

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total      | GENDER      |               | AGE          |              |              |              |            | SOCIAL GRADE |             |            |           | MARITAL STATUS |               |                    |
|---|------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|-------------|------------|-----------|----------------|---------------|--------------------|
|   |            | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g) | AB<br>(h)    | C1<br>(i)   | C2<br>(j)  | DE<br>(k) | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base   | 2044       | 984         | 1060          | 308          | 320          | 408          | 491          | 517        | 347          | 546         | 383        | 768       | 1140           | 558           | 346                |
| Weighted Base   | 1826       | 887         | 939           | 266          | 338          | 434          | 452          | 335        | 357          | 564         | 365        | 539       | 1073           | 495           | 257                |
| The amount of sugar in food   | 332<br>18% | 152<br>17%  | 180<br>19%    | 32<br>12%    | 61<br>18%    | 103<br>24%cg | 86<br>19%c   | 50<br>15%  | 74<br>21%k   | 124<br>22%k | 62<br>17%  | 72<br>13% | 235<br>22%mn   | 55<br>11%     | 42<br>16%m         |
| Food prices   | 245<br>13% | 118<br>13%  | 127<br>14%    | 39<br>15%g   | 53<br>16%fg  | 75<br>17%fg  | 48<br>11%    | 30<br>9%   | 40<br>11%    | 82<br>14%   | 49<br>13%  | 75<br>14% | 144<br>13%     | 75<br>15%n    | 26<br>10%          |
| Animal welfare  | 212<br>12% | 91<br>10%   | 120<br>13%    | 31<br>12%    | 40<br>12%    | 60<br>14%g   | 52<br>11%    | 29<br>9%   | 52<br>15%k   | 80<br>14%k  | 40<br>11%  | 41<br>8%  | 118<br>11%     | 66<br>13%     | 28<br>11%          |
| The amount of salt in food  | 205<br>11% | 102<br>11%  | 103<br>11%    | 15<br>6%     | 33<br>10%    | 60<br>14%c   | 63<br>14%c   | 34<br>10%c | 44<br>12%k   | 67<br>12%k  | 49<br>13%k | 45<br>8%  | 152<br>14%mn   | 33<br>7%      | 20<br>8%           |
| The amount of fat in food   | 201<br>11% | 95<br>11%   | 106<br>11%    | 24<br>9%     | 28<br>8%     | 59<br>14%dg  | 60<br>13%dg  | 30<br>9%   | 43<br>12%k   | 71<br>13%k  | 43<br>12%k | 43<br>8%  | 128<br>12%     | 48<br>10%     | 25<br>10%          |
| Food waste  | 196<br>11% | 101<br>11%  | 95<br>10%     | 29<br>11%    | 33<br>10%    | 62<br>14%g   | 45<br>10%    | 27<br>8%   | 40<br>11%    | 71<br>13%k  | 40<br>11%  | 45<br>8%  | 127<br>12%n    | 49<br>10%     | 20<br>8%           |
| The amount of saturated fat in food   | 181<br>10% | 88<br>10%   | 93<br>10%     | 21<br>8%     | 30<br>9%     | 57<br>13%cg  | 48<br>11%    | 25<br>8%   | 41<br>12%    | 56<br>10%   | 37<br>10%  | 46<br>9%  | 127<br>12%mn   | 39<br>8%      | 15<br>6%           |
| Food hygiene when eating out  | 178<br>10% | 85<br>10%   | 93<br>10%     | 30<br>11%g   | 39<br>12%g   | 47<br>11%g   | 42<br>9%g    | 19<br>6%   | 31<br>9%     | 64<br>11%   | 35<br>9%   | 49<br>9%  | 120<br>11%n    | 48<br>10%n    | 10<br>4%           |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%  | 79<br>9%    | 87<br>9%      | 15<br>5%     | 27<br>8%     | 59<br>14%cdg | 43<br>9%     | 22<br>7%   | 41<br>11%k   | 64<br>11%k  | 27<br>7%   | 34<br>6%  | 117<br>11%mn   | 31<br>6%      | 18<br>7%           |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%  | 68<br>8%    | 73<br>8%      | 11<br>4%     | 26<br>8%     | 47<br>11%cg  | 41<br>9%cg   | 16<br>5%   | 31<br>9%k    | 49<br>9%k   | 34<br>9%k  | 27<br>5%  | 96<br>9%n      | 32<br>6%      | 14<br>5%           |
| The use of pesticides to grow food  | 139<br>8%  | 72<br>8%    | 67<br>7%      | 15<br>6%     | 28<br>8%     | 41<br>9%     | 35<br>8%     | 20<br>6%   | 30<br>9%k    | 54<br>10%k  | 27<br>7%   | 28<br>5%  | 88<br>8%       | 36<br>7%      | 14<br>6%           |
| Genetically Modified (GM) foods   | 122<br>7%  | 48<br>5%    | 73<br>8%a     | 12<br>5%     | 21<br>6%     | 39<br>9%cg   | 37<br>8%g    | 12<br>4%   | 29<br>8%k    | 47<br>8%k   | 21<br>6%   | 25<br>5%  | 78<br>7%       | 32<br>7%      | 12<br>5%           |
| Food not being what the label says it is                                    | 111<br>6%  | 51<br>6%    | 60<br>6%      | 11<br>4%     | 22<br>7%     | 31<br>7%     | 31<br>7%     | 15<br>5%   | 20<br>5%     | 42<br>7%k   | 26<br>7%   | 24<br>4%  | 69<br>6%       | 33<br>7%      | 10<br>4%           |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total      | GENDER      |               | AGE          |              |               |              |            | SOCIAL GRADE |             |            |            | MARITAL STATUS |               |                    |
|--|------------|-------------|---------------|--------------|--------------|---------------|--------------|------------|--------------|-------------|------------|------------|----------------|---------------|--------------------|
|  |            | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f) | 66+<br>(g) | AB<br>(h)    | C1<br>(i)   | C2<br>(j)  | DE<br>(k)  | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 2044       | 984         | 1060          | 308          | 320          | 408           | 491          | 517        | 347          | 546         | 383        | 768        | 1140           | 558           | 346                |
| Weighted Base  | 1826       | 887         | 939           | 266          | 338          | 434           | 452          | 335        | 357          | 564         | 365        | 539        | 1073           | 495           | 257                |
| Food poisoning such as Salmonella and E.Coli           | 107<br>6%  | 56<br>6%    | 51<br>5%      | 16<br>6%g    | 23<br>7%g    | 28<br>6%g     | 29<br>7%g    | 10<br>3%   | 8<br>2%      | 49<br>9%hk  | 22<br>6%h  | 29<br>5%h  | 68<br>6%n      | 31<br>6%      | 8<br>3%            |
| Hormones/steroids \antibiotics in food                 | 102<br>6%  | 47<br>5%    | 55<br>6%      | 12<br>5%     | 20<br>6%     | 32<br>7%g     | 23<br>5%     | 14<br>4%   | 24<br>7%     | 38<br>7%k   | 18<br>5%   | 21<br>4%   | 69<br>6%       | 22<br>4%      | 11<br>4%           |
| The feed given to livestock                            | 96<br>5%   | 45<br>5%    | 51<br>5%      | 13<br>5%     | 18<br>5%     | 31<br>7%g     | 23<br>5%     | 11<br>3%   | 19<br>5%     | 35<br>6%    | 19<br>5%   | 23<br>4%   | 61<br>6%       | 24<br>5%      | 11<br>4%           |
| Food hygiene at home                                   | 90<br>5%   | 43<br>5%    | 48<br>5%      | 20<br>8%eg   | 22<br>6%g    | 15<br>3%      | 26<br>6%g    | 7<br>2%    | 11<br>3%     | 39<br>7%hk  | 19<br>5%   | 21<br>4%   | 48<br>4%       | 35<br>7%ln    | 7<br>3%            |
| Date labels, such as "best before" and "use by" labels | 90<br>5%   | 48<br>5%    | 42<br>4%      | 11<br>4%     | 10<br>3%     | 31<br>7%d     | 24<br>5%     | 14<br>4%   | 18<br>5%     | 31<br>6%    | 18<br>5%   | 22<br>4%   | 59<br>6%       | 21<br>4%      | 9<br>4%            |
| Foods aimed at children including school meals         | 88<br>5%   | 41<br>5%    | 47<br>5%      | 7<br>3%      | 19<br>6%g    | 40<br>9%cfg   | 17<br>4%g    | 4<br>1%    | 20<br>6%k    | 35<br>6%k   | 20<br>5%k  | 13<br>2%   | 68<br>6%mn     | 16<br>3%      | 4<br>2%            |
| Food miles (e.g. the distance food travels)            | 75<br>4%   | 34<br>4%    | 41<br>4%      | 14<br>5%     | 16<br>5%     | 14<br>3%      | 22<br>5%     | 9<br>3%    | 20<br>6%k    | 31<br>5%k   | 13<br>4%   | 12<br>2%   | 46<br>4%       | 22<br>4%      | 7<br>3%            |
| BSE ('mad cow disease')                                | 37<br>2%   | 18<br>2%    | 19<br>2%      | 4<br>2%      | 5<br>2%      | 7<br>2%       | 14<br>3%     | 7<br>2%    | 2<br>1%      | 12<br>2%    | 12<br>3%h  | 10<br>2%   | 23<br>2%       | 7<br>1%       | 7<br>3%            |
| Processed Food (junk food\ready meals etc.)            | 26<br>1%   | 12<br>1%    | 13<br>1%      | 4<br>2%      | 2<br>1%      | 9<br>2%       | 7<br>1%      | 3<br>1%    | 9<br>3%j     | 9<br>2%     | 1<br>*     | 6<br>1%    | 17<br>2%       | 7<br>1%       | 2<br>1%            |
| Quality/freshness of food                              | 11<br>1%   | 5<br>1%     | 6<br>1%       | -<br>-       | 2<br>1%      | 3<br>1%       | 4<br>1%      | 2<br>1%    | 6<br>2%j     | 2<br>*      | 1<br>*     | 2<br>*     | 6<br>1%        | 3<br>1%       | 2<br>1%            |
| Other  | 83<br>5%   | 35<br>4%    | 48<br>5%      | 8<br>3%      | 17<br>5%     | 22<br>5%      | 25<br>6%     | 10<br>3%   | 27<br>8%jk   | 31<br>5%jk  | 9<br>3%    | 16<br>3%   | 58<br>5%m      | 14<br>3%      | 11<br>4%           |
| Net: Q.1b  | 439<br>24% | 199<br>22%  | 240<br>26%    | 58<br>22%    | 79<br>23%g   | 128<br>29%cg  | 118<br>26%g  | 57<br>17%  | 92<br>26%k   | 159<br>28%k | 84<br>23%  | 103<br>19% | 292<br>27%mn   | 103<br>21%    | 43<br>17%          |
| Net: Q.1c  | 424<br>23% | 197<br>22%  | 227<br>24%    | 47<br>18%    | 68<br>20%    | 131<br>30%cdg | 113<br>25%cg | 64<br>19%  | 90<br>25%k   | 155<br>27%k | 86<br>24%k | 93<br>17%  | 287<br>27%mn   | 84<br>17%     | 53<br>20%          |
| Net: Q.1d  | 453<br>25% | 212<br>24%  | 241<br>26%    | 65<br>24%    | 90<br>27%g   | 129<br>30%fg  | 107<br>24%   | 63<br>19%  | 99<br>28%k   | 156<br>28%k | 84<br>23%  | 115<br>21% | 268<br>25%     | 130<br>26%    | 54<br>21%          |

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

**Base: All adults England/Wales and NI**

|                                   | Total       | GENDER      |               | AGE          |              |              |              |             | SOCIAL GRADE |             |             |             | MARITAL STATUS |               |                    |
|-----------------------------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|----------------|---------------|--------------------|
|                                   |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)   | C2<br>(j)   | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base                   | 2044        | 984         | 1060          | 308          | 320          | 408          | 491          | 517         | 347          | 546         | 383         | 768         | 1140           | 558           | 346                |
| Weighted Base                     | 1826        | 887         | 939           | 266          | 338          | 434          | 452          | 335         | 357          | 564         | 365         | 539         | 1073           | 495           | 257                |
| Net: Any                          | 849         | 398         | 452           | 107          | 152          | 230          | 233          | 127         | 187          | 296         | 156         | 211         | 532            | 207           | 110                |
|                                   | 47%         | 45%         | 48%           | 40%          | 45%          | 53%cdg       | 52%cg        | 38%         | 52%jk        | 52%jk       | 43%         | 39%         | 50%mn          | 42%           | 43%                |
| None                              | 882         | 447         | 435           | 146          | 167          | 184          | 199          | 186         | 161          | 239         | 193         | 288         | 494            | 258           | 130                |
|                                   | 48%         | 50%         | 46%           | 55%ef        | 49%          | 42%          | 44%          | 55%ef       | 45%          | 42%         | 53%hi       | 53%hi       | 46%            | 52%l          | 50%                |
| Don't know                        | 96          | 42          | 54            | 12           | 20           | 21           | 20           | 22          | 10           | 29          | 16          | 40          | 48             | 30            | 18                 |
|                                   | 5%          | 5%          | 6%            | 5%           | 6%           | 5%           | 5%           | 7%          | 3%           | 5%          | 4%          | 7%h         | 4%             | 6%            | 7%                 |
| <b>Average number of mentions</b> | <b>3.82</b> | <b>3.87</b> | <b>3.78</b>   | <b>3.71</b>  | <b>3.90</b>  | <b>4.26g</b> | <b>3.64</b>  | <b>3.34</b> | <b>3.67</b>  | <b>4.01</b> | <b>4.11</b> | <b>3.46</b> | <b>4.00n</b>   | <b>3.77</b>   | <b>3.04</b>        |
