	45 42%	37 37%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	61 54%	52 49%	41 41%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	49 43%	44 41%	37 37%
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	65 57%	62 58%	49 49%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	69 61%	65 60%	60 60%
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	63 55%	60 56%	59 59%
Quality / standard of the food	-	-	-	-	-	-	-	-	-	4 3%	4 4%	4 4%
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-
Hygiene	-	-	-	-	-	-	-	-	-	3 3%	3 2%	1 1%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	2 2%	2 2%	2 2%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base	**	**	**	**	**	**	**	**	**	114	107	100*
Animal welfare	-	-	-	-	-	-	-	-	-	4	3	1
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	4%	3%	1%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	1	4	1
Effect on the Environment	-	-	-	-	-	-	-	-	-	1%	3%	1%
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	1	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1%	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	2	1	1
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	2%	1%	1%
Food preparation	-	-	-	-	-	-	-	-	-	3	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	3%	-	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-
Other	-	-	-	-	-	-	-	-	-	1%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	1	-
Average number of mentions	-	-	-	-	-	-	-	-	-	5	7	7
Standard deviation	-	-	-	-	-	-	-	-	-	5%	6%	7%
	-	-	-	-	-	-	-	-	-	3	8	2
	-	-	-	-	-	-	-	-	-	3%	7%	2%
	-	-	-	-	-	-	-	-	-	4.35	4.42	3.95
	-	-	-	-	-	-	-	-	-	2.16	2.18	1.82

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base	**	**	**	**	**	**	**	**	**	114	107	100*
Standard error	-	-	-	-	-	-	-	-	-	0.11	0.22	0.18

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	53*	44*	44*	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	46	34	36	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	86%	76%	81%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	23	21	16	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	43%	47%	37%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	29	21	21	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	54%	47%	47%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	23	18	14	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	43%	40%	31%	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	32	21	19	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	60%	46%	42%	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	31	27	23	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	57%	61%	52%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	29	22	29	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	55%	49%	66%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	1	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	5%	3%	8%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	3%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
Base: All adults aware of Food Standards Scotland - Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	203	63	57
Weighted Base	..*	61	63*	56*
Ensuring the food you buy is safe to eat	-	52	49	47
	-	86%	79%	84%
Promoting food safety in the home	-	23	25	21
	-	38%	39%	37%
Promoting and enabling healthy eating and healthy lifestyles	-	33	31	20
	-	54% <sup>x</sup>	50%	36%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	26	26	24
	-	42%	42%	43%
Nutrition labelling information, such as traffic light labelling	-	33	42	31
	-	55%	67%	55%
Date labels, such as "best before" and "use by" labels	-	39	38	37
	-	64%	60%	65%
Country of origin labels, which identify where food comes from	-	33	38	30
	-	55%	61%	54%
Quality / standard of the food	-	1	2	1
	-	2%	4%	2%
Manufacturing/ production/packaging of food	-	1	1	-
	-	1%	2%	-
Hygiene	-	2	1	1
	-	3%	2%	2%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	*	2	2
	-	1%	3%	4%

Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	53*	44*	44*	**	**	**	**	**	**	**	**	**
Animal welfare	-	-	-	-	-	-	-	-	3	2	1	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	6%	3%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1	2%	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	1	4	3	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	3%	9%	7%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	4.38	4.23	3.72	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	2.15	2.18	1.75	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
Base: All adults aware of Food Standards Scotland - Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	203	63	57
Weighted Base	..*	61	63*	56*
Animal welfare	-	1 1%	1 2%	-
Health & Hygiene Certificates	-	-	2 3%	-
Maintaining Standards / Regulations	-	* 4%	2 4%	1 2%
Effect on the Environment	-	1 1%	-	-
What goes into our food (additives/chemicals etc.)	-	1 1%	-	-
Sales of food in shops/restaurants	-	2 3%	1 1%	1 2%
Control where food comes from/food origin	-	2 4%	-	-
To ensure food products are/contain what they claim	-	1 2%	-	-
Food preparation	-	* -	-	-
Cleanliness (no further detail)	-	-	1 2%	-
Food handling	-	-	-	1 2%
Other	-	4 7%	3 5%	4 7%
Don't know	-	2 3%	4 6%	2 4%
<b>Average number of mentions</b>	-	<b>4.32</b>	<b>4.55</b>	<b>4.14</b>
<b>Standard deviation</b>	-	<b>2.19</b>	<b>2.18</b>	<b>1.87</b>



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	53*	44*	44*	..	..	..	..	..	..	..	..	..
Standard error	-	-	-	-	-	-	-	-	0.17	0.34	0.26	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	203	63	57
Weighted Base	-.**	61	63*	56*
Standard error	-	0.16	0.28	0.25

**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Base	-	-	-	-	-	-	-	-	37	15	19	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	12**	18**	21**	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	11	16	16	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	89%	88%	74%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	3	8	6	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	27%	42%	29%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	6	7	6	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	46%	36%	29%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	5	11	3	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	38%	59%	14%	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	6	7	10	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	50%	41%	46%	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	6	10	9	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	46%	54%	45%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	5	9	8	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	39%	48%	40%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	2	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	5%	14%	5%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	54	18	15
Weighted Base	..*	25*	21**	19**
Ensuring the food you buy is safe to eat	-	21	13	16
	-	86%	65%	63%
Promoting food safety in the home	-	9	5	6
	-	38%	26%	31%
Promoting and enabling healthy eating and healthy lifestyles	-	11	10	10
	-	44%	50%	55%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	11	8	6
	-	45%	38%	32%
Nutrition labelling information, such as traffic light labelling	-	17	12	9
	-	67%	57%	49%
Date labels, such as "best before" and "use by" labels	-	19	12	13
	-	75%	60%	71%
Country of origin labels, which identify where food comes from	-	13	13	10
	-	51%	61%	56%
Quality / standard of the food	-	*	1	2
	-	2%	5%	8%
Manufacturing/ production/packaging of food	-	-	-	-
	-	-	-	-
Hygiene	-	1	-	-
	-	3%	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	2	-	-
	-	8%	-	-

Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	37	15	19	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	12**	18**	21**	**	**	**	**	**	**	**	**	**
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	1	1	4	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	6%	6%	20%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	5%	1	5%	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	3.72	3.93	3.23	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	2.60	2.00	1.78	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	0.45	0.52	0.42	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	54	18	15
Weighted Base	..	25*	21**	19**
Animal welfare	-	*	-	-
	-	1%	-	-
Health & Hygiene	-	-	1	-
Certificates	-	-	6%	-
Maintaining Standards / Regulations	-	*	-	-
	-	1%	-	-
Sales of food in shops/restaurants	-	1	-	-
	-	5%	-	-
Control where food comes from/food origin	-	2	-	-
	-	7%	-	-
To ensure food products are/contain what they claim	-	1	-	-
	-	4%	-	-
Food preparation	-	*	-	-
	-	1%	-	-
Food handling	-	-	-	-
	-	-	-	-
Other	-	*	-	2
	-	1%	-	8%
Don't know	-	-	1	-
	-	-	6%	-
<b>Average number of mentions</b>	-	<b>4.38</b>	<b>3.94</b>	<b>3.94</b>
<b>Standard deviation</b>	-	<b>1.92</b>	<b>2.13</b>	<b>1.51</b>
<b>Standard error</b>	-	<b>0.26</b>	<b>0.52</b>	<b>0.39</b>

**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	78	22	11	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	24*	24**	12**	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	23	20	11	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	95%	83%	91%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	14	16	2	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	57%	65%	17%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	17	17	2	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	68%	70%	18%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	13	13	3	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	53%	54%	27%	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	15	18	4	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	63%	74%	37%	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	17	18	8	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	69%	72%	69%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	14	17	9	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	58%	69%	75%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6%	8%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	1	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	4%	8%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	114	29	30
Weighted Base	..	34*	29**	30**
Ensuring the food you buy is safe to eat	-	28	23	26
	-	84%	79%	88%
Promoting food safety in the home	-	12	11	13
	-	36%	37%	43%
Promoting and enabling healthy eating and healthy lifestyles	-	20	14	15
	-	60%	47%	51%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	14	10	17
	-	41%	34%	55%
Nutrition labelling information, such as traffic light labelling	-	19	19	17
	-	56%	66%	58%
Date labels, such as "best before" and "use by" labels	-	20	19	18
	-	58%	66%	61%
Country of origin labels, which identify where food comes from	-	22	14	22
	-	64%	49%	74%
Quality / standard of the food	-	1	-	1
	-	2%	-	3%
Manufacturing/ production/packaging of food	-	*	1	-
	-	1%	3%	-
Hygiene	-	*	-	1
	-	1%	-	4%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	1
	-	-	-	4%



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	78	22	11	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	24*	24**	12**	**	**	**	**	**	**	**	**	**
Animal welfare	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	7%	5%	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4.92	5.35	3.41	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2.06	1.99	1.77	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	0.23	0.43	0.53	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	114	29	30
Weighted Base	..	34*	29**	30**
Animal welfare	-	3	1	1
	-	9%	3%	3%
Maintaining Standards / Regulations	-	-	2	1
	-	-	7%	4%
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	*	-	-
	-	1%	-	-
Sales of food in shops/restaurants	-	*	-	1
	-	*	-	4%
Control where food comes from/food origin	-	*	-	-
	-	1%	-	-
Food preparation	-	*	-	-
	-	1%	-	-
Cleanliness (no further detail)	-	-	-	-
	-	-	-	-
Other	-	3	5	-
	-	9%	18%	-
Don't know	-	1	2	-
	-	3%	7%	-
Average number of mentions	-	4.39	4.44	4.53
Standard deviation	-	2.13	2.28	1.93
Standard error	-	0.20	0.44	0.35

**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	98	26	28
Weighted Base	**	**	**	**	**	**	**	**	**	19*	15**	18**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	15	11	14
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	79%	70%	78%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	7	6	10
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	39%	39%	54%
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	8	5	7
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	43%	31%	38%
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	6	3	9
Quality / standard of the food	-	-	-	-	-	-	-	-	-	32%	19%	47%
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	8	6	9
Hygiene	-	-	-	-	-	-	-	-	-	45%	40%	47%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	9	6	11
	-	-	-	-	-	-	-	-	-	46%	39%	57%
	-	-	-	-	-	-	-	-	-	10	7	10
	-	-	-	-	-	-	-	-	-	51%	48%	52%
	-	-	-	-	-	-	-	-	-	1	*	1
	-	-	-	-	-	-	-	-	-	4%	3%	5%
	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1%	-	-
	-	-	-	-	-	-	-	-	-	*	1	-
	-	-	-	-	-	-	-	-	-	1%	4%	-
	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	5%	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
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**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	98	26	28
Weighted Base	**	**	**	**	**	**	**	**	**	19*	15**	18**
Animal welfare	-	-	-	-	-	-	-	-	-	1	1	-
Health & Hygiene Certificates	-	-	-	-	-	-	-	-	-	3%	4%	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	1	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	1%	3%	-
Food preparation	-	-	-	-	-	-	-	-	-	1%	9%	-
Other	-	-	-	-	-	-	-	-	-	1	1	1
Don't know	-	-	-	-	-	-	-	-	-	3%	4%	7%
Average number of mentions	-	-	-	-	-	-	-	-	-	2	3	1
Standard deviation	-	-	-	-	-	-	-	-	-	9%	21%	8%
Standard error	-	-	-	-	-	-	-	-	-	3.83	4.09	4.17
	-	-	-	-	-	-	-	-	-	2.39	2.38	1.81
	-	-	-	-	-	-	-	-	-	0.25	0.52	0.36