| <b>Standard deviation</b>         | <b>4.12</b> | <b>4.31</b> | <b>3.94</b>   | <b>3.94</b>  | <b>4.29</b>  | <b>4.12</b>  | <b>4.33</b>  | <b>3.59</b> | <b>3.62</b>  | <b>4.30</b> | <b>4.41</b> | <b>4.03</b> | <b>4.17</b>    | <b>4.32</b>   | <b>3.30</b>        |
| <b>Standard error</b>             | <b>0.14</b> | <b>0.21</b> | <b>0.18</b>   | <b>0.35</b>  | <b>0.36</b>  | <b>0.28</b>  | <b>0.28</b>  | <b>0.26</b> | <b>0.27</b>  | <b>0.26</b> | <b>0.35</b> | <b>0.23</b> | <b>0.18</b>    | <b>0.29</b>   | <b>0.28</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total      | WORKING STATUS |               |            | CHILDREN IN HOUSEHOLD |            | PRINCIPAL SHOPPER |           | TYPE OF AREA |             | COUNTRY      |              |           |         | ADDITIONAL COUNTRY   |              |
|---|------------|----------------|---------------|------------|-----------------------|------------|-------------------|-----------|--------------|-------------|--------------|--------------|-----------|---------|----------------------|--------------|
|   |            | Full time (a)  | Part time (b) | Other (c)  | Any (d)               | None (e)   | Yes (f)           | No (g)    | Rural (h)    | Urban (i)   | England (j)  | Scotland (k) | Wales (l) | NI (m)  | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 2044       | 693            | 244           | 1107       | 584                   | 1460       | 1608              | 436       | 497          | 1547        | 1808         | -            | 110       | 126     | 2044                 | -            |
| Weighted Base   | 1826       | 741            | 233           | 852        | 577                   | 1249       | 1433              | 393       | 441          | 1385        | 1678         | -**          | 88*       | 60      | 1826                 | -**          |
| The amount of sugar in food   | 332<br>18% | 147<br>20%     | 48<br>20%     | 138<br>16% | 124<br>21%e           | 209<br>17% | 284<br>20%g       | 48<br>12% | 85<br>19%    | 248<br>18%  | 319<br>19%m  | -            | 10<br>12% | 3<br>5% | 332<br>18%           | -            |
| Food prices   | 245<br>13% | 102<br>14%     | 37<br>16%     | 107<br>13% | 93<br>16%e            | 152<br>12% | 206<br>14%g       | 39<br>10% | 53<br>12%    | 192<br>14%  | 234<br>14%m  | -            | 7<br>8%   | 4<br>6% | 245<br>13%           | -            |
| Animal welfare  | 212<br>12% | 93<br>12%      | 32<br>14%     | 88<br>10%  | 54<br>9%              | 158<br>13% | 178<br>12%g       | 34<br>9%  | 50<br>11%    | 162<br>12%  | 209<br>12%lm | -            | 3<br>4%   | -       | 212<br>12%           | -            |
| The amount of salt in food  | 205<br>11% | 92<br>12%      | 28<br>12%     | 85<br>10%  | 77<br>13%             | 128<br>10% | 179<br>13%g       | 26<br>7%  | 52<br>12%    | 153<br>11%  | 200<br>12%lm | -            | 4<br>4%   | 1<br>2% | 205<br>11%           | -            |
| The amount of fat in food   | 201<br>11% | 85<br>12%      | 27<br>12%     | 88<br>10%  | 71<br>12%             | 130<br>10% | 174<br>12%g       | 27<br>7%  | 47<br>11%    | 154<br>11%  | 196<br>12%lm | -            | 5<br>5%   | *<br>1% | 201<br>11%           | -            |
| Food waste  | 196<br>11% | 86<br>12%      | 28<br>12%     | 82<br>10%  | 60<br>10%             | 136<br>11% | 169<br>12%g       | 27<br>7%  | 45<br>10%    | 150<br>11%  | 191<br>11%m  | -            | 5<br>5%   | *<br>1% | 196<br>11%           | -            |
| The amount of saturated fat in food   | 181<br>10% | 79<br>11%      | 27<br>12%     | 75<br>9%   | 66<br>11%             | 115<br>9%  | 156<br>11%g       | 25<br>6%  | 33<br>7%     | 148<br>11%h | 177<br>11%lm | -            | 3<br>3%   | 1<br>2% | 181<br>10%           | -            |
| Food hygiene when eating out  | 178<br>10% | 80<br>11%      | 23<br>10%     | 75<br>9%   | 67<br>12%             | 111<br>9%  | 151<br>11%g       | 27<br>7%  | 46<br>10%    | 132<br>10%  | 171<br>10%l  | -            | 3<br>3%   | 4<br>7% | 178<br>10%           | -            |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%  | 69<br>9%       | 27<br>12%     | 70<br>8%   | 61<br>11%             | 105<br>8%  | 143<br>10%g       | 23<br>6%  | 42<br>9%     | 124<br>9%   | 162<br>10%lm | -            | 2<br>3%   | 2<br>4% | 166<br>9%            | -            |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%  | 72<br>10%c     | 19<br>8%      | 50<br>6%   | 50<br>9%              | 92<br>7%   | 121<br>8%g        | 21<br>5%  | 39<br>9%     | 102<br>7%   | 138<br>8%m   | -            | 3<br>3%   | 1<br>1% | 142<br>8%            | -            |
| The use of pesticides to grow food  | 139<br>8%  | 62<br>8%       | 22<br>10%     | 55<br>6%   | 43<br>7%              | 96<br>8%   | 123<br>9%g        | 16<br>4%  | 37<br>8%     | 102<br>7%   | 137<br>8%lm  | -            | 2<br>2%   | 1<br>1% | 139<br>8%            | -            |
| Genetically Modified (GM) foods   | 122<br>7%  | 56<br>8%       | 18<br>8%      | 47<br>6%   | 38<br>7%              | 84<br>7%   | 107<br>7%g        | 15<br>4%  | 28<br>6%     | 94<br>7%    | 118<br>7%m   | -            | 3<br>3%   | 1<br>2% | 122<br>7%            | -            |
| Food not being what the label says it is                                    | 111<br>6%  | 48<br>6%       | 11<br>5%      | 52<br>6%   | 36<br>6%              | 75<br>6%   | 98<br>7%g         | 13<br>3%  | 33<br>7%     | 79<br>6%    | 108<br>6%m   | -            | 3<br>3%   | -       | 111<br>6%            | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

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

Base: All adults England/Wales and NI

|  | Total      | WORKING STATUS        |                       |            | CHILDREN IN HOUSEHOLD   |            | PRINCIPAL SHOPPER |           | TYPE OF AREA          |            | COUNTRY      |              |           |          | ADDITIONAL COUNTRY   |              |
|--|------------|-----------------------|-----------------------|------------|-------------------------|------------|-------------------|-----------|-----------------------|------------|--------------|--------------|-----------|----------|----------------------|--------------|
|  |            | Full time (a)         | Part time (b)         | Other (c)  | Any (d)                 | None (e)   | Yes (f)           | No (g)    | Rural (h)             | Urban (i)  | England (j)  | Scotland (k) | Wales (l) | NI (m)   | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base  | 2044       | 693                   | 244                   | 1107       | 584                     | 1460       | 1608              | 436       | 497                   | 1547       | 1808         | -            | 110       | 126      | 2044                 | -            |
| Weighted Base  | 1826       | 741                   | 233                   | 852        | 577                     | 1249       | 1433              | 393       | 441                   | 1385       | 1678         | -**          | 88*       | 60       | 1826                 | -**          |
| Food poisoning such as Salmonella and E.Coli           | 107<br>6%  | 51<br>7%              | 11<br>5%              | 44<br>5%   | 36<br>6%                | 71<br>6%   | 86<br>6%          | 21<br>5%  | 29<br>7%              | 78<br>6%   | 100<br>6%    | -            | 4<br>4%   | 3<br>5%  | 107<br>6%            | -            |
| Hormones\steroids \antibiotics in food                 | 102<br>6%  | 41<br>6%              | 16<br>7%              | 45<br>5%   | 33<br>6%                | 69<br>6%   | 88<br>6%g         | 14<br>4%  | 26<br>6%              | 76<br>5%   | 99<br>6%lm   | -            | 3<br>3%   | *<br>1%  | 102<br>6%            | -            |
| The feed given to livestock                            | 96<br>5%   | 47<br>6%              | 14<br>6%              | 35<br>4%   | 27<br>5%                | 68<br>5%   | 83<br>6%g         | 13<br>3%  | 25<br>6%              | 70<br>5%   | 93<br>6%lm   | -            | 2<br>2%   | *<br>1%  | 96<br>5%             | -            |
| Food hygiene at home                                   | 90<br>5%   | 36<br>5%              | 13<br>6%              | 41<br>5%   | 24<br>4%                | 66<br>5%   | 74<br>5%          | 17<br>4%  | 25<br>6%              | 65<br>5%   | 86<br>5%     | -            | 3<br>3%   | 2<br>3%  | 90<br>5%             | -            |
| Date labels, such as "best before" and "use by" labels | 90<br>5%   | 37<br>5%              | 10<br>4%              | 43<br>5%   | 29<br>5%                | 61<br>5%   | 77<br>5%          | 13<br>3%  | 29<br>7%              | 61<br>4%   | 85<br>5%     | -            | 3<br>4%   | 1<br>2%  | 90<br>5%             | -            |
| Foods aimed at children including school meals         | 88<br>5%   | 49<br>7% <sup>c</sup> | 14<br>6% <sup>c</sup> | 24<br>3%   | 48<br>8% <sup>e</sup>   | 40<br>3%   | 79<br>5%g         | 9<br>2%   | 19<br>4%              | 69<br>5%   | 86<br>5%l    | -            | -         | 2<br>3%l | 88<br>5%             | -            |
| Food miles (e.g. the distance food travels)            | 75<br>4%   | 33<br>4%              | 12<br>5%              | 30<br>3%   | 16<br>3%                | 59<br>5%   | 63<br>4%          | 12<br>3%  | 24<br>5%              | 52<br>4%   | 72<br>4%     | -            | 2<br>2%   | 1<br>2%  | 75<br>4%             | -            |
| BSE ('mad cow disease')                                | 37<br>2%   | 17<br>2%              | 3<br>1%               | 17<br>2%   | 7<br>1%                 | 30<br>2%   | 34<br>2%          | 3<br>1%   | 15<br>3% <sup>i</sup> | 22<br>2%   | 36<br>2%     | -            | 1<br>1%   | -        | 37<br>2%             | -            |
| Processed Food (junk food/ready meals etc.)            | 26<br>1%   | 9<br>1%               | 4<br>2%               | 12<br>1%   | 11<br>2%                | 15<br>1%   | 23<br>2%          | 2<br>1%   | 5<br>1%               | 21<br>2%   | 24<br>1%     | -            | 1<br>1%   | *<br>1%  | 26<br>1%             | -            |
| Quality/freshness of food                              | 11<br>1%   | 2<br>*                | 2<br>1%               | 7<br>1%    | 1<br>*                  | 10<br>1%   | 11<br>1%          | -         | -                     | 11<br>1%   | 11<br>1%     | -            | -         | -        | 11<br>1%             | -            |
| Other  | 83<br>5%   | 34<br>5%              | 15<br>6%              | 34<br>4%   | 31<br>5%                | 53<br>4%   | 65<br>5%          | 18<br>5%  | 14<br>3%              | 69<br>5%   | 78<br>5%     | -            | 5<br>5%   | 1<br>2%  | 83<br>5%             | -            |
| Net: Q.1b  | 439<br>24% | 192<br>26%            | 58<br>25%             | 188<br>22% | 155<br>27%              | 284<br>23% | 362<br>25%g       | 77<br>20% | 103<br>23%            | 335<br>24% | 422<br>25%lm | -            | 8<br>10%  | 9<br>14% | 439<br>24%           | -            |
| Net: Q.1c  | 424<br>23% | 178<br>24%            | 63<br>27%             | 183<br>21% | 160<br>28% <sup>e</sup> | 264<br>21% | 358<br>25%g       | 66<br>17% | 94<br>21%             | 330<br>24% | 410<br>24%lm | -            | 10<br>12% | 4<br>7%  | 424<br>23%           | -            |
| Net: Q.1d  | 453<br>25% | 195<br>26%            | 64<br>27%             | 194<br>23% | 139<br>24%              | 314<br>25% | 378<br>26%g       | 74<br>19% | 100<br>23%            | 353<br>25% | 436<br>26%lm | -            | 12<br>14% | 5<br>8%  | 453<br>25%           | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                                   | Total       | WORKING STATUS |                  |                  | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER       |                  | TYPE OF AREA     |             | COUNTRY           |              |                  |                   | ADDITIONAL COUNTRY   |              |
|-----------------------------------|-------------|----------------|------------------|------------------|-----------------------|-------------|-------------------------|------------------|------------------|-------------|-------------------|--------------|------------------|-------------------|----------------------|--------------|
|                                   |             | Full time (a)  | Part time (b)    | Other (c)        | Any (d)               | None (e)    | Yes (f)                 | No (g)           | Rural (h)        | Urban (i)   | England (j)       | Scotland (k) | Wales (l)        | NI (m)            | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                   | 2044        | 693            | 244              | 1107             | 584                   | 1460        | 1608                    | 436              | 497              | 1547        | 1808              | -            | 110              | 126               | 2044                 | -            |
| Weighted Base                     | 1826        | 741            | 233              | 852              | 577                   | 1249        | 1433                    | 393              | 441              | 1385        | 1678              | -**          | 88*              | 60                | 1826                 | -**          |
| Net: Any                          | 849         | 357            | 123              | 370              | 279                   | 570         | 698                     | 152              | 191              | 658         | 808               | -            | 28               | 13                | 849                  | -            |
|                                   | 47%         | 48%            | 53% <sup>c</sup> | 43%              | 48%                   | 46%         | 49% <sup>g</sup>        | 39%              | 43%              | 48%         | 48% <sup>lm</sup> | -            | 32%              | 22%               | 47%                  | -            |
| None                              | 882         | 345            | 98               | 438              | 269                   | 613         | 659                     | 223              | 234              | 648         | 783               | -            | 53               | 46                | 882                  | -            |
|                                   | 48%         | 47%            | 42%              | 51% <sup>b</sup> | 47%                   | 49%         | 46%                     | 57% <sup>f</sup> | 53% <sup>i</sup> | 47%         | 47%               | -            | 60% <sup>j</sup> | 76% <sup>jl</sup> | 48%                  | -            |
| Don't know                        | 96          | 40             | 12               | 44               | 30                    | 66          | 77                      | 19               | 16               | 80          | 88                | -            | 6                | 1                 | 96                   | -            |
|                                   | 5%          | 5%             | 5%               | 5%               | 5%                    | 5%          | 5%                      | 5%               | 4%               | 6%          | 5%                | -            | 7%               | 2%                | 5%                   | -            |
| <b>Average number of mentions</b> | <b>3.82</b> | <b>4.00</b>    | <b>3.78</b>      | <b>3.65</b>      | <b>3.96</b>           | <b>3.75</b> | <b>3.99<sup>g</sup></b> | <b>3.06</b>      | <b>4.19</b>      | <b>3.71</b> | <b>3.89</b>       | -            | <b>2.65</b>      | <b>2.30</b>       | <b>3.82</b>          | -            |
| <b>Standard deviation</b>         | <b>4.12</b> | <b>4.36</b>    | <b>4.07</b>      | <b>3.89</b>      | <b>3.71</b>           | <b>4.30</b> | <b>4.31</b>             | <b>2.96</b>      | <b>4.70</b>      | <b>3.92</b> | <b>4.16</b>       | -            | <b>3.34</b>      | <b>1.55</b>       | <b>4.12</b>          | -            |
| <b>Standard error</b>             | <b>0.14</b> | <b>0.24</b>    | <b>0.36</b>      | <b>0.18</b>      | <b>0.23</b>           | <b>0.17</b> | <b>0.16</b>             | <b>0.23</b>      | <b>0.33</b>      | <b>0.15</b> | <b>0.14</b>       | -            | <b>0.56</b>      | <b>0.30</b>       | <b>0.14</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total      | GOVERNMENT REGION |                   |                              |                         |                         |                           |                   |                    |                   | ETHNICITY    |                           |
|---|------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|-------------------|--------------------|-------------------|--------------|---------------------------|
|   |            | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)     | South East<br>(h)  | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base   | 2044       | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274               | 284                | 195               | 1810         | 225                       |
| Weighted Base   | 1826       | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242               | 270                | 188               | 1599         | 218                       |
| The amount of sugar in food   | 332<br>18% | 7<br>8%           | 19<br>8%          | 30<br>19%ab                  | 21<br>14%               | 26<br>16%b              | 40<br>21%ab               | 73<br>30%abcdef   | 65<br>24%abd       | 37<br>20%ab       | 286<br>18%   | 46<br>21%                 |
| Food prices   | 245<br>13% | 5<br>6%           | 15<br>7%          | 24<br>15%ab                  | 23<br>16%ab             | 20<br>12%               | 31<br>16%abi              | 60<br>25%abcdefhi | 40<br>15%ab        | 16<br>9%          | 200<br>13%   | 44<br>20%j                |
| Animal welfare  | 212<br>12% | 2<br>2%           | 11<br>5%          | 18<br>11%ab                  | 16<br>11%ab             | 10<br>6%                | 30<br>16%abe              | 42<br>17%abe      | 48<br>18%abe       | 31<br>17%abe      | 191<br>12%   | 21<br>10%                 |
| The amount of salt in food  | 205<br>11% | 4<br>4%           | 15<br>7%          | 24<br>15%abe                 | 14<br>9%                | 13<br>8%                | 21<br>11%                 | 48<br>20%abdefh   | 36<br>13%ab        | 26<br>14%ab       | 173<br>11%   | 33<br>15%                 |
| The amount of fat in food   | 201<br>11% | 8<br>9%           | 11<br>5%          | 20<br>13%b                   | 15<br>10%               | 15<br>9%                | 23<br>12%b                | 49<br>20%abcdefhi | 31<br>11%b         | 24<br>13%b        | 170<br>11%   | 31<br>14%                 |
| Food waste  | 196<br>11% | 2<br>3%           | 6<br>3%           | 23<br>14%abe                 | 18<br>12%ab             | 9<br>6%                 | 18<br>10%ab               | 54<br>22%abcdefhi | 35<br>13%abe       | 26<br>14%abe      | 159<br>10%   | 35<br>16%j                |
| The amount of saturated fat in food   | 181<br>10% | 6<br>7%           | 12<br>5%          | 23<br>14%bde                 | 7<br>5%                 | 12<br>7%                | 18<br>10%                 | 52<br>22%abdefhi  | 28<br>10% <i>d</i> | 18<br>9%          | 152<br>9%    | 29<br>13%                 |
| Food hygiene when eating out  | 178<br>10% | 2<br>2%           | 11<br>5%          | 12<br>7%                     | 19<br>12%ab             | 10<br>6%                | 23<br>12%abe              | 43<br>18%abcei    | 36<br>13%abe       | 16<br>9% <i>a</i> | 144<br>9%    | 34<br>16% <i>j</i>        |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%  | 4<br>5%           | 8<br>4%           | 15<br>10%b                   | 11<br>7%                | 14<br>9%b               | 15<br>8%                  | 37<br>15%abdef    | 35<br>13%ab        | 23<br>12%b        | 140<br>9%    | 25<br>11%                 |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%  | 2<br>2%           | 6<br>2%           | 15<br>9%ab                   | 10<br>7%b               | 7<br>4%                 | 24<br>13%abe              | 32<br>13%abe      | 27<br>10%abe       | 15<br>8%ab        | 123<br>8%    | 19<br>9%                  |
| The use of pesticides to grow food  | 139<br>8%  | 1<br>1%           | 5<br>2%           | 12<br>8%ab                   | 10<br>7%ab              | 5<br>3%                 | 16<br>9%abe               | 34<br>14%abcde    | 31<br>11%abe       | 23<br>12%abe      | 116<br>7%    | 23<br>11%                 |
| Genetically Modified (GM) foods   | 122<br>7%  | 1<br>1%           | 3<br>1%           | 16<br>10%abde                | 6<br>4%                 | 3<br>2%                 | 15<br>8%abe               | 30<br>12%abde     | 28<br>10%abde      | 16<br>9%abe       | 99<br>6%     | 22<br>10% <i>j</i>        |
| Food not being what the label says it is                                    | 111<br>6%  | 2<br>2%           | 6<br>3%           | 9<br>6%                      | 11<br>7%b               | 6<br>4%                 | 20<br>10%abe              | 20<br>8%ab        | 18<br>7%b          | 16<br>9%ab        | 93<br>6%     | 18<br>8%                  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total      | GOVERNMENT REGION |                   |                              |                         |                         |                           |                    |                   |                   | ETHNICITY    |                           |
|--|------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|--------------------|-------------------|-------------------|--------------|---------------------------|
|  |            | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)      | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 2044       | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274                | 284               | 195               | 1810         | 225                       |
| Weighted Base  | 1826       | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242                | 270               | 188               | 1599         | 218                       |
| Food poisoning such as<br>Salmonella and E.Coli              | 107<br>6%  | 2<br>3%           | 6<br>3%           | 8<br>5%                      | 13<br>9%be              | 4<br>3%                 | 14<br>8%be                | 27<br>11%abceh     | 14<br>5%          | 12<br>6%          | 87<br>5%     | 20<br>9%j                 |
| Hormones/steroids<br>\antibiotics in food                    | 102<br>6%  | -                 | 3<br>1%           | 13<br>8%abe                  | 6<br>4%                 | 3<br>2%                 | 13<br>7%abe               | 26<br>11%abde      | 22<br>8%abe       | 14<br>7%abe       | 85<br>5%     | 17<br>8%                  |
| The feed given to<br>livestock                               | 96<br>5%   | 1<br>1%           | 3<br>1%           | 9<br>6%b                     | 7<br>4%                 | 3<br>2%                 | 14<br>8%abe               | 26<br>11%abde      | 16<br>6%b         | 14<br>8%abe       | 77<br>5%     | 19<br>9%j                 |
| Food hygiene at home   | 90<br>5%   | 1<br>1%           | 5<br>2%           | 7<br>4%                      | 5<br>3%                 | 4<br>2%                 | 7<br>4%                   | 26<br>11%abcdef    | 19<br>7%abe       | 12<br>6%ab        | 73<br>5%     | 18<br>8%j                 |
| Date labels, such as<br>"best before" and "use<br>by" labels | 90<br>5%   | 2<br>3%           | 3<br>1%           | 6<br>4%                      | 7<br>5%b                | 11<br>7%b               | 11<br>6%b                 | 19<br>8%b          | 18<br>7%b         | 9<br>5%b          | 77<br>5%     | 13<br>6%                  |
| Foods aimed at children<br>including school meals            | 88<br>5%   | -                 | 6<br>3%           | 15<br>9%abde                 | 3<br>2%                 | 2<br>1%                 | 11<br>6%ae                | 24<br>10%abdei     | 16<br>6%ade       | 8<br>4%a          | 71<br>4%     | 17<br>8%j                 |
| Food miles (e.g. the<br>distance food travels)               | 75<br>4%   | -                 | 3<br>1%           | 9<br>6%abe                   | 9<br>6%abe              | 1<br>1%                 | 10<br>6%abe               | 11<br>5%abe        | 16<br>6%abe       | 13<br>7%abe       | 67<br>4%     | 8<br>4%                   |
| BSE ('mad cow disease')                                      | 37<br>2%   | -                 | 2<br>1%           | 3<br>2%                      | 5<br>3%                 | 4<br>2%                 | 8<br>4%bh                 | 6<br>2%            | 3<br>1%           | 7<br>4%bh         | 33<br>2%     | 4<br>2%                   |