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manufacturing/ production/packaging of food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hygiene	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	381	110	103
Weighted Base	**	114	107	100*
Ensuring the food you buy is safe to eat	-	98	83	83
	-	86%	78%	83%
Promoting food safety in the home	-	46	45	37
	-	40%	42%	37%
Promoting and enabling healthy eating and healthy lifestyles	-	61	52	41
	-	54% <sup>x</sup>	49%	41%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	49	44	37
	-	43%	41%	37%
Nutrition labelling information, such as traffic light labelling	-	65	62	49
	-	57%	58%	49%
Date labels, such as "best before" and "use by" labels	-	69	65	60
	-	61%	60%	60%
Country of origin labels, which identify where food comes from	-	63	60	59
	-	55%	56%	59%
Quality / standard of the food	-	4	4	4
	-	3%	4%	4%
Manufacturing/ production/packaging of food	-	1	1	-
	-	1%	1%	-
Hygiene	-	3	3	1
	-	3%	2%	1%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	2	2	2
	-	2%	2%	2%

**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Animal welfare	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Health & Hygiene Certificates	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Maintaining Standards / Regulations	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Effect on the Environment	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
What goes into our food (additives/chemicals etc.)	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Sales of food in shops/restaurants	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Control where food comes from/food origin	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
To ensure food products are/contain what they claim	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Food preparation	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Cleanliness (no further detail)	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Food handling	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Other	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Don't know	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Average number of mentions	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Standard deviation	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	381	110	103
Weighted Base	..*	114	107	100*
Animal welfare	-	4	3	1
	-	4%	3%	1%
Health & Hygiene	-	-	2	-
Certificates	-	-	2%	-
Maintaining Standards /	-	1	4	1
Regulations	-	1%	3%	1%
Effect on the	-	1	-	-
Environment	-	1%	-	-
What goes into our food	-	1	-	-
(additives/chemicals	-	1%	-	-
etc.)	-	-	-	-
Sales of food in	-	2	1	1
shops/restaurants	-	2%	1%	1%
Control where food comes	-	3	-	-
from/food origin	-	3%	-	-
To ensure food products	-	1	-	-
are/contain what they	-	1%	-	-
claim	-	-	-	-
Food preparation	-	1	-	-
	-	1%	-	-
Cleanliness (no further	-	-	1	-
detail)	-	-	1%	-
Food handling	-	-	-	1
	-	-	-	1%
Other	-	5	7	7
	-	5%	6%	7%
Don't know	-	3	8	2
	-	3%	7%	2%
<b>Average number of</b>	-	<b>4.35</b>	<b>4.42</b>	<b>3.95</b>
<b>mentions</b>	-			
<b>Standard deviation</b>	-	<b>2.16</b>	<b>2.18</b>	<b>1.82</b>



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think Food Standards Scotland is responsible for? - Total awareness  
 Base: All adults aware of Food Standards Scotland - Scotland

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	381	110	103
Weighted Base	-.**	114	107	100*
Standard error	-	0.11	0.22	0.18

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	1290 87%	1164 86%	1256 88%
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	528 36%	490 36%	550 38%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	574 39%	545 40%	596 42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	536 36%	514 38%	560 39%
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	914 62%	829 61%	911 64%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	990 67%	866 64%	968 68% <sup>k</sup>
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	800 54%	701 52%	811 57% <sup>k</sup>
Quality / standard of the food	-	-	-	-	-	-	-	-	-	66 4% <sup>kl</sup>	30 2%	42 3%
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	11 1%	4 *	9 1%
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	-	18 1%	23 2% <sup>l</sup>	12 1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Hygiene	-	-	-	-	-	-	-	-	-	57	31	40
	-	-	-	-	-	-	-	-	-	4%k	2%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	30	30	24
	-	-	-	-	-	-	-	-	-	2%	2%	2%
Animal welfare	-	-	-	-	-	-	-	-	-	34	18	28
	-	-	-	-	-	-	-	-	-	2%	1%	2%
Everything / All food issues	-	-	-	-	-	-	-	-	-	12	5	16
	-	-	-	-	-	-	-	-	-	1%	*	1%k
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	16	19	15
	-	-	-	-	-	-	-	-	-	1%	1%	1%
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	21	12	22
	-	-	-	-	-	-	-	-	-	1%	1%	2%
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	8	6	13
	-	-	-	-	-	-	-	-	-	1%	*	1%
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	13	3	1
	-	-	-	-	-	-	-	-	-	1%kl	*	*
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	14	12	15
	-	-	-	-	-	-	-	-	-	1%	1%	1%
Food preparation	-	-	-	-	-	-	-	-	-	16	4	13
	-	-	-	-	-	-	-	-	-	1%k	*	1%k
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	9	5	7
	-	-	-	-	-	-	-	-	-	1%	*	*
Ratings	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	*	-
Other	-	-	-	-	-	-	-	-	-	71	56	70
	-	-	-	-	-	-	-	-	-	5%	4%	5%
Don't know	-	-	-	-	-	-	-	-	-	56	66	53
	-	-	-	-	-	-	-	-	-	4%	5%	4%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base	**	**	**	**	**	**	**	**	**	1476	1354	1421
Average number of mentions	-	-	-	-	-	-	-	-	-	4.25	4.17	4.37k
Standard deviation	-	-	-	-	-	-	-	-	-	2.04	2.06	2.03
Standard error	-	-	-	-	-	-	-	-	-	0.05	0.06	0.05

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	707	651	689	..	..	..	..	..	..	..	..	..
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	611	553	621	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	244	252	281	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	276	281	298	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	237	245	278	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	432	392	448	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	471	401	465	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	391	338	403	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	39	15	23	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	9	-	4	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	11	10	6	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	849	763	807
Weighted Base	**	769	703	732
Ensuring the food you buy is safe to eat	-	679	611	635
	-	68%	67%	67%
Promoting food safety in the home	-	284	238	269
	-	37%	34%	37%
Promoting and enabling healthy eating and healthy lifestyles	-	298	284	298
	-	39%	40%	41%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	299	269	281
	-	39%	36%	36%
Nutrition labelling information, such as traffic light labelling	-	482	436	464
	-	63%	62%	63%
Date labels, such as "best before" and "use by" labels	-	519	465	502
	-	67%	66%	69%
Country of origin labels, which identify where food comes from	-	409	363	408
	-	53%	52%	56%
Quality / standard of the food	-	26	15	19
	-	3%	2%	3%
The way food is stored/transported (correct temperatures etc.)	-	2	4	5
	-	*	1%	1%
Manufacturing/production/packaging of food	-	7	13	6
	-	1%	2%	1%

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	707	651	689	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	32	10	18	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	5%kl	2%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	14	10	12	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	2%	2%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	2	4	7	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	*	1%j	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	8	8	10	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	10	4	8	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	7	1	8	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%k	*	1%k	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	2	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	*	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing





Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	849	763	807
Weighted Base	**	769	703	732
Hygiene	-	25	21	22
	-	3%	3%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	16	20	12
	-	2%	3%	2%
Animal welfare	-	18	8	17
	-	2%	1%	2%
Everything / All food issues	-	11	1	9
	-	1%w	*	1%w
Maintaining Standards / Regulations	-	8	11	6
	-	1%	2%	1%
What goes into our food (additives/chemicals etc.)	-	11	8	15
	-	1%	1%	2%
Sales of food in shops/restaurants	-	2	4	5
	-	*	1%	1%
Control where food comes from/food origin	-	7	2	1
	-	1%x	*	*
To ensure food products are/contain what they claim	-	10	9	8
	-	1%	1%	1%
Food preparation	-	9	3	5
	-	1%	*	1%
Cleanliness (no further detail)	-	2	3	5
	-	*	*	1%
Ratings	-	-	1	-
	-	-	*	-

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	707	651	689	**	**	**	**	**	**	**	**	**
Other	-	-	-	-	-	-	-	-	30	23	36	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	4%	3%	5%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	27	36	25	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	4%	6%	4%	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	4.22	4.15	4.44jk	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2.02	2.05	2.01	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	0.07	0.08	0.07	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	849	763	807
Weighted Base	**	769	703	732
Other	-	41	34	34
	-	5%	5%	5%
Don't know	-	29	30	28
	-	4%	4%	4%
Average number of mentions	-	4.28	4.20	4.30
Standard deviation	-	2.07	2.07	2.05
Standard error	-	0.07	0.08	0.07

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	199	183	165	..	..	..	..	..	..	..	..	..
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	163	148	137	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	82%	81%	83%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	62	61	57	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	31%	33%	35%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	73	66	55	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	37%	36%	34%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	83	69	60	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	42%	38%	37%	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	110	93	90	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	55%	51%	54%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	121	105	107	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	61%	57%	65%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	71	75	72	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	36%	41%	43%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	6	3	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3%	1%	2%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	236	221	216
Weighted Base	**	254	234	232
Ensuring the food you buy is safe to eat	-	219	198	204
	-	88%	84%	88%
Promoting food safety in the home	-	69	86	104
	-	27%	37%v	45%v
Promoting and enabling healthy eating and healthy lifestyles	-	90	90	90
	-	35%	38%	39%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	76	95	96
	-	30%	41%v	41%v
Nutrition labelling information, such as traffic light labelling	-	139	150	144
	-	55%	64%	62%
Date labels, such as "best before" and "use by" labels	-	155	154	150
	-	61%	66%	65%
Country of origin labels, which identify where food comes from	-	114	130	132
	-	45%	55%v	57%v
Quality / standard of the food	-	13	6	9
	-	5%	2%	4%
The way food is stored/transported (correct temperatures etc.)	-	2	1	2
	-	1%	1%	1%
Manufacturing/production/packaging of food	-	6	2	-
	-	2%x	1%	-