| Processed Food (junk<br>food/ready meals etc.)               | 26<br>1%   | 1<br>1%           | 3<br>1%           | 3<br>2%                      | 1<br>1%                 | 3<br>2%                 | 2<br>1%                   | 3<br>1%            | 6<br>2%           | 1<br>1%           | 23<br>1%     | 2<br>1%                   |
| Quality/freshness of<br>food                                 | 11<br>1%   | -                 | 4<br>2%g          | -                            | -                       | 2<br>1%                 | -                         | -                  | 4<br>1%           | 1<br>1%           | 11<br>1%     | -                         |
| Other  | 83<br>5%   | 2<br>2%           | 23<br>10%adfgi    | 10<br>6%g                    | 3<br>2%                 | 8<br>5%g                | 4<br>2%                   | 3<br>1%            | 17<br>6%fg        | 8<br>4%           | 74<br>5%     | 10<br>4%                  |
| Net: Q.1b  | 439<br>24% | 7<br>8%           | 29<br>13%         | 31<br>19%a                   | 38<br>25%ab             | 31<br>19%a              | 51<br>27%ab               | 97<br>40%abcdefhi  | 92<br>34%abcei    | 46<br>24%ab       | 367<br>23%   | 70<br>32%j                |
| Net: Q.1c  | 424<br>23% | 14<br>16%         | 27<br>12%         | 41<br>25%b                   | 26<br>17%               | 38<br>23%b              | 50<br>27%b                | 92<br>38%abcdefhi  | 77<br>28%abd      | 46<br>24%b        | 366<br>23%   | 57<br>26%                 |
| Net: Q.1d  | 453<br>25% | 7<br>8%           | 27<br>12%         | 43<br>27%abe                 | 38<br>25%ab             | 27<br>17%               | 52<br>28%abe              | 105<br>44%abcdefhi | 83<br>31%abe      | 52<br>28%abe      | 385<br>24%   | 65<br>30%                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |                  |                   | ETHNICITY         |              |                           |
|-----------------------------------|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|------------------|-------------------|-------------------|--------------|---------------------------|
|                                   |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)    | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                   | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274              | 284               | 195               | 1810         | 225                       |
| Weighted Base                     | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242              | 270               | 188               | 1599         | 218                       |
| Net: Any                          | 849<br>47%  | 21<br>24%         | 80<br>35%a        | 74<br>46%ab                  | 73<br>48%ab             | 73<br>45%a              | 89<br>47%ab               | 152<br>63%abcdef | 158<br>59%abcdef  | 88<br>47%ab       | 734<br>46%   | 113<br>52%                |
| None                              | 882<br>48%  | 65<br>73%bcdefghi | 133<br>59%cefg    | 78<br>48%gh                  | 74<br>49%gh             | 77<br>47%g              | 79<br>42%                 | 80<br>33%        | 104<br>39%        | 94<br>50%gh       | 789<br>49%k  | 87<br>40%                 |
| Don't know                        | 96<br>5%    | 3<br>3%           | 13<br>6%          | 10<br>6%                     | 4<br>3%                 | 14<br>9%dhi             | 20<br>11%adghi            | 11<br>4%         | 7<br>3%           | 6<br>3%           | 78<br>5%     | 18<br>8%j                 |
| <b>Average number of mentions</b> | <b>3.82</b> | <b>2.67</b>       | <b>2.39</b>       | <b>4.42be</b>                | <b>3.28</b>             | <b>2.69</b>             | <b>4.36be</b>             | <b>4.90bdeh</b>  | <b>3.86be</b>     | <b>4.39be</b>     | <b>3.72</b>  | <b>4.50</b>               |
| <b>Standard deviation</b>         | <b>4.12</b> | <b>2.90</b>       | <b>3.09</b>       | <b>4.94</b>                  | <b>3.50</b>             | <b>3.00</b>             | <b>4.70</b>               | <b>4.30</b>      | <b>3.86</b>       | <b>4.89</b>       | <b>4.10</b>  | <b>4.22</b>               |
| <b>Standard error</b>             | <b>0.14</b> | <b>0.59</b>       | <b>0.34</b>       | <b>0.56</b>                  | <b>0.41</b>             | <b>0.35</b>             | <b>0.50</b>               | <b>0.34</b>      | <b>0.30</b>       | <b>0.51</b>       | <b>0.15</b>  | <b>0.40</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |   |                           |                         |                          |                            |
|---|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|   | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base   | 2044  | 301                   | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base   | 1826  | 256                   | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| The amount of sugar in food   | 332<br>18%                                      | 56<br>22%deg          | 140<br>22%deg           | 75<br>19%eg                                 | 48<br>14%e                | 14<br>7%                | 196<br>22%deg            | 61<br>11%                  |
| Food prices   | 245<br>13%                                      | 43<br>17%deg          | 99<br>16%deg            | 52<br>13%e                                  | 37<br>11%                 | 15<br>8%                | 142<br>16%deg            | 52<br>10%                  |
| Animal welfare  | 212<br>12%                                      | 33<br>13%             | 78<br>12%               | 47<br>12%                                   | 38<br>11%                 | 16<br>8%                | 111<br>12%               | 54<br>10%                  |
| The amount of salt in food  | 205<br>11%                                      | 32<br>12%eg           | 86<br>14%deg            | 46<br>12%eg                                 | 30<br>9%                  | 11<br>6%                | 117<br>13%deg            | 42<br>8%                   |
| The amount of fat in food   | 201<br>11%                                      | 38<br>15%deg          | 77<br>12%deg            | 51<br>13%deg                                | 24<br>7%                  | 10<br>5%                | 115<br>13%deg            | 35<br>6%                   |
| Food waste  | 196<br>11%                                      | 31<br>12%deg          | 80<br>13%deg            | 50<br>13%deg                                | 25<br>7%                  | 9<br>5%                 | 111<br>13%deg            | 35<br>6%                   |
| The amount of saturated fat in food   | 181<br>10%                                      | 32<br>13%deg          | 74<br>12%deg            | 42<br>11%dg                                 | 20<br>6%                  | 12<br>6%                | 106<br>12%deg            | 32<br>6%                   |
| Food hygiene when eating out  | 178<br>10%                                      | 36<br>14%cdeg         | 86<br>14%cdeg           | 33<br>8%dg                                  | 13<br>4%                  | 11<br>6%                | 122<br>14%cdeg           | 23<br>4%                   |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%                                       | 28<br>11%deg          | 71<br>11%deg            | 37<br>9%g                                   | 19<br>6%                  | 10<br>5%                | 99<br>11%deg             | 30<br>6%                   |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%                                       | 24<br>9%e             | 52<br>8%                | 33<br>8%                                    | 24<br>7%                  | 9<br>4%                 | 76<br>9%                 | 33<br>6%                   |
| The use of pesticides to grow food  | 139<br>8%                                       | 25<br>10%dg           | 60<br>9%dg              | 28<br>7%                                    | 15<br>4%                  | 11<br>6%                | 85<br>10%dg              | 26<br>5%                   |
| Genetically Modified (GM) foods   | 122<br>7%                                       | 24<br>9%deg           | 48<br>8%deg             | 30<br>8%dg                                  | 13<br>4%                  | 7<br>4%                 | 72<br>8%deg              | 20<br>4%                   |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base  | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| Food not being what the label says it is               | 111<br>6%                                       | 24<br>9%cddeg      | 47<br>7%eg           | 18<br>5%                              | 16<br>5%               | 5<br>3%              | 71<br>8%cddeg      | 21<br>4%             |
| Food poisoning such as Salmonella and E.Coli           | 107<br>6%                                       | 22<br>9%deg        | 45<br>7%dg           | 21<br>5%                              | 13<br>4%               | 6<br>3%              | 66<br>7%deg        | 20<br>4%             |
| Hormones\steroids \antibiotics in food                 | 102<br>6%                                       | 15<br>6%           | 42<br>7%eg           | 27<br>7%eg                            | 14<br>4%               | 5<br>3%              | 56<br>6%eg         | 19<br>4%             |
| The feed given to livestock                            | 96<br>5%  | 17<br>7%d          | 35<br>5%             | 21<br>5%                              | 11<br>3%               | 10<br>5%             | 52<br>6%           | 22<br>4%             |
| Food hygiene at home                                   | 90<br>5%  | 17<br>7%dg         | 36<br>6%dg           | 22<br>6%g                             | 10<br>3%               | 6<br>3%              | 53<br>6%dg         | 16<br>3%             |
| Date labels, such as "best before" and "use by" labels | 90<br>5%  | 14<br>6%           | 36<br>6%e            | 21<br>5%                              | 15<br>4%               | 4<br>2%              | 50<br>6%e          | 18<br>3%             |
| Foods aimed at children including school meals         | 88<br>5%  | 12<br>5%           | 40<br>6%dg           | 20<br>5%                              | 10<br>3%               | 7<br>4%              | 51<br>6%dg         | 17<br>3%             |
| Food miles (e.g. the distance food travels)            | 75<br>4%  | 9<br>3%            | 31<br>5%             | 16<br>4%                              | 11<br>3%               | 7<br>4%              | 40<br>5%           | 19<br>3%             |
| BSE ('mad cow disease')                                | 37<br>2%  | 8<br>3%dg          | 16<br>3%             | 7<br>2%                               | 3<br>1%                | 2<br>1%              | 25<br>3%g          | 5<br>1%              |
| Processed Food (junk food\ready meals etc.)            | 26<br>1%  | 4<br>1%            | 12<br>2%dg           | 8<br>2%dg                             | 1<br>*                 | 1<br>1%              | 15<br>2%g          | 3<br>*               |
| Quality/freshness of food                              | 11<br>1%  | 4<br>1%            | 3<br>*               | 1<br>*                                | 3<br>1%                | -<br>-               | 7<br>1%            | 3<br>1%              |
| Other  | 83<br>5%  | 20<br>8%beg        | 25<br>4%             | 19<br>5%e                             | 18<br>5%e              | 2<br>1%              | 44<br>5%e          | 20<br>4%             |
| Net: Q.1b  | 439<br>24%                                      | 81<br>32%cddeg     | 189<br>30%cddeg      | 91<br>23%deg                          | 55<br>16%              | 22<br>11%            | 270<br>30%cddeg    | 76<br>14%            |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |   |                           |                         |                          |                            |
|-----------------------------------|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|                                   | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                   | 2044  | 301                   | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base                     | 1826  | 256                   | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| Net: Q.1c                         | 424<br>23%                                      | 71<br>28%deg          | 180<br>28%deg           | 93<br>24%eg                                 | 62<br>18%e                | 18<br>9%                | 251<br>28%deg            | 80<br>15%                  |
| Net: Q.1d                         | 453<br>25%                                      | 72<br>28%eg           | 176<br>28%deg           | 99<br>25%eg                                 | 76<br>22%                 | 30<br>16%               | 248<br>28%deg            | 105<br>20%                 |
| Net: Any                          | 849<br>47%                                      | 158<br>62%bcdeg       | 336<br>53%cdeg          | 175<br>45%eg                                | 140<br>41%eg              | 39<br>21%               | 494<br>56%cdeg           | 179<br>34%e                |
| None                              | 882<br>48%                                      | 83<br>32%             | 262<br>41%a             | 196<br>50%abf                               | 188<br>55%abf             | 144<br>75%abcdfg        | 345<br>39%               | 332<br>62%abcdf            |
| Don't know                        | 96<br>5%  | 15<br>6%              | 35<br>6%                | 21<br>5%                                    | 15<br>4%                  | 8<br>4%                 | 50<br>6%                 | 23<br>4%                   |
| <b>Average number of mentions</b> | <b>3.82</b>                                     | <b>3.61</b>           | <b>3.94d</b>            | <b>4.16d</b>                                | <b>3.08</b>               | <b>4.88d</b>            | <b>3.83</b>              | <b>3.48</b>                |
| <b>Standard deviation</b>         | <b>4.12</b>                                     | <b>4.08</b>           | <b>4.16</b>             | <b>4.27</b>                                 | <b>3.41</b>               | <b>5.16</b>             | <b>4.13</b>              | <b>3.92</b>                |
| <b>Standard error</b>             | <b>0.14</b>                                     | <b>0.31</b>           | <b>0.22</b>             | <b>0.32</b>                                 | <b>0.28</b>               | <b>0.80</b>             | <b>0.18</b>              | <b>0.29</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|---|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|   | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base   | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base   | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| The amount of sugar in food   | 332<br>18%                                | 54<br>25%deg          | 118<br>20%deg           | 84<br>22%deg                                | 62<br>15%e                | 13<br>6%                | 172<br>22%deg            | 75<br>12%e                 |
| Food prices   | 245<br>13%                                | 34<br>16%e            | 87<br>15%eg             | 53<br>14%e                                  | 59<br>14%e                | 12<br>6%                | 122<br>15%eg             | 71<br>11%e                 |
| Animal welfare  | 212<br>12%                                | 28<br>13%e            | 71<br>12%e              | 49<br>13%e                                  | 49<br>12%                 | 14<br>7%                | 99<br>13%e               | 63<br>10%                  |
| The amount of salt in food  | 205<br>11%                                | 33<br>15%deg          | 73<br>13%eg             | 54<br>14%deg                                | 39<br>9%e                 | 6<br>3%                 | 106<br>13%deg            | 45<br>7%e                  |
| The amount of fat in food   | 201<br>11%                                | 37<br>17%deg          | 75<br>13%deg            | 48<br>12%eg                                 | 36<br>8%e                 | 6<br>3%                 | 112<br>14%deg            | 42<br>7%e                  |
| Food waste  | 196<br>11%                                | 30<br>14%eg           | 67<br>12%eg             | 48<br>13%eg                                 | 44<br>10%e                | 7<br>3%                 | 97<br>12%eg              | 50<br>8%e                  |
| The amount of saturated fat in food   | 181<br>10%                                | 28<br>13%deg          | 65<br>11%deg            | 50<br>13%deg                                | 31<br>7%e                 | 7<br>3%                 | 93<br>12%deg             | 38<br>6%                   |
| Food hygiene when eating out  | 178<br>10%                                | 37<br>17%bcdeg        | 64<br>11%deg            | 37<br>10%eg                                 | 29<br>7%                  | 10<br>5%                | 101<br>13%deg            | 40<br>6%                   |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%                                 | 28<br>13%deg          | 60<br>10%eg             | 39<br>10%eg                                 | 35<br>8%e                 | 4<br>2%                 | 88<br>11%eg              | 38<br>6%e                  |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%                                 | 21<br>10%e            | 50<br>9%e               | 30<br>8%e                                   | 36<br>8%e                 | 4<br>2%                 | 71<br>9%e                | 40<br>6%e                  |
| The use of pesticides to grow food  | 139<br>8%                                 | 27<br>13%cdeg         | 54<br>9%deg             | 27<br>7%e                                   | 25<br>6%                  | 6<br>3%                 | 81<br>10%deg             | 31<br>5%                   |
| Genetically Modified (GM) foods   | 122<br>7%                                 | 23<br>11%eg           | 43<br>7%e               | 24<br>6%e                                   | 28<br>6%e                 | 4<br>2%                 | 66<br>8%eg               | 32<br>5%e                  |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                  | 901                | 703                  |
| Weighted Base  | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                  | 791                | 638                  |
| Food not being what the label says it is               | 111<br>6%                                 | 26<br>12%bcdeg     | 37<br>6%eg           | 25<br>7%eg                            | 19<br>5%               | 4<br>2%              | 63<br>8%deg        | 23<br>4%             |
| Food poisoning such as Salmonella and E.Coli           | 107<br>6%                                 | 19<br>9%eg         | 38<br>7%e            | 24<br>6%e                             | 22<br>5%               | 5<br>2%              | 56<br>7%eg         | 26<br>4%             |
| Hormones\steroids \antibiotics in food                 | 102<br>6%                                 | 17<br>8%eg         | 37<br>6%e            | 23<br>6%e                             | 22<br>5%e              | 4<br>2%              | 53<br>7%eg         | 26<br>4%             |
| The feed given to livestock                            | 96<br>5%                                  | 18<br>8%eg         | 30<br>5%             | 20<br>5%                              | 21<br>5%               | 6<br>3%              | 48<br>6%           | 27<br>4%             |
| Food hygiene at home                                   | 90<br>5%                                  | 15<br>7%eg         | 36<br>6%eg           | 17<br>4%                              | 17<br>4%               | 6<br>3%              | 51<br>6%eg         | 22<br>3%             |
| Date labels, such as "best before" and "use by" labels | 90<br>5%                                  | 11<br>5%           | 37<br>6%e            | 15<br>4%                              | 24<br>6%e              | 4<br>2%              | 48<br>6%e          | 27<br>4%             |
| Foods aimed at children including school meals         | 88<br>5%                                  | 14<br>7%e          | 28<br>5%e            | 24<br>6%e                             | 19<br>4%               | 4<br>2%              | 42<br>5%e          | 23<br>4%             |
| Food miles (e.g. the distance food travels)            | 75<br>4%                                  | 10<br>5%           | 24<br>4%             | 17<br>4%                              | 20<br>5%               | 4<br>2%              | 34<br>4%           | 24<br>4%             |
| BSE ('mad cow disease')                                | 37<br>2%                                  | 7<br>3%e           | 10<br>2%             | 11<br>3%e                             | 8<br>2%                | 1<br>*               | 17<br>2%           | 9<br>1%              |
| Processed Food (junk food\ready meals etc.)            | 26<br>1%                                  | 4<br>2%            | 12<br>2%             | 3<br>1%                               | 5<br>1%                | 1<br>*               | 16<br>2%           | 6<br>1%              |
| Quality/freshness of food                              | 11<br>1%                                  | 4<br>2%beg         | 2<br>*               | 2<br>1%                               | 3<br>1%                | -<br>-               | 6<br>1%            | 3<br>*               |
| Other  | 83<br>5%                                  | 16<br>7%beg        | 21<br>4%             | 27<br>7%beg                           | 17<br>4%               | 3<br>2%              | 37<br>5%e          | 20<br>3%             |
| Net: Q.1b  | 439<br>24%                                | 73<br>34%cddeg     | 163<br>28%deg        | 92<br>24%eg                           | 90<br>21%e             | 20<br>9%             | 236<br>30%cddeg    | 110<br>17%e          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|-----------------------------------|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|                                   | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                   | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base                     | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| Net: Q.1c                         | 424<br>23%                                | 69<br>32%deg          | 150<br>26%deg           | 104<br>27%deg                               | 82<br>19%e                | 18<br>8%                | 219<br>28%deg            | 100<br>16%e                |
| Net: Q.1d                         | 453<br>25%                                | 63<br>29%eg           | 154<br>27%eg            | 103<br>27%eg                                | 109<br>26%e               | 25<br>12%               | 216<br>27%eg             | 133<br>21%e                |
| Net: Any                          | 849<br>47%                                | 135<br>63%bcdefg      | 301<br>52%deg           | 184<br>48%eg                                | 186<br>44%eg              | 42<br>20%               | 436<br>55%cdeg           | 228<br>36%e                |
| None                              | 882<br>48%                                | 65<br>30%             | 242<br>42%a             | 180<br>47%af                                | 220<br>52%abf             | 165<br>77%abcdfg        | 308<br>39%a              | 385<br>60%abcdf            |
| Don't know                        | 96<br>5%                                  | 14<br>6%              | 34<br>6%                | 21<br>5%                                    | 19<br>4%                  | 6<br>3%                 | 48<br>6%                 | 25<br>4%                   |
| <b>Average number of mentions</b> | <b>3.82</b>                               | <b>4.02</b>           | <b>3.78</b>             | <b>4.13</b>                                 | <b>3.60</b>               | <b>3.16</b>             | <b>3.86</b>              | <b>3.52</b>                |
| <b>Standard deviation</b>         | <b>4.12</b>                               | <b>4.23</b>           | <b>4.05</b>             | <b>4.10</b>                                 | <b>4.24</b>               | <b>3.75</b>             | <b>4.11</b>              | <b>4.15</b>                |
| <b>Standard error</b>             | <b>0.14</b>                               | <b>0.35</b>           | <b>0.22</b>             | <b>0.30</b>                                 | <b>0.31</b>               | <b>0.56</b>             | <b>0.19</b>              | <b>0.27</b>                |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |             | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |           |