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	199	183	165	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	4	4	4	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	2%	2%	2%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	1	2	1	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	1%	1%	*	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	2	1	2	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	*	3	2	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	2	*	1%	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	*	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	6	2	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3%	1%	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	236	221	216
Weighted Base	**	254	234	232
Hygiene	-	11	5	8
	-	4%	2%	4%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	3	6
	-	2%	1%	3%
Animal welfare	-	7	1	-
	-	3% <sup>x</sup>	1%	-
Everything / All food issues	-	1	-	3
	-	*	-	1%
Maintaining Standards / Regulations	-	3	1	3
	-	1%	1%	1%
What goes into our food (additives/chemicals etc.)	-	2	-	6
	-	1%	-	3% <sup>w</sup>
Sales of food in shops/restaurants	-	2	1	3
	-	1%	*	1%
Control where food comes from/food origin	-	2	2	-
	-	1%	1%	-
To ensure food products are/contain what they claim	-	5	4	-
	-	2%	2%	-
Food preparation	-	3	-	3
	-	1%	-	1%
Cleanliness (no further detail)	-	2	-	4
	-	1%	-	2%
Ratings	-	-	1	-
	-	-	*	-
Other	-	8	13	6
	-	3%	5%	2%

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	199	183	165	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	16	17	8	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	8%	9%	5%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	3.90	3.87	3.85	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	2.08	2.13	2.00	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.16	0.16	0.15	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing





**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	236	221	216
Weighted Base	..	254	234	232
Don't know	-	9	11	9
	-	4%	5%	4%
Average number of mentions	-	3.83	4.23v	4.37v
Standard deviation	-	1.99	2.05	2.08
Standard error	-	0.13	0.14	0.14

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	288	353	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	360	299	381	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	324	260	341	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	90%	87%	89%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	133	109	128	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	37%	36%	34%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	157	121	162	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	44%	41%	43%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	144	104	147	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	40%	35%	39%	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	262	197	260	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	73%	66%	68%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	268	196	268	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	74%k	66%	70%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	211	159	229	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	58%	53%	60%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	15	7	10	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	2%	3%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	1	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	4	3	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	440	372	416
Weighted Base	**	400	392	388
Ensuring the food you buy is safe to eat	-	357	343	352
	-	89%	87%	81%
Promoting food safety in the home	-	162	148	167
	-	41%	38%	43%
Promoting and enabling healthy eating and healthy lifestyles	-	152	168	179
	-	38%	43%	46%v
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	137	153	155
	-	34%	39%	40%
Nutrition labelling information, such as traffic light labelling	-	258	255	279
	-	64%	65%	72%ww
Date labels, such as "best before" and "use by" labels	-	285	270	280
	-	71%	69%	72%
Country of origin labels, which identify where food comes from	-	256	214	242
	-	64%w	55%	62%w
Quality / standard of the food	-	23	10	16
	-	6%w	3%	4%
The way food is stored/transported (correct temperatures etc.)	-	4	1	1
	-	1%	*	*
Manufacturing/production/packaging of food	-	5	10	4
	-	1%	3%	1%

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	288	353	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	360	299	381	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	15	10	11	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	4%	3%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	6	5	9	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	2%	2%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	3	1	4	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	4	10	7	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	3%	2%	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	5	2	4	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	5	1	5	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	440	372	416
Weighted Base	**	400	392	388
Hygiene	-	14	7	11
	-	4%	2%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	7	11	5
	-	2%	3%	1%
Animal welfare	-	10	5	14
	-	3%	1%	4%w
Everything / All food issues	-	3	3	5
	-	1%	1%	1%
Maintaining Standards / Regulations	-	5	5	2
	-	1%	1%	1%
What goes into our food (additives/chemicals etc.)	-	7	4	7
	-	2%	1%	2%
Sales of food in shops/restaurants	-	3	1	2
	-	1%	*	1%
Control where food comes from/food origin	-	5	-	-
	-	1%wx	-	-
To ensure food products are/contain what they claim	-	7	3	4
	-	2%	1%	1%
Food preparation	-	7	1	-
	-	2%wx	*	-
Cleanliness (no further detail)	-	3	1	2
	-	1%	*	1%
Ratings	-	-	-	-
	-	-	-	-

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	288	353	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	360	299	381	**	**	**	**	**	**	**	**	**
Other	-	-	-	-	-	-	-	-	15	9	27	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	4%	3%	7% <sup>kl</sup>	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	7	11	9	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	2%	4%	2%	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	4.52	4.23	4.40	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1.98	2.12	2.01	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	0.11	0.13	0.11	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	440	372	416
Weighted Base	-**	400	392	388
Other	-	23	21	20
	-	6%	5%	5%
Don't know	-	10	17	14
	-	2%	4%	4%
Average number of mentions	-	4.44	4.36	4.67w
Standard deviation	-	2.02	2.00	1.93
Standard error	-	0.10	0.11	0.10

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base	**	**	**	**	**	**	**	**	**	263	245	255
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	226	215	223
										86%	88%	87%
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	102	86	94
										39%	35%	37%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	102	100	108
										39%	41%	42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	96	93	101
										37%	38%	40%
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	144	133	139
										55%	54%	54%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	161	141	163
										61%	57%	64%
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	148	122	136
										56%	50%	53%
Quality / standard of the food	-	-	-	-	-	-	-	-	-	9	4	4
										3%	2%	1%
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	2	-	2
										1%	-	1%
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	-	4	4	4
										2%	2%	2%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing





Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base	**	**	**	**	**	**	**	**	**	263	245	255
Hygiene	-	-	-	-	-	-	-	-	-	13	6	6
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	5%l	2%	2%
Animal welfare	-	-	-	-	-	-	-	-	-	5	5	5
Everything / All food issues	-	-	-	-	-	-	-	-	-	2%	2%	2%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	8	4	5
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	3%	2%	2%
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	4	-	2
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	1%k	-	1%
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	3	2	2
Food preparation	-	-	-	-	-	-	-	-	-	1%	1%	1%
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	5	3	4
Other	-	-	-	-	-	-	-	-	-	2%	1%	2%
Don't know	-	-	-	-	-	-	-	-	-	1	-	-
Average number of mentions	-	-	-	-	-	-	-	-	-	*	-	-
	-	-	-	-	-	-	-	-	-	2	1	1
	-	-	-	-	-	-	-	-	-	1%	*	*
	-	-	-	-	-	-	-	-	-	-	1	5
	-	-	-	-	-	-	-	-	-	-	*	2%jk
	-	-	-	-	-	-	-	-	-	1	1	3
	-	-	-	-	-	-	-	-	-	*	*	1%
	-	-	-	-	-	-	-	-	-	2	1	1
	-	-	-	-	-	-	-	-	-	1%	1%	*
	-	-	-	-	-	-	-	-	-	18	13	14
	-	-	-	-	-	-	-	-	-	7%	5%	6%
	-	-	-	-	-	-	-	-	-	14	9	13
	-	-	-	-	-	-	-	-	-	5%	4%	5%
	-	-	-	-	-	-	-	-	-	4.26k	3.95	4.22

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Means: All Columns Tested (5% risk level)  
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Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base	..	..	..	..	..	..	..	..	..	263	245	255
Standard deviation	-	-	-	-	-	-	-	-	-	2.12	2.02	2.13
Standard error	-	-	-	-	-	-	-	-	-	0.10	0.11	0.11

**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	1461	1260	1375	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	1350	1226	1304	..	..	..	..	..	..	..	..	..
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	1178	1048	1152	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	471	442	504	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	513	491	541	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	485	469	516	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	836	750	849	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	906	787	900	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	733	630	745	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	61	29	40	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	9	4	7	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	18	22	11	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Ensuring the food you buy is safe to eat	-	-	-	-
Promoting food safety in the home	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-
Quality / standard of the food	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	1461	1260	1375	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	1350	1226	1304	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	51	27	36	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	4%k	2%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	22	26	22	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	2%	1%	2%	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	12	5	14	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	14	19	15	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	2%	1%	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	20	12	21	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	2%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	6	6	13	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	*	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	12	3	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	*	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	13	11	15	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	14	4	11	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	7	5	5	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	*	*	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Hygiene	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-
Animal welfare	-	-	-	-
Everything / All food issues	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-
Control where food comes from/food origin	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-
Food preparation	-	-	-	-
Cleanliness (no further detail)	-	-	-	-
Ratings	-	-	-	-



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	1461	1260	1375	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	1350	1226	1304	**	**	**	**	**	**	**	**	**
Other	-	-	-	-	-	-	-	-	65	52	66	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	5%	4%	5%	-	-	-	-	-	-	-	-	-
Average number of mentions	-	-	-	-	-	-	-	-	4.23	4.18	4.39jk	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	2.04	2.06	2.01	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.05	0.06	0.06	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	..	..	..	..
Other	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-





**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 15) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	65	71	59	-	-	-	-	-	-	-	-	-
Promoting food safety in the home	-	-	-	-	-	-	-	-	87%	89%	86%	-	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	29	30	22	-	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	39%	37%	33%	-	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	31	33	31	-	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	42%	41%	45%	-	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	28	31	24	-	-	-	-	-	-	-	-	-
Quality / standard of the food	-	-	-	-	-	-	-	-	37%	38%	35%	-	-	-	-	-	-	-	-	-
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	47	51	36	-	-	-	-	-	-	-	-	-
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	63%	64%	52%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	49	52	40	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	66%	65%	58%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	39	47	40	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	52%	58%	58%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	113	101	105
Weighted Base	..*	51	48*	49*
Ensuring the food you buy is safe to eat	-	47	45	45
	-	92%	94%	92%
Promoting food safety in the home	-	28	18	24
	-	55%w	37%	49%
Promoting and enabling healthy eating and healthy lifestyles	-	29	21	24
	-	58%	44%	49%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	24	14	20
	-	46%w	29%	40%
Nutrition labelling information, such as traffic light labelling	-	31	27	27
	-	60%	56%	55%
Date labels, such as "best before" and "use by" labels	-	35	27	28
	-	68%	56%	57%
Country of origin labels, which identify where food comes from	-	29	24	26
	-	57%	50%	53%
Quality / standard of the food	-	2	1	2
	-	3%	1%	5%
The way food is stored/transported (correct temperatures etc.)	-	-	-	1
	-	-	-	3%
Manufacturing/production/packaging of food	-	-	*	1
	-	-	1%	2%

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
Hygiene	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	1%	2%	3%	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-	-	-
Food preparation	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	2%	-	2%	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	1	4	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	4%	3%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	6	4	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	4%	3%	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	3	6	4	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	4%	7%	6%	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	113	101	105
Weighted Base	..*	51	48*	49*
Hygiene	-	5	3	2
	-	10% <sup>x</sup>	5%	3%
Ensuring/inspecting hygiene/cleanliness in food establishments	-	7	1	1
	-	14% <sup>wx</sup>	2%	3%
Animal welfare	-	1	-	-
	-	2%	-	-
Everything / All food issues	-	-	-	1
	-	-	-	2%
Maintaining Standards / Regulations	-	1	-	-
	-	3%	-	-
What goes into our food (additives/chemicals etc.)	-	1	-	1
	-	2%	-	2%
Sales of food in shops/restaurants	-	1	-	1
	-	2%	-	1%
Control where food comes from/food origin	-	1	-	-
	-	2%	-	-
To ensure food products are/contain what they claim	-	1	-	-
	-	1%	-	-
Food preparation	-	1	-	1
	-	1%	-	2%
Cleanliness (no further detail)	-	1	*	1
	-	2%	1%	2%
Other	-	3	1	2
	-	5%	2%	4%
Don't know	-	1	-	-
	-	1%	-	1%

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
Average number of mentions	-	-	-	-	-	-	-	-	4.21	4.37	4.05	-	-	-	-	-	-	-	-	-
Standard deviation	-	-	-	-	-	-	-	-	2.01	2.02	2.16	-	-	-	-	-	-	-	-	-
Standard error	-	-	-	-	-	-	-	-	0.21	0.23	0.24	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
Base: All adults aware of the Food Standards Agency - England/Wales/NI

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 15) (x)
Unweighted Base	-	113	101	105
Weighted Base	..	51	48*	49*
Average number of mentions	-	4.90wx	3.79	4.28
Standard deviation	-	2.03	2.09	2.38
Standard error	-	0.19	0.21	0.23

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1670	1445	1564
Weighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1476	1354	1421
Ensuring the food you buy is safe to eat	-	-	-	-	-	-	-	-	-	1290 87%	1164 86%	1256 88%
Promoting food safety in the home	-	-	-	-	-	-	-	-	-	528 36%	490 36%	550 39%
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-	-	-	-	-	-	574 39%	545 40%	596 42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-	-	-	-	-	-	536 36%	514 38%	560 39%
Nutrition labelling information, such as traffic light labelling	-	-	-	-	-	-	-	-	-	914 62%	829 61%	911 64%
Date labels, such as "best before" and "use by" labels	-	-	-	-	-	-	-	-	-	990 67%	866 64%	968 68%k
Country of origin labels, which identify where food comes from	-	-	-	-	-	-	-	-	-	800 54%	701 52%	811 57%k
Quality / standard of the food	-	-	-	-	-	-	-	-	-	66 4%kl	30 2%	42 3%
The way food is stored/transported (correct temperatures etc.)	-	-	-	-	-	-	-	-	-	11 1%	4 *	9 1%
Manufacturing/production/packaging of food	-	-	-	-	-	-	-	-	-	18 1%	23 2%kl	12 1%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	..	..	..	..	..	..	..	..	..	1670	1445	1564
Weighted Base	..	..	..	..	..	..	..	..	..	1476	1354	1421
Hygiene	-	-	-	-	-	-	-	-	-	57	31	40
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-	-	-	-	-	-	4%k	2%	3%
Animal welfare	-	-	-	-	-	-	-	-	-	30	30	24
Everything / All food issues	-	-	-	-	-	-	-	-	-	2%	2%	2%
Maintaining Standards / Regulations	-	-	-	-	-	-	-	-	-	34	18	28
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	-	-	-	-	2%	1%	2%
Sales of food in shops/restaurants	-	-	-	-	-	-	-	-	-	12	5	16
Control where food comes from/food origin	-	-	-	-	-	-	-	-	-	7%	*	1%k
To ensure food products are/contain what they claim	-	-	-	-	-	-	-	-	-	16	19	15
Food preparation	-	-	-	-	-	-	-	-	-	1%	1%	1%
Cleanliness (no further detail)	-	-	-	-	-	-	-	-	-	21	12	22
Ratings	-	-	-	-	-	-	-	-	-	1%	1%	2%
Other	-	-	-	-	-	-	-	-	-	8	6	13
	-	-	-	-	-	-	-	-	-	1%	*	1%
	-	-	-	-	-	-	-	-	-	13	3	1
	-	-	-	-	-	-	-	-	-	1%kl	*	*
	-	-	-	-	-	-	-	-	-	14	12	15
	-	-	-	-	-	-	-	-	-	1%	1%	1%
	-	-	-	-	-	-	-	-	-	16	4	13
	-	-	-	-	-	-	-	-	-	1%k	*	1%k
	-	-	-	-	-	-	-	-	-	9	5	7
	-	-	-	-	-	-	-	-	-	1%	*	*
	-	-	-	-	-	-	-	-	-	-	3	-
	-	-	-	-	-	-	-	-	-	-	*	-
	-	-	-	-	-	-	-	-	-	71	56	70
	-	-	-	-	-	-	-	-	-	5%	4%	5%

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing





Q.5b And which of these issues do you think the Food Standards Agency is responsible for? - Total awareness  
 Base: All adults aware of the Food Standards Agency - England/Wales/NI

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1670	1445	1564
Weighted Base	-**	-**	-**	-**	-**	-**	-**	-**	-**	1476	1354	1421
Don't know	-	-	-	-	-	-	-	-	-	56 4%	66 5%	53 4%
Average number of mentions	-	-	-	-	-	-	-	-	-	4.25	4.17	4.37k
Standard deviation	-	-	-	-	-	-	-	-	-	2.04	2.06	2.03
Standard error	-	-	-	-	-	-	-	-	-	0.05	0.06	0.05

**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

		WAVE											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		834	832	1621	1695	1568	2083	2052	1943	2064	2051	1555	1667
Weighted Base		806	806	1592	1617	1534	1639	1642	1582	1559	1590	1461	1521
I trust it a lot	(5)	92 11%fg	98 12%dfg	162 10%	153 9%	160 10%	141 9%	144 9%	172 11%fg	203 13%cdelfg	194 12%dfg	178 12%dfg	190 13%cdfg
I trust it	(4)	405 50%	432 54%fg	879 55%afghk	878 54%fgh	814 53%fg	770 47%	804 49%	789 50%	806 52%fg	840 53%fg	751 51%fg	809 53%fg
I neither trust nor distrust it	(3)	247 31%bij kl	192 24%	431 27%	468 29%bjl	431 28%b	533 33%bcdeijkl	530 32%bcdeijkl	466 29%bijkl	408 26%	409 26%	379 26%	392 26%
I distrust it	(2)	36 4%	36 5%	76 5%	58 4%	69 4%	120 7%abcdeijl	95 6%cd	105 7%abcde	87 6%cd	85 5%cd	84 6%cd	82 5%cd
I distrust it a lot	(1)	10 1%	19 2%	20 1%	23 1%	22 1%	53 3%acdeghijl	33 2%	28 2%	26 2%	21 1%	32 2%	28 2%
Net: Trust		497 62%fg	530 66%fgh	1041 65%fgh	1031 64%fg	974 63%fg	911 56%	948 58%	961 61%fg	1009 65%fgh	1034 65%fgh	929 64%fg	1000 66%fgh
Net: Distrust		46 6%	55 7%	96 6%	81 5%	91 6%	173 11%abcdeghijk l	128 8%de	133 8%acde	113 7%cd	106 7%cd	116 8%acde	110 7%cd
Don't know		16 2%	29 4%cdgh i	24 2%	37 2%fl	38 2%fhl	22 1%	36 2%	22 1%	29 2%	41 3%cfhl	38 3%cfhl	20 1%
<b>Mean score</b>		<b>3.67fg</b>	<b>3.71fg</b>	<b>3.69fgh</b>	<b>3.68fgh</b>	<b>3.68fgh</b>	<b>3.51</b>	<b>3.58f</b>	<b>3.62f</b>	<b>3.70fgh</b>	<b>3.71fgh</b>	<b>3.67fg</b>	<b>3.70fgh</b>
Standard deviation		0.79	0.83	0.77	0.76	0.78	0.88	0.82	0.84	0.83	0.80	0.85	0.83
Standard error		0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	394	386	779	816	719	1011	1017	875	996	999	729	803	440	446	842	879	849	1072	1035	1068
Weighted Base	399	396	769	779	734	784	791	757	758	760	696	733	407	410	823	839	800	855	851	825
I trust it a lot	(5) 45 11%	50 13%g	86 11%	83 11%	78 11%	77 10%	66 8%	86 11%g	110 15%defg	93 12%g	92 13%fg	90 12%g	48 12%r	47 12%r	76 9%	70 8%	82 10%r	64 7%	78 9%	86 10%r
I trust it	(4) 199 50%	207 52%	432 56%fhi	421 54%f	392 53%f	373 48%	416 53%f	384 51%	380 50%	396 52%	364 52%	394 54%f	205 50%	225 55%rst	447 54%rst	457 54%rst	421 53%rs	398 47%	387 46%	405 49%
I neither trust nor distrust it	(3) 124 31%bk	91 23%	197 26%	212 27%	195 27%	242 31%bjk l	235 30%bk	218 29%b	200 26%	199 26%	169 24%	188 26%	123 30%	101 25%	234 28%	256 31%nuvx	236 30%	291 34%noqu wx	294 35%noqt uvwx	248 30%nw
I distrust it	(2) 19 5%	22 6%	35 4%	32 4%	39 5%	60 8%cdk	44 6%	46 6%	44 6%	43 6%	34 5%	39 5%	17 4%	15 4%	41 5%	27 3%	30 4%	61 7%mpq	51 6%pq	59 7%mpq
I distrust it a lot	(1) 8 2%	12 3%c	8 1%	14 2%	12 2%	27 3%cdghi j	17 2%	14 2%	13 2%	11 1%	23 3%cj	12 2%	2 1%	7 2%	12 1%	9 1%	10 1%	26 3%mpqu vw	16 2%	15 2%
Net: Trust	244 61%	257 65%f	518 67%afgh	504 65%f	470 64%f	449 57%	482 61%	470 62%	491 65%f	489 64%f	456 66%f	485 66%fg	253 62%rs	273 66%rst	523 64%rs	527 63%rs	504 63%rs	462 54%	466 55%	491 60%rs
Net: Distrust	27 7%	33 8%	43 6%	45 6%	52 7%	86 11%acdeg hij	61 8%	60 8%	54 8%	57 7%	51 8%	51 7%	19 5%	22 5%	54 7%p	36 4%	40 5%	87 10%mpq uv	67 8%mpq	73 9%mpqv
Don't know	4 1%	15 4%acfg hi	12 2%	17 2%f	18 2%f	7 1%	13 2%	10 1%	10 1%	18 2%f	13 2%	9 1%	12 3%ax	15 4%ortx	13 2%	20 2%	20 3%	15 2%	23 3%ax	13 2%
Mean score	3.64f	3.69f	3.73fgh	3.69fg	3.68f	3.53	3.60	3.65f	3.71fg	3.70fg	3.69f	3.71fg	3.71rs	3.74rs	3.66rs	3.68rs	3.69rst	3.49	3.56	3.60r
Standard deviation	0.82	0.88	0.76	0.79	0.81	0.90	0.81	0.83	0.85	0.82	0.89	0.82	0.76	0.78	0.78	0.72	0.76	0.86	0.82	0.84
Standard error	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.02	0.03	0.03	0.03	0.03