|---|-----------------|-------------|-----------------|---------|---------------------|-------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|-----------|
|   | Total           | Yes (a)     | No (b)          | Yes (c) | No (d)              | Yes (e)     | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n) |
| Unweighted Base   | 2044            | 1564        | 480             | -       | 2044                | 1564        | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256       |
| Weighted Base   | 1826            | 1421        | 405             | -**     | 1826                | 1421        | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240       |
| The amount of sugar in food   | 332<br>18%      | 289<br>20%b | 44<br>11%       | -<br>-  | 332<br>18%          | 289<br>20%f | 44<br>11%                                 | 218<br>24%n                      | 56<br>31%gn                       | 75<br>35%gn                      | 69<br>35%gn             | 126<br>34%gn            | 130<br>35%gn    | 99<br>32%gn           | 38<br>16% |
| Food prices   | 245<br>13%      | 189<br>13%  | 56<br>14%       | -<br>-  | 245<br>13%          | 189<br>13%  | 56<br>14%                                 | 158<br>17%n                      | 43<br>24%gn                       | 50<br>23%n                       | 51<br>26%gn             | 95<br>25%gn             | 90<br>25%gn     | 70<br>23%gn           | 12<br>5%  |
| Animal welfare  | 212<br>12%      | 179<br>13%b | 33<br>8%        | -<br>-  | 212<br>12%          | 179<br>13%f | 33<br>8%                                  | 130<br>14%n                      | 34<br>19%gn                       | 43<br>20%gn                      | 53<br>27%gn             | 94<br>25%gn             | 90<br>25%gn     | 84<br>27%ghn          | 21<br>9%  |
| The amount of salt in food  | 205<br>11%      | 181<br>13%b | 24<br>6%        | -<br>-  | 205<br>11%          | 181<br>13%f | 24<br>6%                                  | 148<br>16%n                      | 38<br>22%n                        | 51<br>24%gn                      | 46<br>23%gn             | 97<br>26%gn             | 99<br>27%gn     | 78<br>25%gn           | 21<br>9%  |
| The amount of fat in food   | 201<br>11%      | 175<br>12%b | 26<br>6%        | -<br>-  | 201<br>11%          | 175<br>12%f | 26<br>6%                                  | 139<br>15%n                      | 37<br>21%n                        | 45<br>21%gn                      | 44<br>22%gn             | 89<br>24%gn             | 89<br>24%gn     | 70<br>23%gn           | 19<br>8%  |
| Food waste  | 196<br>11%      | 165<br>12%b | 31<br>8%        | -<br>-  | 196<br>11%          | 165<br>12%f | 31<br>8%                                  | 134<br>15%n                      | 35<br>20%n                        | 44<br>21%gn                      | 50<br>25%gn             | 87<br>23%gn             | 88<br>24%gn     | 63<br>20%gn           | 10<br>4%  |
| The amount of saturated fat in food   | 181<br>10%      | 160<br>11%b | 21<br>5%        | -<br>-  | 181<br>10%          | 160<br>11%f | 21<br>5%                                  | 133<br>15%n                      | 42<br>23%gn                       | 50<br>24%gn                      | 45<br>23%gn             | 96<br>26%gn             | 100<br>27%gn    | 75<br>24%gn           | 13<br>5%  |
| Food hygiene when eating out  | 178<br>10%      | 149<br>10%b | 29<br>7%        | -<br>-  | 178<br>10%          | 149<br>10%f | 29<br>7%                                  | 122<br>13%n                      | 35<br>19%gn                       | 46<br>21%gn                      | 45<br>23%gn             | 80<br>21%gn             | 74<br>20%gn     | 61<br>20%gn           | 9<br>4%   |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%       | 148<br>10%b | 18<br>5%        | -<br>-  | 166<br>9%           | 148<br>10%f | 18<br>5%                                  | 115<br>13%                       | 30<br>17%n                        | 40<br>19%gn                      | 40<br>20%gn             | 83<br>22%gn             | 77<br>21%gn     | 67<br>22%gn           | 20<br>8%  |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%       | 129<br>9%b  | 12<br>3%        | -<br>-  | 142<br>8%           | 129<br>9%f  | 12<br>3%                                  | 106<br>12%n                      | 29<br>16%n                        | 37<br>17%gn                      | 37<br>19%gn             | 77<br>20%gn             | 75<br>20%gn     | 60<br>19%gn           | 14<br>6%  |
| The use of pesticides to grow food  | 139<br>8%       | 120<br>8%b  | 19<br>5%        | -<br>-  | 139<br>8%           | 120<br>8%f  | 19<br>5%                                  | 94<br>10%n                       | 26<br>15%n                        | 36<br>17%gn                      | 39<br>20%gn             | 73<br>19%gn             | 71<br>19%gn     | 60<br>19%gn           | 12<br>5%  |
| Genetically Modified (GM) foods   | 122<br>7%       | 106<br>7%b  | 16<br>4%        | -<br>-  | 122<br>7%           | 106<br>7%f  | 16<br>4%                                  | 82<br>9%n                        | 23<br>13%n                        | 27<br>13%n                       | 30<br>15%gn             | 60<br>16%gn             | 52<br>14%gn     | 48<br>15%gn           | 11<br>5%  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | FSA AWARE (Q.4) |           | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |           | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |                      |
|--|-----------------|-----------|-----------------|---------|---------------------|-----------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|----------------------|
|  | Total           | Yes (a)   | No (b)          | Yes (c) | No (d)              | Yes (e)   | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n)            |
| Unweighted Base  | 2044            | 1564      | 480             | -       | 2044                | 1564      | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256                  |
| Weighted Base  | 1826            | 1421      | 405             | **      | 1826                | 1421      | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240                  |
| Food not being what the label says it is               | 111<br>6%       | 97<br>7%b | 14<br>4%        | -       | 111<br>6%           | 97<br>7%f | 14<br>4%                                  | 80<br>9%                         | 25<br>14%gn                       | 33<br>15%gn                      | 26<br>13%n              | 53<br>14%gn             | 48<br>13%gn     | 46<br>15%gn           | 13<br>6%             |
| Food poisoning such as Salmonella and E.Coli           | 107<br>6%       | 86<br>6%  | 21<br>5%        | -       | 107<br>6%           | 86<br>6%  | 21<br>5%                                  | 69<br>8%n                        | 17<br>10%n                        | 31<br>14%gn                      | 29<br>15%gn             | 42<br>11%n              | 48<br>13%gn     | 41<br>13%gn           | 6<br>2%              |
| Hormones/steroids \antibiotics in food                 | 102<br>6%       | 88<br>6%b | 14<br>4%        | -       | 102<br>6%           | 88<br>6%f | 14<br>4%                                  | 71<br>8%n                        | 21<br>12%n                        | 28<br>13%gn                      | 28<br>14%gn             | 56<br>15%gn             | 52<br>14%gn     | 49<br>16%gn           | 7<br>3%              |
| The feed given to livestock                            | 96<br>5%        | 82<br>6%b | 13<br>3%        | -       | 96<br>5%            | 82<br>6%f | 13<br>3%                                  | 67<br>7%n                        | 19<br>11%n                        | 29<br>14%gn                      | 34<br>17%gn             | 56<br>15%gn             | 53<br>14%gn     | 49<br>16%gn           | 3<br>1%              |
| Food hygiene at home                                   | 90<br>5%        | 76<br>5%  | 14<br>4%        | -       | 90<br>5%            | 76<br>5%  | 14<br>4%                                  | 62<br>7%n                        | 19<br>10%n                        | 29<br>13%gn                      | 23<br>11%gn             | 39<br>10%gn             | 41<br>11%gn     | 33<br>11%gn           | 4<br>2%              |
| Date labels, such as "best before" and "use by" labels | 90<br>5%        | 79<br>6%b | 11<br>3%        | -       | 90<br>5%            | 79<br>6%f | 11<br>3%                                  | 70<br>8%n                        | 20<br>11%n                        | 24<br>11%n                       | 24<br>12%gn             | 50<br>13%gn             | 47<br>13%gn     | 42<br>14%gn           | 4<br>1%              |
| Foods aimed at children including school meals         | 88<br>5%        | 77<br>5%b | 11<br>3%        | -       | 88<br>5%            | 77<br>5%f | 11<br>3%                                  | 63<br>7%n                        | 20<br>11%n                        | 25<br>12%gn                      | 27<br>14%gn             | 49<br>13%gn             | 51<br>14%gn     | 42<br>14%gn           | 4<br>2%              |
| Food miles (e.g. the distance food travels)            | 75<br>4%        | 66<br>5%b | 9<br>2%         | -       | 75<br>4%            | 66<br>5%f | 9<br>2%                                   | 52<br>6%n                        | 13<br>7%n                         | 19<br>9%n                        | 16<br>8%n               | 40<br>11%gn             | 37<br>10%gn     | 29<br>9%gn            | 2<br>1%              |
| BSE ('mad cow disease')                                | 37<br>2%        | 32<br>2%  | 4<br>1%         | -       | 37<br>2%            | 32<br>2%  | 4<br>1%                                   | 27<br>3%n                        | 6<br>3%n                          | 13<br>6%gn                       | 13<br>6%gn              | 22<br>6%gn              | 24<br>7%gn      | 22<br>7%gn            | 1<br>*               |
| Processed Food (junk food/ready meals etc.)            | 26<br>1%        | 22<br>2%  | 3<br>1%         | -       | 26<br>1%            | 22<br>2%  | 3<br>1%                                   | 14<br>2%                         | 2<br>1%                           | 2<br>1%                          | -                       | 1<br>*                  | 4<br>1%         | 3<br>1%               | 14<br>6%ghijk<br>lm  |
| Quality/freshness of food                              | 11<br>1%        | 8<br>1%   | 3<br>1%         | -       | 11<br>1%            | 8<br>1%   | 3<br>1%                                   | 4<br>*                           | -                                 | 1<br>1%                          | -                       | 3<br>1%                 | 3<br>1%         | 2<br>1%               | 3<br>1%              |
| Other  | 83<br>5%        | 74<br>5%b | 10<br>2%        | -       | 83<br>5%            | 74<br>5%f | 10<br>2%                                  | 41<br>5%j                        | 3<br>2%                           | 6<br>3%                          | 2<br>1%                 | 20<br>5%j               | 15<br>4%        | 21<br>7%hj            | 36<br>15%ghijk<br>lm |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                                   | FSA AWARE (Q.4) |                         | FSS AWARE (Q.4)  |         | FSS/FSA AWARE (Q.4) |                         | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                          |                          |                          |                          |                        |
|-----------------------------------|-----------------|-------------------------|------------------|---------|---------------------|-------------------------|---|----------------------------------|-----------------------------------|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------|
|                                   | Total           | Yes (a)                 | No (b)           | Yes (c) | No (d)              | Yes (e)                 | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j)  | Nutrition labelling (k)  | Date labels (l)          | Country of origin (m)    | Other (n)              |
| Unweighted Base                   | 2044            | 1564                    | 480              | -       | 2044                | 1564                    | 480                                       | 990                              | 193                               | 229                              | 214                      | 379                      | 387                      | 319                      | 256                    |
| Weighted Base                     | 1826            | 1421                    | 405              | -**     | 1826                | 1421                    | 405                                       | 907                              | 179                               | 214                              | 198                      | 376                      | 369                      | 310                      | 240                    |
| Net: Q.1b                         | 439             | 372                     | 66               | -       | 439                 | 372                     | 66  | 278                              | 72                                | 95                               | 90                       | 173                      | 163                      | 136                      | 42                     |
|                                   | 24%             | 26% <sup>b</sup>        | 16%              | -       | 24%                 | 26% <sup>f</sup>        | 16%                                       | 31% <sup>n</sup>                 | 40% <sup>gn</sup>                 | 44% <sup>gn</sup>                | 45% <sup>gn</sup>        | 46% <sup>gn</sup>        | 44% <sup>gn</sup>        | 44% <sup>gn</sup>        | 17%                    |
| Net: Q.1c                         | 424             | 369                     | 56               | -       | 424                 | 369                     | 56  | 279                              | 72                                | 93                               | 84                       | 164                      | 162                      | 122                      | 48                     |
|                                   | 23%             | 26% <sup>b</sup>        | 14%              | -       | 23%                 | 26% <sup>f</sup>        | 14%                                       | 31% <sup>n</sup>                 | 40% <sup>gn</sup>                 | 43% <sup>gn</sup>                | 42% <sup>gn</sup>        | 44% <sup>gn</sup>        | 44% <sup>gn</sup>        | 39% <sup>gn</sup>        | 20%                    |
| Net: Q.1d                         | 453             | 363                     | 90               | -       | 453                 | 363                     | 90  | 274                              | 67                                | 89                               | 93                       | 174                      | 165                      | 132                      | 35                     |
|                                   | 25%             | 26%                     | 22%              | -       | 25%                 | 26%                     | 22%                                       | 30% <sup>n</sup>                 | 38% <sup>n</sup>                  | 42% <sup>gn</sup>                | 47% <sup>gn</sup>        | 46% <sup>gn</sup>        | 45% <sup>gn</sup>        | 43% <sup>gn</sup>        | 15%                    |
| Net: Any                          | 849             | 701                     | 149              | -       | 849                 | 701                     | 149                                       | 500                              | 112                               | 145                              | 134                      | 264                      | 254                      | 209                      | 123                    |
|                                   | 47%             | 49% <sup>b</sup>        | 37%              | -       | 47%                 | 49% <sup>f</sup>        | 37%                                       | 55%                              | 63% <sup>n</sup>                  | 68% <sup>gn</sup>                | 68% <sup>gn</sup>        | 70% <sup>gn</sup>        | 69% <sup>gn</sup>        | 67% <sup>gn</sup>        | 51%                    |
| None                              | 882             | 664                     | 218              | -       | 882                 | 664                     | 218                                       | 371                              | 62                                | 62                               | 53                       | 105                      | 102                      | 95                       | 116                    |
|                                   | 48%             | 47%                     | 54% <sup>a</sup> | -       | 48%                 | 47%                     | 54% <sup>e</sup>                          | 41% <sup>ijklm</sup>             | 35%                               | 29%                              | 27%                      | 28%                      | 28%                      | 31%                      | 48% <sup>ghijklm</sup> |
| Don't know                        | 96              | 58                      | 38               | -       | 96                  | 58                      | 38  | 36                               | 5                                 | 7                                | 11                       | 6                        | 13                       | 6                        | 3                      |
|                                   | 5%              | 4%                      | 9% <sup>a</sup>  | -       | 5%                  | 4%                      | 9% <sup>e</sup>                           | 4% <sup>k</sup>                  | 3%                                | 3%                               | 6% <sup>kmn</sup>        | 2%                       | 3%                       | 2%                       | 1%                     |
| <b>Average number of mentions</b> | <b>3.82</b>     | <b>3.98<sup>b</sup></b> | <b>3.07</b>      | -       | <b>3.82</b>         | <b>3.98<sup>f</sup></b> | <b>3.07</b>                               | <b>4.41<sup>n</sup></b>          | <b>5.29<sup>n</sup></b>           | <b>5.40<sup>gn</sup></b>         | <b>5.77<sup>gn</sup></b> | <b>5.64<sup>gn</sup></b> | <b>5.76<sup>gn</sup></b> | <b>5.81<sup>gn</sup></b> | <b>2.47</b>            |
| <b>Standard deviation</b>         | <b>4.12</b>     | <b>4.23</b>             | <b>3.41</b>      | -       | <b>4.12</b>         | <b>4.23</b>             | <b>3.41</b>                               | <b>4.48</b>                      | <b>5.01</b>                       | <b>5.27</b>                      | <b>5.40</b>              | <b>5.23</b>              | <b>5.35</b>              | <b>5.58</b>              | <b>2.54</b>            |
| <b>Standard error</b>             | <b>0.14</b>     | <b>0.16</b>             | <b>0.26</b>      | -       | <b>0.14</b>         | <b>0.16</b>             | <b>0.26</b>                               | <b>0.20</b>                      | <b>0.46</b>                       | <b>0.42</b>                      | <b>0.45</b>              | <b>0.32</b>              | <b>0.33</b>              | <b>0.38</b>              | <b>0.23</b>            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total      | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|---|------------|-----------------------------------|--------------------------|-------------------|--------------|
|   |            | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base   | 2044       | 1077                              | 647                      | 1724              | 320          |
| Weighted Base   | 1826       | 950                               | 606                      | 1556              | 270          |
| The amount of sugar in food   | 332<br>18% | 192<br>20%d                       | 112<br>18%d              | 304<br>20%d       | 28<br>10%    |
| Food prices   | 245<br>13% | 145<br>15%d                       | 81<br>13%d               | 226<br>15%d       | 19<br>7%     |
| Animal welfare  | 212<br>12% | 106<br>11%                        | 84<br>14%d               | 190<br>12%d       | 22<br>8%     |
| The amount of salt in food  | 205<br>11% | 114<br>12%d                       | 74<br>12%d               | 188<br>12%d       | 17<br>6%     |
| The amount of fat in food   | 201<br>11% | 114<br>12%d                       | 70<br>12%d               | 184<br>12%d       | 17<br>6%     |
| Food waste  | 196<br>11% | 105<br>11%                        | 72<br>12%d               | 176<br>11%d       | 19<br>7%     |
| The amount of saturated fat in food   | 181<br>10% | 112<br>12%d                       | 58<br>10%d               | 170<br>11%d       | 11<br>4%     |
| Food hygiene when eating out  | 178<br>10% | 111<br>12%d                       | 55<br>9%d                | 166<br>11%d       | 12<br>4%     |
| The use of additives (such as preservatives and colouring) in food products | 166<br>9%  | 96<br>10%d                        | 57<br>9%d                | 153<br>10%d       | 13<br>5%     |
| Chemicals from the environment, such as lead, in food                       | 142<br>8%  | 79<br>8%                          | 49<br>8%                 | 128<br>8%         | 14<br>5%     |
| The use of pesticides to grow food  | 139<br>8%  | 80<br>8%d                         | 47<br>8%d                | 128<br>8%d        | 11<br>4%     |
| Genetically Modified (GM) foods   | 122<br>7%  | 68<br>7%                          | 41<br>7%                 | 110<br>7%         | 12<br>5%     |
| Food not being what the label says it is                                    | 111<br>6%  | 69<br>7%d                         | 38<br>6%d                | 107<br>7%d        | 4<br>2%      |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|  | Total      | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                         |                       |
|--|------------|-----------------------------------|--------------------------|-------------------------|-----------------------|
|  |            | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c)       | No/DK<br>(d)          |
| Unweighted Base  | 2044       | 1077                              | 647                      | 1724                    | 320                   |
| Weighted Base  | 1826       | 950                               | 606                      | 1556                    | 270                   |
| Food poisoning such as<br>Salmonella and E.Coli              | 107<br>6%  | 60<br>6%                          | 38<br>6%                 | 98<br>6%                | 9<br>3%               |
| Hormones/steroids<br>\antibiotics in food                    | 102<br>6%  | 60<br>6% <sup>d</sup>             | 34<br>6%                 | 94<br>6%                | 9<br>3%               |
| The feed given to<br>livestock                               | 96<br>5%   | 58<br>6%                          | 26<br>4%                 | 84<br>5%                | 12<br>4%              |
| Food hygiene at home   | 90<br>5%   | 55<br>6% <sup>d</sup>             | 31<br>5% <sup>d</sup>    | 86<br>6% <sup>d</sup>   | 4<br>2%               |
| Date labels, such as<br>"best before" and "use<br>by" labels | 90<br>5%   | 64<br>7% <sup>bd</sup>            | 23<br>4% <sup>d</sup>    | 87<br>6% <sup>d</sup>   | 3<br>1%               |
| Foods aimed at children<br>including school meals            | 88<br>5%   | 50<br>5% <sup>d</sup>             | 33<br>5% <sup>d</sup>    | 83<br>5% <sup>d</sup>   | 5<br>2%               |
| Food miles (e.g. the<br>distance food travels)               | 75<br>4%   | 41<br>4%                          | 27<br>5%                 | 68<br>4%                | 7<br>3%               |
| BSE ('mad cow disease')                                      | 37<br>2%   | 24<br>2% <sup>d</sup>             | 12<br>2%                 | 36<br>2% <sup>d</sup>   | 1<br>*                |
| Processed Food (junk<br>food/ready meals etc.)               | 26<br>1%   | 19<br>2%                          | 6<br>1%                  | 24<br>2%                | 1<br>*                |
| Quality/freshness of<br>food                                 | 11<br>1%   | 3<br>*                            | 3<br>1%                  | 7<br>*                  | 4<br>1% <sup>ac</sup> |
| Other  | 83<br>5%   | 42<br>4%                          | 36<br>6% <sup>d</sup>    | 78<br>5% <sup>d</sup>   | 6<br>2%               |