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

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

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		1068	1052	826	864
Weighted Base		801	829	766	788
I trust it a lot	(5)	93 12%pr	101 12%pr	86 11%r	100 13%oprs
I trust it	(4)	426 53%rs	444 53%rs	386 50%rs	415 53%rs
I neither trust nor distrust it	(3)	208 26%	210 25%	210 27%	204 26%
I distrust it	(2)	43 5%p	43 5%p	50 7%npq	44 6%p
I distrust it a lot	(1)	13 2%	10 1%	9 1%	16 2%
Net: Trust		518 65%rst	545 66%rst	472 62%rs	515 65%rst
Net: Distrust		55 7%p	52 6%	59 8%pq	59 8%pq
Don't know		19 2%	23 3%xt	25 3%otx	10 1%
<b>Mean score</b>		<b>3.69rst</b>	<b>3.72rst</b>	<b>3.66rs</b>	<b>3.69rst</b>
<b>Standard deviation</b>		<b>0.81</b>	<b>0.79</b>	<b>0.81</b>	<b>0.84</b>
<b>Standard error</b>		<b>0.03</b>	<b>0.02</b>	<b>0.03</b>	<b>0.03</b>

**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	16-25												26-35								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	105	104	217	220	199	248	209	253	248	233	215	205	126	122	252	279	233	322	283	304	
Weighted Base	106*	117*	213	229	207	225	207	221	203	211	202	186	140	119	261	291	253	287	276	270	
I trust it a lot	(5)	19 18%	18 15%	29 13%	35 15%	32 16%	24 11%	29 14%	25 11%	31 15%	29 14%	29 14%	17 12%	16 14%	33 13%	25 9%	36 14%	38 13%	28 10%	32 12%	
I trust it	(4)	49 46%	73 63%af	130 61%af	130 57%	113 55%	110 49%	118 57%	123 56%	123 60%af	112 53%	107 58%	70 50%	65 55%	149 57%	166 57%	145 57%	146 51%	138 50%	136 50%	
I neither trust nor distrust it	(3)	30 28%b	18 15%	47 22%	49 21%	50 24%	68 30%bdik	44 21%	61 28%bl	37 18%	50 24%	40 23%	45 32%qx	29 24%	61 24%	84 29%	56 22%	79 28%	89 32%loqux	79 29%	
I distrust it	(2)	4 3%	2 2%	3 1%	3 1%	4 2%	7 3%	8 4%	10 5%cd	8 4%	8 4%	4 2%	5 4%	3 3%	8 3%	6 2%	8 3%	16 6%p	15 5%	19 7%p	
I distrust it a lot	(1)	1 1%	1 1%	3 2%	1 1%	1 1%	2 1%	4 2%	1 1%	1 1%	3 2%	- -	3 2%	1 1%	3 1%	3 1%	2 1%	6 2%sa	- -	3 1%	
Net: Trust		68 65%	91 78%afj	159 74%af	165 72%af	146 70%af	134 59%	147 71%af	148 67%	154 76%af	141 67%	132 71%af	87 62%	82 69%	182 70%sa	191 66%	181 71%st	184 64%	165 60%	168 62%	
Net: Distrust		4 4%	4 3%	6 3%	4 2%	5 2%	18 8%ode	11 5%	9 4%	11 6%	11 5%	7 4%	6 4%	4 4%	11 4%	9 3%	10 4%	23 8%p	15 5%	22 8%p	
Don't know		3 3%	4 3%c	1 *	11 5%chi	7 3%ci	5 2%	2 1%	1 *	9 4%ci	8 4%ci	3 2%	2 1%	4 3%rtx	6 2%r	7 2%r	6 2%	1 *	6 2%	1 1%	
Mean score		3.81	3.93fh	3.84f	3.89f	3.86f	3.62	3.80f	3.75	3.85f	3.77	3.87f	3.81f	3.70	3.80	3.79	3.72	3.83rst	3.68	3.66	3.65
Standard deviation		0.81	0.71	0.73	0.70	0.72	0.81	0.81	0.72	0.75	0.80	0.70	0.76	0.75	0.75	0.76	0.69	0.74	0.86	0.73	0.82
Standard error		0.08	0.07	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.07	0.07	0.05	0.04	0.05	0.05	0.04	0.05

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

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

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		320	290	239	231
Weighted Base		272	279	255	251
I trust it a lot	(5)	37 14%	35 12%	26 10%	30 12%
I trust it	(4)	146 54%	146 52%	139 55%	148 59%
I neither trust nor distrust it	(3)	66 24%	76 27%	69 27%	55 22%
I distrust it	(2)	15 6%p	14 5%	13 5%	14 6%p
I distrust it a lot	(1)	2 1%	1 .	6 2% <sup>s</sup>	2 1%
Net: Trust		183 67%	181 65%	165 65%	178 71% <sup>st</sup>
Net: Distrust		18 7%	15 5%	18 7%p	16 6%
Don't know		5 2%	7 2%	3 1%	1 .
<b>Mean score</b>		<b>3.75</b>	<b>3.73</b>	<b>3.66</b>	<b>3.76</b>
<b>Standard deviation</b>		<b>0.80</b>	<b>0.76</b>	<b>0.81</b>	<b>0.77</b>
<b>Standard error</b>		<b>0.04</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>

**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	190	222	401	381	355	484	482	425	436	424	310	364	228	215	422	462	433	540	586	502
Weighted Base	204	222	425	405	383	417	430	377	382	384	323	393	229	216	433	446	434	430	444	436
I trust it a lot	(5) 20 10%	26 12%	41 10%	36 9%	40 10%	38 9%	39 9%	45 12%	55 14%dfg	43 11%	37 11%	42 11%	27 12%qrs	23 11%r	42 10%r	37 8%	32 7%	22 5%	31 7%	45 10%r
I trust it	(4) 114 56%f	123 55%f	236 56%fi	226 56%fi	214 56%fi	188 45%	211 49%	184 49%	185 49%	210 55%fd	162 50%	217 55%fd	103 45%	110 51%	234 54%ms	233 52%r	215 50%	196 46%	210 47%	210 48%
I neither trust nor distrust it	(3) 58 28%	48 22%	128 30%b	117 29%	110 29%	142 34%bjl	147 34%bjl	107 28%	115 30%b	95 25%	92 28%	101 26%	74 32%vw	60 28%	109 25%	144 32%ouvw	145 33%ouvw	147 34%ouvw	152 34%ouvw	137 31%ouvw
I distrust it	(2) 4 2%	10 4%	14 3%	15 4%	12 3%	25 6%a	22 5%	27 7%acde	15 4%	26 7%ace	16 5%	25 6%a	15 7%	12 5%	34 8%w	21 5%	23 5%	40 9%pqvx	27 6%	30 7%
I distrust it a lot	(1) 4 2%c	8 4%cej	1 *	6 1%	4 1%	16 4%cdelj	7 2%	7 2%c	8 2%c	3 1%	10 3%cj	4 1%	3 1%	8 4%	7 2%	7 2%	10 2%	22 5%moqqt	15 3%	10 2%
Net: Trust	134 66%fd	149 67%fg	278 65%fg	261 65%fd	254 66%fg	226 54%	250 58%	229 61%	240 63%fd	253 66%fg	199 62%	259 66%fg	130 57%	133 62%r	276 64%qrs	270 61%r	247 57%	218 51%	241 54%	255 58%r
Net: Distrust	8 4%	18 8%c	15 4%	21 5%	16 4%	41 10%acde	29 7%c	34 9%acde	23 6%	29 8%c	26 8%ce	30 8%c	18 8%	19 9%	41 9%	28 6%	33 8%	62 14%moqqs	42 9%v	40 9%
Don't know	3 1%	7 3%cel	4 1%	5 1%	3 1%	8 2%	5 1%	7 2%	5 1%	7 2%	6 2%	4 1%	6 3%	4 2%	7 2%	4 1%	9 2%	3 1%	10 2%	5 1%
Mean score	3.71f	3.70f	3.72fg	3.68f	3.72fg	3.51	3.59	3.63	3.70f	3.70f	3.63	3.69f	3.61r	3.61r	3.63rs	3.62rs	3.55r	3.37	3.49r	3.58r
Standard deviation	0.76	0.88	0.70	0.75	0.73	0.89	0.79	0.86	0.85	0.79	0.87	0.80	0.85	0.89	0.83	0.77	0.80	0.91	0.85	0.85
Standard error	0.06	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.06	0.06	0.04	0.04	0.04	0.04	0.04	0.04



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

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

		50-55			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		505	554	401	446
Weighted Base		428	434	421	418
I trust it a lot	(5)	57 13%pqrs	62 14%opqrs	58 14%pqrs	65 16%opqrs
I trust it	(4)	216 51%	232 53%mr	209 50%	199 48%
I neither trust nor distrust it	(3)	107 25%	107 25%	103 24%	114 27%
I distrust it	(2)	28 7%	19 4%	26 6%	21 5%
I distrust it a lot	(1)	9 2%	7 2%	11 3%	13 3%
Net: Trust		274 64%qrs	294 68%mpqrst	268 64%rs	264 63%rs
Net: Distrust		37 9%	26 6%	37 9%	34 8%
Don't know		10 2%	7 2%	14 3%prt	5 1%
<b>Mean score</b>		<b>3.68qrs</b>	<b>3.76mno</b>	<b>3.68qrs</b>	<b>3.68qrs</b>
<b>Standard deviation</b>		<b>0.87</b>	<b>0.81</b>	<b>0.89</b>	<b>0.91</b>
<b>Standard error</b>		<b>0.04</b>	<b>0.03</b>	<b>0.05</b>	<b>0.04</b>



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

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

		66+											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		185	169	329	353	348	489	492	459	555	550	390	421
Weighted Base		128	132	260	246	256	280	285	278	274	282	260	274
I trust it a lot	(5)	9	14	17	20	21	19	18	25	23	26	28	27
		7%	10%	7%	8%	8%	7%	6%	9%	8%	9%	11%g	10%g
I trust it	(4)	68	60	129	123	126	130	127	136	136	139	122	138
		53%	46%	50%	50%	49%	47%	45%	49%	50%	49%	47%	51%
I neither trust nor distrust it	(3)	40	37	84	75	70	97	98	82	84	81	75	78
		31%	28%	32%	30%	27%	34%e	34%e	29%	31%	29%	29%	29%
I distrust it	(2)	7	10	17	13	21	24	21	21	18	18	22	17
		6%	7%	7%	5%	8%	8%	9% <sup>d</sup>	8%	7%	6%	9%	6%
I distrust it a lot	(1)	1	1	5	6	6	6	6	7	5	7	5	6
		1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
Net: Trust		77	74	146	143	147	149	145	162	159	165	150	166
		60%g	56%	56%	58%g	57%	53%	51%	58%g	58%g	59%g	58%	60%fg
Net: Distrust		9	10	23	19	27	30	32	28	24	25	28	23
		7%	8%	9%	8%	10%	11%	11%	10%	9%	9%	11%	8%
Don't know		2	11	7	10	13	4	10	7	8	11	7	7
		2%	8% <sup>acdf</sup> ghijkl	3%	4% <sup>f</sup>	5% <sup>f</sup>	2%	4% <sup>f</sup>	2%	3%	4% <sup>f</sup>	3%	3%
Mean score		3.60	3.63fg	3.53	3.59g	3.55	3.48	3.45	3.56	3.57g	3.59fg	3.57	3.61fg
Standard deviation		0.75	0.81	0.81	0.82	0.86	0.84	0.84	0.86	0.82	0.85	0.88	0.84
Standard error		0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.04

**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	ENGLAND												SCOTLAND								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	697	689	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	56	74	121	136	122	449	450	421	
Weighted Base	676	671	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	53*	69*	112	128	120	132	148	137	
I trust it a lot	(5)	72 11%	64 9%	136 10%	117 9%	126 10%	116 8%	114 8%	137 10%	151 12%dfg	150 11%dfg	142 12%dfg	143 11%dfg	9 18%rs	22 31%ppq rstuw x	14 12%rs	20 16%rs	13 10%	10 8%	8 5%	15 11%rs
I trust it	(4)	345 51% 54%fg	362 54%fg	741 55% 55%gh	749 55% 54%ghk	686 46% 54%fgh	638 46% 49%	666 49% 49%	650 52% 53%fg	663 51% 51% 54%fgh	714 51% 51% 54%fgh	626 51% 51% 54%fgh	706 51% 51% 54%fgh	20 38%	36 51%	56 50%	63 49%	64 53%	67 51%	80 54% lm	71 52%
I neither trust nor distrust it	(3)	206 30% i	177 26%	377 28%	390 29%	364 28%	461 33% bcde ijkl	449 33% bcde ijkl	404 31% jkl	347 27%	355 26%	329 27%	339 26%	18 35% n	6 8%	33 30% n	37 29% n	39 32% n	36 27% n	50 34% n rtu v	35 26% n
I distrust it	(2)	29 4%	30 4%	61 5%	53 4%	60 5%	102 7% abcde	80 6% d	89 7% abcde	73 6% d	77 6% d	73 6% d	73 6% d	4 8% q	2 2%	5 4%	3 2%	2 1%	12 9% npqsv	7 5%	9 6% q
I distrust it a lot	(1)	9 1%	15 2%	17 1%	17 1%	18 1%	46 3% acdeg hijkl	27 2%	21 2%	21 2%	20 1%	22 2%	25 2%	1 2%	-	2 2%	4 3%	2 2%	4 3% s	1 1%	4 3%
Net: Trust		417 62% f	426 63% fg	877 65% fgh	866 64% fgh	812 63% fg	755 55%	781 57%	788 60% f	814 64% fgh	864 64% fgh	767 63% fg	849 65% fgh	30 56%	57 83% mop qrstuv wx	69 62%	83 65%	77 64%	77 58%	87 59%	86 63%
Net: Distrust		37 6%	45 7%	78 6%	70 5%	77 6%	148 11% abcde ghijkl	107 8% cd	110 8% acde	94 7% d	97 7% d	95 8% d	97 7% d	5 9%	2 2%	7 6%	7 5%	3 3%	16 12% nopqs v	9 6%	13 9% nq
Don't know		16 2%	23 3% cfhi i	19 1%	34 3% cfh	28 2%	18 1%	34 2% fh	18 1%	25 2%	34 3% cfh	34 3% cfhi	19 1%	-	5 7% psux	3 2%	1 1%	2 1%	3 2%	2 1%	3 2%
Mean score		3.67fg	3.66fg	3.69fgh	3.68fgh	3.67fg	3.50	3.57f	3.61f	3.68fgh	3.68fgh	3.66fg	3.68fgh	3.63	4.20mo pqrstu vw x	3.68	3.73r	3.71r	3.51	3.58	3.63
Standard deviation		0.78	0.81	0.77	0.74	0.78	0.88	0.81	0.83	0.82	0.81	0.83	0.82	0.93	0.70	0.82	0.87	0.74	0.89	0.72	0.87
Standard error		0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.12	0.08	0.08	0.07	0.04	0.03	0.04	0.04

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

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

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		541	381	110	103
Weighted Base		136	114	107	100*
I trust it a lot	(5)	16 12% <sub>se</sub>	20 17% <sub>rst</sub>	15 14% <sub>se</sub>	18 18% <sub>rs</sub>
I trust it	(4)	75 55% <sub>m</sub>	58 51%	54 51%	45 45%
I neither trust nor distrust it	(3)	31 23% <sub>n</sub>	29 25% <sub>n</sub>	26 24% <sub>n</sub>	30 30% <sub>n</sub>
I distrust it	(2)	10 7% <sub>pq</sub>	4 4%	6 6%	4 4%
I distrust it a lot	(1)	2 2%	1 1%	3 3%	3 3%
Net: Trust		91 67% <sub>rs</sub>	78 68% <sub>rs</sub>	69 64%	63 63%
Net: Distrust		12 9% <sub>q</sub>	6 5%	9 9%	7 7%
Don't know		2 1%	2 2%	3 3%	-
<b>Mean score</b>		<b>3.69<sub>r</sub></b>	<b>3.80<sub>rst</sub></b>	<b>3.69</b>	<b>3.70</b>
<b>Standard deviation</b>		<b>0.84</b>	<b>0.82</b>	<b>0.89</b>	<b>0.93</b>
<b>Standard error</b>		<b>0.04</b>	<b>0.04</b>	<b>0.09</b>	<b>0.09</b>

**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	49	44	88	92	88	84	78	80	97	96	84	84	32	25	44	41	52	103	113	90
Weighted Base	47*	42*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	30**	24**	45*	43*	50*	47*	52	50*
I trust it a lot	(5) 5	8	5	13	14	6	9	11	16	8	9	9	6	4	7	4	7	8	13	8
	11%	20% <i>c</i>	6%	15%	17% <i>c</i>	8%	12%	15%	18% <i>c</i>	10%	11%	13%	20%	16%	16%	9%	14%	17%	26% <i>p</i>	17%
I trust it	(4) 23	21	55	44	38	40	37	41	46	43	47	42	16	13	27	23	26	25	20	26
	50%	50%	65% <i>e</i>	51%	47%	51%	51%	55%	52%	57%	59%	61%	55%	55%	61% <i>sux</i>	53% <i>x</i>	51% <i>x</i>	53% <i>x</i>	39%	53% <i>x</i>
I neither trust nor distrust it	(3) 16	9	16	25	18	25	20	17	25	18	15	14	7	1	4	15	10	11	11	10
	33%	21%	19%	30%	22%	33%	27%	22%	28%	24%	19%	21%	23%	4%	10%	35% <i>ouvw</i>	20%	22% <i>u</i>	22% <i>u</i>	19%
I distrust it	(2) 3	2	5	1	5	4	4	2	2	1	3	3	-	2	5	2	3	2	3	5
	6%	6%	6%	1%	6%	5%	6%	3%	2%	2%	4%	5%	-	10%	11% <i>w</i>	4%	5%	6%	9% <i>w</i>	
I distrust it a lot	(1) -	-	-	2	2	2	3	2	-	-	5	-	1	4	1	-	1	1	3	1
	-	-	-	2%	2%	2%	4%	3%	-	-	7% <i>ccijl</i>	-	2%	14%	2%	-	2%	2%	5% <i>vxx</i>	2%
Net: Trust	28	29	60	56	52	46	46	52	62	51	56	51	22	17	34	27	33	33	34	35
	60%	70%	71%	65%	64%	60%	63%	70%	70%	68%	70%	74%	75%	71%	77%	62%	65%	70%	65%	70%
Net: Distrust	3	2	5	3	7	6	7	5	2	1	9	3	1	6	6	2	4	3	6	6
	6%	6%	6%	3%	8%	8%	9% <i>ij</i>	6%	2%	2%	11% <i>ij</i>	5%	2%	25%	13%	4%	7%	7%	11%	11%
Don't know	-	1	2	2	5	-	-	2	1	5	-	1	-	-	-	-	4	-	1	-
	-	4%	3%	2%	6% <i>fgk</i>	-	-	2%	1%	6% <i>fgik</i>	-	1%	-	-	-	7% <i>vx</i>	1%	2%	-	-
Mean score	3.65	3.88	3.73	3.76	3.75	3.58	3.62	3.77	3.86 <i>f</i>	3.81	3.63	3.83 <i>f</i>	3.90	3.49	3.77	3.67	3.76	3.79	3.76	3.74
Standard deviation	0.76	0.81	0.68	0.80	0.91	0.82	0.90	0.86	0.73	0.65	0.98	0.71	0.80	1.31	0.93	0.70	0.86	0.87	1.07	0.92
Standard error	0.11	0.13	0.07	0.08	0.10	0.09	0.10	0.10	0.07	0.07	0.11	0.08	0.14	0.26	0.14	0.11	0.12	0.09	0.10	0.10

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

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

		NI			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		97	113	101	105
Weighted Base		53*	51	48*	49*
I trust it a lot	(5)	20 37%opqr t	17 33%opqr t	13 27%p	21 43%opqrstw
I trust it	(4)	22 41%	24 48%x	23 48%x	17 34%
I neither trust nor distrust it	(3)	5 10%	7 14%	8 17%	9 18%
I distrust it	(2)	2 4%	2 5%	1 2%	3 5%
I distrust it a lot	(1)	3 5%vx	-	2 4%v	-
Net: Trust		42 78% <sub>s</sub>	41 82% <sub>pqs</sub>	36 76%	37 77%
Net: Distrust		5 10%	2 5%	3 5%	3 5%
Don't know		1 2%	-	1 2%	-
<b>Mean score</b>		<b>4.03p</b>	<b>4.10opq</b>	<b>3.96</b>	<b>4.15opqrst</b>
<b>Standard deviation</b>		<b>1.08</b>	<b>0.81</b> <sub>rst</sub>	<b>0.95</b>	<b>0.90</b>
<b>Standard error</b>		<b>0.11</b>	<b>0.08</b>	<b>0.10</b>	<b>0.09</b>

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.

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

ADDITIONAL COUNTRY ENGLAND/WALES/NI												
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	778	758	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	753	737	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
I trust it a lot	(5) 83 11%	76 10%	148 10%	133 9%	148 10%	131 9%	136 9%	157 11%	187 13%cdelfg	174 12%dfg	164 12%dfg	173 12%dfg
I trust it	(4) 384 51%	397 54%fg	823 56%afghik	815 55%fgh	750 53%fg	703 47%	724 48%	718 50%	731 51%f	782 53%fg	696 51%f	764 54%fgh
I neither trust nor distrust it	(3) 228 30%bjk l	186 25%	397 27%	431 29%j	392 28%	497 33%bcdejkl	480 32%bcejkl	430 30%bjkl	377 27%	381 26%	352 26%	382 25%
I distrust it	(2) 32 4%	35 5%	71 5%	55 4%	67 5%	108 7%abcde	87 6%cd	96 7%acde	77 5%cd	81 5%cd	77 6%cd	78 6%cd
I distrust it a lot	(1) 9 1%	19 3%cdj	18 1%	19 1%	20 1%	49 3%acdehijl	32 2%	24 2%	24 2%	20 1%	29 2%	25 2%
Net: Trust	467 62%fg	473 64%fg	971 66%fgh	948 64%fg	897 63%fg	834 55%	860 58%	875 61%f	918 65%fgh	956 65%fgh	860 64%fg	937 66%fgh
Net: Distrust	41 5%	53 7%cd	90 6%	74 5%	88 6%	157 10%abcdeijkl	119 8%acd	121 8%acde	101 7%cd	101 7%cd	107 8%ad	103 7%cd
Don't know	16 2%	25 3%cfhi l	22 1%	36 2%fhi	36 3%cfhi	19 1%	35 2%f	20 1%	27 2%	39 3%cfhi	35 3%cfhi	20 1%
Mean score	3.68fg	3.67fg	3.69fgh	3.68fg	3.68fg	3.51	3.58f	3.62f	3.70fgh	3.70fgh	3.67fg	3.70fgh
Standard deviation	0.78	0.83	0.77	0.74	0.79	0.88	0.83	0.83	0.83	0.80	0.85	0.82
Standard error	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland - Scotland**

		WAVE											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		-	-	-	-	-	-	-	-	-	381	110	103
Weighted Base		**	**	**	**	**	**	**	**	**	114	107	100*
I trust it a lot	(5)	-	-	-	-	-	-	-	-	-	20	15	18
		-	-	-	-	-	-	-	-	-	17%	14%	18%
I trust it	(4)	-	-	-	-	-	-	-	-	-	58	54	45
		-	-	-	-	-	-	-	-	-	51%	51%	45%
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	-	29	26	30
		-	-	-	-	-	-	-	-	-	25%	24%	30%
I distrust it	(2)	-	-	-	-	-	-	-	-	-	4	6	4
		-	-	-	-	-	-	-	-	-	4%	6%	4%
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	-	1	3	3
		-	-	-	-	-	-	-	-	-	1%	3%	3%
Net: Trust		-	-	-	-	-	-	-	-	-	78	69	63
		-	-	-	-	-	-	-	-	-	68%	64%	63%
Net: Distrust		-	-	-	-	-	-	-	-	-	6	9	7
		-	-	-	-	-	-	-	-	-	5%	9%	7%
Don't know		-	-	-	-	-	-	-	-	-	2	3	-
		-	-	-	-	-	-	-	-	-	2%	3%	-
Mean score		-	-	-	-	-	-	-	-	-	3.80	3.69	3.70
Standard deviation		-	-	-	-	-	-	-	-	-	0.82	0.89	0.93
Standard error		-	-	-	-	-	-	-	-	-	0.04	0.09	0.09

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	178	47	46	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	53*	44*	44*	**	**	**	**	**	**	**	**	**
I trust it a lot	(5)	-	-	-	-	-	-	-	12	4	11	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	22%	9%	25%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	24	27	16	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	45%	61%	37%	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	14	9	15	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	27%	21%	34%	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	2%	3%	2%	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	1	2	1	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	2%	5%	2%	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	36	31	27	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	67%	70%	62%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2	3	2	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	4%	7%	4%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	3%	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	3.85	3.69	3.81	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	0.85	0.87	0.92	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	0.06	0.13	0.14	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

**Base: All adults aware of Food Standards Scotland - Scotland**

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	203	63	57
Weighted Base		..	61	63*	56*
I trust it a lot	(5)	-	8	11	7
		-	13%	17%	12%
I trust it	(4)	-	34	27	29
		-	56%	43%	52%
I neither trust nor distrust it	(3)	-	14	17	15
		-	23%	27%	27%
I distrust it	(2)	-	3	5	3
		-	6%	8%	5%
I distrust it a lot	(1)	-	1	1	3
		-	1%	1%	5%
Net: Trust		-	42	38	35
		-	69%	60%	63%
Net: Distrust		-	4	6	5
		-	6%	10%	10%
Don't know		-	1	2	-
		-	2%	3%	-
Mean score		-	3.76	3.69	3.61
Standard deviation		-	0.79	0.92	0.93
Standard error		-	0.06	0.12	0.12

**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	37	15	19	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	12**	18**	21**	..	..	..	..	..	..	..	..	..
I trust it a lot	(5)	-	-	-	-	-	-	-	2	4	4	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	17%	20%	17%	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	4	10	13	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	36%	55%	61%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	5	4	5	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	44%	20%	22%	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	6	14	16	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	53%	75%	78%	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	3.69	4.00	3.95	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	0.80	0.67	0.64	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	0.13	0.18	0.15	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

**Base: All adults aware of Food Standards Scotland - Scotland**

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	54	18	15
Weighted Base		..*	25*	21**	19**
I trust it a lot	(5)	-	4	-	4
		-	18%	-	23%
I trust it	(4)	-	11	12	7
		-	46%	56%	40%
I neither trust nor distrust it	(3)	-	8	7	6
		-	31%	34%	32%
I distrust it	(2)	-	1	-	1
		-	5%	-	5%
I distrust it a lot	(1)	-	-	1	-
		-	-	5%	-
Net: Trust		-	16	12	12
		-	64%	56%	63%
Net: Distrust		-	1	1	1
		-	5%	5%	5%
Don't know		-	-	1	-
		-	-	5%	-
Mean score		-	3.77	3.48	3.81
Standard deviation		-	0.82	0.76	0.87
Standard error		-	0.11	0.19	0.22

**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	78	22	11	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	24*	24**	12**	**	**	**	**	**	**	**	**	**
I trust it a lot	(5)	-	-	-	-	-	-	-	2	6	2	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	10%	24%	17%	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	16	10	6	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	66%	39%	53%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	4	5	4	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	18%	20%	29%	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	9%	-	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	1%	3%	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	18	15	8	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	76%	63%	71%	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	3%	12%	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	3%	4%	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	3.83	3.75	3.88	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	0.70	1.07	0.70	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	0.08	0.23	0.21	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

**Base: All adults aware of Food Standards Scotland - Scotland**

		50-55			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	114	29	30
Weighted Base		..*	34*	29**	30**
I trust it a lot	(5)	-	7	2	4
		-	20%	7%	12%
I trust it	(4)	-	18	17	10
		-	52%	58%	33%
I neither trust nor distrust it	(3)	-	6	6	11
		-	19%	22%	38%
I distrust it	(2)	-	2	3	2
		-	6%	10%	7%
I distrust it a lot	(1)	-	1	1	3
		-	2%	3%	9%
Net: Trust		-	24	19	14
		-	73%	65%	45%
Net: Distrust		-	3	4	5
		-	7%	13%	17%
Don't know		-	*	-	-
		-	1%	-	-
Mean score		-	3.84	3.56	3.32
Standard deviation		-	0.88	0.90	1.10
Standard error		-	0.08	0.17	0.20

**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland - Scotland**

		66+											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		-	-	-	-	-	-	-	-	-	98	26	28
Weighted Base		**	**	**	**	**	**	**	**	**	19*	15**	18**
I trust it a lot		(5)	-	-	-	-	-	-	-	-	4	3	4
			-	-	-	-	-	-	-	-	21%	21%	21%
I trust it		(4)	-	-	-	-	-	-	-	-	9	6	9
			-	-	-	-	-	-	-	-	45%	42%	47%
I neither trust nor distrust it		(3)	-	-	-	-	-	-	-	-	5	4	4
			-	-	-	-	-	-	-	-	25%	28%	24%
I distrust it		(2)	-	-	-	-	-	-	-	-	-	1	1
			-	-	-	-	-	-	-	-	2%	9%	4%
I distrust it a lot		(1)	-	-	-	-	-	-	-	-	-	-	-
			-	-	-	-	-	-	-	-	1	-	1
Net: Trust			-	-	-	-	-	-	-	-	3%	-	4%
Net: Distrust			-	-	-	-	-	-	-	-	12	9	13
			-	-	-	-	-	-	-	-	68%	63%	68%
Don't know			-	-	-	-	-	-	-	-	1	1	1
			-	-	-	-	-	-	-	-	5%	9%	8%
Mean score			-	-	-	-	-	-	-	-	4%	-	-
Standard deviation			-	-	-	-	-	-	-	-	3.82	3.75	3.78
Standard error			-	-	-	-	-	-	-	-	0.92	0.93	0.98
			-	-	-	-	-	-	-	-	0.09	0.18	0.18

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of Food Standards Scotland - Scotland**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I trust it a lot	(5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

**Base: All adults aware of Food Standards Scotland - Scotland**

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	381	110	103
Weighted Base		..*	114	107	100*
I trust it a lot	(5)	-	20 17%	15 14%	18 18%
I trust it	(4)	-	58 51%	54 51%	45 45%
I neither trust nor distrust it	(3)	-	29 25%	26 24%	30 30%
I distrust it	(2)	-	4 4%	6 6%	4 4%
I distrust it a lot	(1)	-	1 1%	3 3%	3 3%
Net: Trust		-	78 68%	69 64%	63 63%
Net: Distrust		-	6 5%	9 9%	7 7%
Don't know		-	2 2%	3 3%	-
Mean score		-	3.80	3.69	3.70
Standard deviation		-	0.82	0.89	0.93
Standard error		-	0.04	0.09	0.09



**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

		WAVE											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base		**	**	**	**	**	**	**	**	**	1476	1354	1421
I trust it a lot	(5)	-	-	-	-	-	-	-	-	-	174	164	173
		-	-	-	-	-	-	-	-	-	12%	12%	12%
I trust it	(4)	-	-	-	-	-	-	-	-	-	782	696	764
		-	-	-	-	-	-	-	-	-	53%	51%	54%
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	-	381	352	362
		-	-	-	-	-	-	-	-	-	26%	26%	25%
I distrust it	(2)	-	-	-	-	-	-	-	-	-	81	77	78
		-	-	-	-	-	-	-	-	-	5%	6%	6%
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	-	20	29	25
		-	-	-	-	-	-	-	-	-	1%	2%	2%
Net: Trust		-	-	-	-	-	-	-	-	-	956	860	937
		-	-	-	-	-	-	-	-	-	65%	64%	66%
Net: Distrust		-	-	-	-	-	-	-	-	-	101	107	103
		-	-	-	-	-	-	-	-	-	7%	8%	7%
Don't know		-	-	-	-	-	-	-	-	-	39	35	20
		-	-	-	-	-	-	-	-	-	3% <sup>d</sup>	3% <sup>d</sup>	1%
Mean score		-	-	-	-	-	-	-	-	-	3.70	3.67	3.70
Standard deviation		-	-	-	-	-	-	-	-	-	0.80	0.85	0.82
Standard error		-	-	-	-	-	-	-	-	-	0.02	0.02	0.02

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing



**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	821	682	757	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	707	651	689	**	**	**	**	**	**	**	**	**
I trust it a lot	(5)	-	-	-	-	-	-	-	81	88	79	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	12%	14%	12%	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	372	337	378	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	53%	52%	55%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	185	160	173	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	26%	25%	25%	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	42	33	38	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	6%	5%	5%	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	10	21	11	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	1%	3% <sup>j</sup>	2%	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	453	425	457	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	64%	65%	66%	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	52	54	49	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	7%	8%	7%	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	17	12	9	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	2%	1%	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	3.68	3.69	3.70	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	0.81	0.89	0.81	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	0.03	0.03	0.03	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
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Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops

and restaurants is safe, and to provide advice on food safety in the home.

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	849	763	807
Weighted Base		..	769	703	732
I trust it a lot		(5)	93 12%	75 11%	94 13%
I trust it		(4)	410 53%	359 51%	386 53%
I neither trust nor distrust it		(3)	196 25%	193 27%	189 26%
I distrust it		(2)	39 5%	45 6%	41 6%
I distrust it a lot		(1)	9 1%	8 1%	13 2%
Net: Trust		-	503 65%	435 62%	480 65%
Net: Distrust		-	49 6%	53 7%	54 7%
Don't know		-	21 3%	23 3% <sup>x</sup>	10 1%
Mean score		-	3.72	3.66	3.70
Standard deviation		-	0.79	0.81	0.83
Standard error		-	0.03	0.03	0.03

**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	196	200	186	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	199	183	165	**	**	**	**	**	**	**	**	**
I trust it a lot	(5)	-	-	-	-	-	-	-	27	25	22	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	14%	14%	13%	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	107	107	94	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	54%	59%	57%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	45	36	38	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	23%	20%	23%	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	8	8	4	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	4%	4%	3%	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	3	-	3	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	-	2%	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	134	133	116	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	68%	72%	70%	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	11	8	7	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	6%	4%	4%	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	8	7	3	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	4%	4%	2%	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	3.77	3.85	3.79	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	0.81	0.71	0.77	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	0.06	0.05	0.06	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	236	221	216
Weighted Base		..	254	234	232
I trust it a lot	(5)	-	30 12%	26 11%	26 11%
I trust it	(4)	-	135 53%	128 54%	140 61%
I neither trust nor distrust it	(3)	-	69 27%	62 26%	49 21%
I distrust it	(2)	-	13 5%	13 5%	13 6%
I distrust it a lot	(1)	-	1 .%	4 2%	2 1%
Net: Trust		-	165 65%	154 65%	166 72%
Net: Distrust		-	14 5%	17 7%	15 7%
Don't know		-	7 3%	2 1%	1 .%
Mean score		-	3.73	3.68	3.76
Standard deviation		-	0.75	0.82	0.76
Standard error		-	0.05	0.06	0.05

**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	346	288	353	-	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	360	299	381	..	..	..	..	..	..	..	..	..
I trust it a lot	(5)	-	-	-	-	-	-	-	40	31	40	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	11%	10%	11%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	194	153	210	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	54%	51%	55%	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	91	87	97	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	25%	29%	26%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	25	13	25	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	7%	4%	7%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	3	9	4	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	1%	3%	1%	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	234	184	251	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	65%	62%	66%	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	29	23	30	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	8%	8%	8%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	7	5	4	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	2%	1%	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	3.69	3.62	3.68	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	0.80	0.86	0.80	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	0.04	0.05	0.04	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**

**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

		50-55			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	440	372	416
Weighted Base		..	400	392	388
I trust it a lot	(5)	-	55	56	61
		-	14%	14%	16%
I trust it	(4)	-	214	193	189
		-	54%	49%	49%
I neither trust nor distrust it	(3)	-	101	97	103
		-	25%	25%	27%
I distrust it	(2)	-	17	23	19
		-	4%	6%	5%
I distrust it a lot	(1)	-	6	10	10
		-	2%	3%	3%
Net: Trust		-	270	249	251
		-	67%	63%	65%
Net: Distrust		-	24	33	29
		-	6%	8%	8%
Don't know		-	7	14	5
		-	2%	3%	1%
Mean score		-	3.75	3.69	3.71
Standard deviation		-	0.81	0.89	0.89
Standard error		-	0.04	0.05	0.04

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**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

		66+											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		-	-	-	-	-	-	-	-	-	452	364	393
Weighted Base		**	**	**	**	**	**	**	**	**	263	245	255
I trust it a lot	(5)	-	-	-	-	-	-	-	-	-	22	25	23
											8%	10%	9%
I trust it	(4)	-	-	-	-	-	-	-	-	-	131	116	130
											50%	47%	51%
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	-	76	71	74
											29%	29%	29%
I distrust it	(2)	-	-	-	-	-	-	-	-	-	18	21	17
											7%	8%	7%
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	-	6	5	5
											2%	2%	2%
Net: Trust		-	-	-	-	-	-	-	-	-	153	141	153
											58%	57%	60%
Net: Distrust		-	-	-	-	-	-	-	-	-	24	26	22
											9%	11%	9%
Don't know		-	-	-	-	-	-	-	-	-	10	7	7
											4%	3%	3%
Mean score		-	-	-	-	-	-	-	-	-	3.57	3.56	3.60
Standard deviation		-	-	-	-	-	-	-	-	-	0.84	0.88	0.83
Standard error		-	-	-	-	-	-	-	-	-	0.04	0.05	0.04

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
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**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	..	..	..	..	..	..	..	..	..	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	..	..	..	..	..	..	..	..	..	1350	1226	1304	..	..	..	..	..	..	..	..
I trust it a lot	(5)	-	-	-	-	-	-	-	-	150	142	143	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	11%	12%	11%	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	-	714	626	706	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	53%	51%	54%	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	355	329	339	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	26%	27%	26%	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	-	77	73	73	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	6%	6%	6%	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	20	22	25	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	1%	2%	2%	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	-	864	767	849	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	64%	63%	65%	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	-	97	95	97	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	7%	8%	7%	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	34	34	19	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	3%	3%	1%	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	3.68	3.66	3.68	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	0.81	0.83	0.82	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	-	0.02	0.02	0.02	-	-	-	-	-	-	-	-

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**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	-	-	-
Weighted Base		..	..	..	..
I trust it a lot	(5)	-	-	-	-
I trust it	(4)	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-
I distrust it	(2)	-	-	-	-
I distrust it a lot	(1)	-	-	-	-
Net: Trust		-	-	-	-
Net: Distrust		-	-	-	-
Don't know		-	-	-	-
Mean score		-	-	-	-
Standard deviation		-	-	-	-
Standard error		-	-	-	-



**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	96	84	84	-	-	-	-	-	-	-	-	-
Weighted Base	**	**	**	**	**	**	**	**	75*	81*	69*	**	**	**	**	**	**	**	**	**
I trust it a lot	(5)	-	-	-	-	-	-	-	8	9	9	-	-	-	-	-	-	-	-	-
I trust it	(4)	-	-	-	-	-	-	-	10%	11%	13%	-	-	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	43	47	42	-	-	-	-	-	-	-	-	-
I distrust it	(2)	-	-	-	-	-	-	-	57%	59%	61%	-	-	-	-	-	-	-	-	-
I distrust it a lot	(1)	-	-	-	-	-	-	-	18	15	14	-	-	-	-	-	-	-	-	-
Net: Trust		-	-	-	-	-	-	-	24%	19%	21%	-	-	-	-	-	-	-	-	-
Net: Distrust		-	-	-	-	-	-	-	1	3	3	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	2%	4%	5%	-	-	-	-	-	-	-	-	-
Mean score		-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-
Standard deviation		-	-	-	-	-	-	-	-	7% <sup>jl</sup>	-	-	-	-	-	-	-	-	-	-
Standard error		-	-	-	-	-	-	-	51	56	51	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	68%	70%	74%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	1	9	3	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	2%	11% <sup>k</sup>	5%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	5	-	1%	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	6% <sup>kl</sup>	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	3.81	3.63	3.83	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	0.65	0.98	0.71	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	0.07	0.11	0.08	-	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.

Base: All adults aware of the Food Standards Agency - England/Wales/NI

		NI			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	113	101	105
Weighted Base		..	51	48*	49*
I trust it a lot	(5)	-	17	13	21
		-	33%	27%	43%w
I trust it	(4)	-	24	23	17
		-	48%x	48%x	34%
I neither trust nor distrust it	(3)	-	7	8	9
		-	14%	17%	18%
I distrust it	(2)	-	2	1	3
		-	5%	2%	5%
I distrust it a lot	(1)	-	-	2	-
		-	-	4%v	-
Net: Trust		-	41	36	37
		-	82%	76%	77%
Net: Distrust		-	2	3	3
		-	5%	5%	5%
Don't know		-	-	1	-
		-	-	2%	-
Mean score		-	4.10	3.96	4.15
Standard deviation		-	0.81	0.95	0.90
Standard error		-	0.08	0.10	0.09

**Q.6a How much do you trust or distrust Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.**  
**Base: All adults aware of the Food Standards Agency - England/Wales/NI**

		ADDITIONAL COUNTRY ENGLAND/WALES/NI											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		-	-	-	-	-	-	-	-	-	1670	1445	1564
Weighted Base		..	..	..	..	..	..	..	..	..	1476	1354	1421
I trust it a lot	(5)	-	-	-	-	-	-	-	-	-	174	164	173
											12%	12%	12%
I trust it	(4)	-	-	-	-	-	-	-	-	-	782	696	764
											53%	51%	54%
I neither trust nor distrust it	(3)	-	-	-	-	-	-	-	-	-	381	352	362
											26%	26%	25%
I distrust it	(2)	-	-	-	-	-	-	-	-	-	81	77	78
											5%	6%	6%
I distrust it a lot	(1)	-	-	-	-	-	-	-	-	-	20	29	25
											1%	2%	2%
Net: Trust		-	-	-	-	-	-	-	-	-	956	860	937
											65%	64%	66%
Net: Distrust		-	-	-	-	-	-	-	-	-	101	107	103
											7%	8%	7%
Don't know		-	-	-	-	-	-	-	-	-	39	35	20
											3% <sup>d</sup>	3% <sup>d</sup>	1%
Mean score		-	-	-	-	-	-	-	-	-	3.70	3.67	3.70
Standard deviation		-	-	-	-	-	-	-	-	-	0.80	0.85	0.82
Standard error		-	-	-	-	-	-	-	-	-	0.02	0.02	0.02

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016  
 Proportions: Means: All Columns Tested (5% risk level)  
 \*\* very small base (under 30) ineligible for sig testing