| Net: Q.1b  | 439<br>24% | 253<br>27% <sup>d</sup>           | 144<br>24% <sup>d</sup>  | 397<br>26% <sup>d</sup> | 41<br>15%             |
| Net: Q.1c  | 424<br>23% | 245<br>26% <sup>d</sup>           | 146<br>24% <sup>d</sup>  | 392<br>25% <sup>d</sup> | 33<br>12%             |
| Net: Q.1d  | 453<br>25% | 243<br>26% <sup>d</sup>           | 168<br>28% <sup>d</sup>  | 411<br>26% <sup>d</sup> | 42<br>16%             |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                                   | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                         | No/DK<br>(d)              |
|-----------------------------------|-------------|-----------------------------------|--------------------------|-------------------------|---------------------------|
|                                   |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c)       |                           |
| Unweighted Base                   | 2044        | 1077                              | 647                      | 1724                    | 320                       |
| Weighted Base                     | 1826        | 950                               | 606                      | 1556                    | 270                       |
| Net: Any                          | 849<br>47%  | 476<br>50% <sup>d</sup>           | 297<br>49% <sup>d</sup>  | 772<br>50% <sup>d</sup> | 77<br>29%                 |
| None                              | 882<br>48%  | 431<br>45%                        | 282<br>47%               | 713<br>46%              | 169<br>63% <sup>abc</sup> |
| Don't know                        | 96<br>5%    | 45<br>5%                          | 27<br>5%                 | 72<br>5%                | 24<br>9% <sup>abc</sup>   |
| <b>Average number of mentions</b> | <b>3.82</b> | <b>3.94</b>                       | <b>3.74</b>              | <b>3.86</b>             | <b>3.39</b>               |
| <b>Standard deviation</b>         | <b>4.12</b> | <b>4.33</b>                       | <b>3.95</b>              | <b>4.18</b>             | <b>3.36</b>               |
| <b>Standard error</b>             | <b>0.14</b> | <b>0.19</b>                       | <b>0.23</b>              | <b>0.15</b>             | <b>0.36</b>               |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total       | GENDER      |               | AGE          |              |               |               |            | SOCIAL GRADE |              |             |            | MARITAL STATUS |               |                    |
|---|-------------|-------------|---------------|--------------|--------------|---------------|---------------|------------|--------------|--------------|-------------|------------|----------------|---------------|--------------------|
|   |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f)  | 66+<br>(g) | AB<br>(h)    | C1<br>(i)    | C2<br>(j)   | DE<br>(k)  | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base   | 2044        | 984         | 1060          | 308          | 320          | 408           | 491           | 517        | 347          | 546          | 383         | 768        | 1140           | 558           | 346                |
| Weighted Base   | 1826        | 887         | 939           | 266          | 338          | 434           | 452           | 335        | 357          | 564          | 365         | 539        | 1073           | 495           | 257                |
| Food hygiene when eating out  | 694<br>38%  | 301<br>34%  | 393<br>42%a   | 87<br>33%    | 133<br>39%   | 177<br>41%c   | 180<br>40%    | 117<br>35% | 148<br>41%k  | 230<br>41%k  | 135<br>37%  | 181<br>34% | 444<br>41%mn   | 161<br>32%    | 90<br>35%          |
| Food poisoning such as Salmonella and E.Coli                                | 544<br>30%  | 245<br>28%  | 300<br>32%a   | 69<br>26%    | 104<br>31%   | 135<br>31%    | 147<br>32%    | 90<br>27%  | 98<br>27%    | 192<br>34%hk | 111<br>30%  | 143<br>27% | 329<br>31%     | 140<br>28%    | 75<br>29%          |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%  | 256<br>29%  | 285<br>30%    | 47<br>18%    | 96<br>28%c   | 152<br>35%cg  | 159<br>35%cg  | 87<br>26%c | 127<br>36%k  | 193<br>34%k  | 107<br>29%k | 114<br>21% | 354<br>33%m    | 116<br>24%    | 71<br>28%          |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%  | 226<br>26%  | 305<br>33%a   | 41<br>15%    | 87<br>26%c   | 152<br>35%cdg | 162<br>36%cdg | 90<br>27%c | 137<br>38%jk | 189<br>34%jk | 91<br>25%   | 115<br>21% | 358<br>33%m    | 94<br>19%     | 80<br>31%m         |
| The use of pesticides to grow food  | 497<br>27%  | 217<br>24%  | 280<br>30%a   | 48<br>18%    | 76<br>22%    | 135<br>31%cd  | 147<br>32%cd  | 92<br>27%c | 120<br>34%jk | 173<br>31%jk | 87<br>24%   | 117<br>22% | 314<br>29%m    | 115<br>23%    | 68<br>26%          |
| Food not being what the label says it is                                    | 492<br>27%  | 207<br>23%  | 285<br>30%a   | 45<br>17%    | 95<br>28%c   | 121<br>28%c   | 151<br>33%cg  | 79<br>24%c | 96<br>27%    | 167<br>30%k  | 103<br>28%  | 126<br>23% | 308<br>29%m    | 112<br>23%    | 72<br>28%          |
| Hormones\steroids \antibiotics in food                                      | 447<br>24%  | 193<br>22%  | 254<br>27%a   | 41<br>15%    | 80<br>24%c   | 128<br>29%cg  | 128<br>28%cg  | 70<br>21%  | 107<br>30%jk | 172<br>31%jk | 70<br>19%   | 98<br>18%  | 287<br>27%m    | 104<br>21%    | 57<br>22%          |
| Date labels, such as "best before" and "use by" labels                      | 436<br>24%  | 198<br>22%  | 238<br>25%    | 53<br>20%    | 73<br>22%    | 113<br>26%    | 116<br>26%    | 82<br>25%  | 81<br>23%    | 143<br>25%   | 86<br>24%   | 126<br>23% | 270<br>25%m    | 91<br>18%     | 75<br>29%m         |
| Genetically Modified (GM) foods   | 426<br>23%  | 183<br>21%  | 243<br>26%a   | 38<br>14%    | 87<br>26%cg  | 122<br>28%cg  | 123<br>27%cg  | 56<br>17%  | 95<br>27%k   | 158<br>28%jk | 80<br>22%   | 94<br>17%  | 279<br>26%mn   | 96<br>19%     | 51<br>20%          |
| The feed given to livestock   | 396<br>22%  | 177<br>20%  | 219<br>23%    | 29<br>11%    | 59<br>17%c   | 111<br>25%cd  | 130<br>29%cdg | 68<br>20%c | 96<br>27%jk  | 145<br>26%jk | 62<br>17%   | 93<br>17%  | 251<br>23%m    | 82<br>17%     | 64<br>25%m         |
| Food hygiene at home  | 354<br>19%  | 168<br>19%  | 187<br>20%    | 40<br>15%    | 80<br>24%cg  | 78<br>18%     | 99<br>22%c    | 58<br>17%  | 69<br>19%    | 132<br>23%k  | 66<br>18%   | 87<br>16%  | 223<br>21%m    | 77<br>16%     | 54<br>21%m         |
| BSE ('mad cow disease')   | 255<br>14%  | 117<br>13%  | 138<br>15%    | 22<br>8%     | 45<br>13%    | 63<br>14%c    | 85<br>19%cdg  | 40<br>12%  | 42<br>12%    | 90<br>16%    | 56<br>15%   | 67<br>12%  | 158<br>15%     | 61<br>12%     | 36<br>14%          |
| Net: Any  | 1268<br>69% | 569<br>64%  | 699<br>74%a   | 168<br>63%   | 230<br>68%   | 327<br>75%cdg | 331<br>73%cg  | 211<br>63% | 267<br>75%jk | 435<br>77%jk | 239<br>65%  | 327<br>61% | 775<br>72%m    | 319<br>64%    | 174<br>68%         |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | GENDER      |                         | AGE           |                         |                         |                         |                          | SOCIAL GRADE            |             |             |                         | MARITAL STATUS           |                         |                         |                         |
|-----------------------------------|-------------|-------------------------|---------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------|-------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|
|                                   | Total       | Male<br>(a)             | Female<br>(b) | 16-25<br>(c)            | 26-35<br>(d)            | 36-49<br>(e)            | 50-65<br>(f)             | 66+<br>(g)              | AB<br>(h)   | C1<br>(i)   | C2<br>(j)               | DE<br>(k)                | Married<br>(l)          | Single<br>(m)           | Sep/Wid/div<br>(n)      |
| Unweighted Base                   | 2044        | 984                     | 1060          | 308                     | 320                     | 408                     | 491                      | 517                     | 347         | 546         | 383                     | 768                      | 1140                    | 558                     | 346                     |
| Weighted Base                     | 1826        | 887                     | 939           | 266                     | 338                     | 434                     | 452                      | 335                     | 357         | 564         | 365                     | 539                      | 1073                    | 495                     | 257                     |
| None of these                     | 392<br>21%  | 225<br>25% <sup>b</sup> | 167<br>18%    | 73<br>27% <sup>ef</sup> | 76<br>22%               | 80<br>18%               | 81<br>18%                | 83<br>25% <sup>ef</sup> | 65<br>18%   | 82<br>14%   | 92<br>25% <sup>hi</sup> | 153<br>28% <sup>hi</sup> | 214<br>20%              | 124<br>25% <sup>l</sup> | 54<br>21%               |
| Don't know                        | 166<br>9%   | 93<br>10% <sup>b</sup>  | 73<br>8%      | 25<br>9%                | 32<br>10%               | 28<br>6%                | 40<br>9%                 | 41<br>12% <sup>e</sup>  | 25<br>7%    | 47<br>8%    | 35<br>9%                | 60<br>11% <sup>h</sup>   | 85<br>8%                | 53<br>11%               | 28<br>11%               |
| <b>Average number of mentions</b> | <b>4.43</b> | <b>4.37</b>             | <b>4.48</b>   | <b>3.32</b>             | <b>4.41<sup>c</sup></b> | <b>4.55<sup>c</sup></b> | <b>4.91<sup>cg</sup></b> | <b>4.39<sup>c</sup></b> | <b>4.55</b> | <b>4.56</b> | <b>4.42</b>             | <b>4.17</b>              | <b>4.61<sup>m</sup></b> | <b>3.92</b>             | <b>4.55<sup>m</sup></b> |
| <b>Standard deviation</b>         | <b>3.15</b> | <b>3.26</b>             | <b>3.06</b>   | <b>2.68</b>             | <b>3.20</b>             | <b>3.06</b>             | <b>3.32</b>              | <b>3.10</b>             | <b>3.02</b> | <b>3.17</b> | <b>3.13</b>             | <b>3.24</b>              | <b>3.19</b>             | <b>3.00</b>             | <b>3.13</b>             |
| <b>Standard error</b>             | <b>0.08</b> | <b>0.13</b>             | <b>0.11</b>   | <b>0.19</b>             | <b>0.22</b>             | <b>0.18</b>             | <b>0.18</b>              | <b>0.17</b>             | <b>0.19</b> | <b>0.16</b> | <b>0.20</b>             | <b>0.15</b>              | <b>0.11</b>             | <b>0.16</b>             | <b>0.21</b>             |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total      | WORKING STATUS |               |            | CHILDREN IN HOUSEHOLD |            | PRINCIPAL SHOPPER |            | TYPE OF AREA |             | COUNTRY     |              |           |            | ADDITIONAL COUNTRY   |              |
|---|------------|----------------|---------------|------------|-----------------------|------------|-------------------|------------|--------------|-------------|-------------|--------------|-----------|------------|----------------------|--------------|
|   |            | Full time (a)  | Part time (b) | Other (c)  | Any (d)               | None (e)   | Yes (f)           | No (g)     | Rural (h)    | Urban (i)   | England (j) | Scotland (k) | Wales (l) | NI (m)     | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 2044       | 693            | 244           | 1107       | 584                   | 1460       | 1608              | 436        | 497          | 1547        | 1808        | -            | 110       | 126        | 2044                 | -            |
| Weighted Base   | 1826       | 741            | 233           | 852        | 577                   | 1249       | 1433              | 393        | 441          | 1385        | 1678        | -**          | 88*       | 60         | 1826                 | -**          |
| Food hygiene when eating out  | 694<br>38% | 288<br>39%     | 97<br>42%     | 309<br>36% | 236<br>41%            | 459<br>37% | 574<br>40%g       | 120<br>31% | 159<br>36%   | 535<br>39%  | 645<br>38%l | -            | 24<br>28% | 25<br>42%l | 694<br>38%           | -            |
| Food poisoning such as Salmonella and E.Coli                                | 544<br>30% | 226<br>30%     | 68<br>29%     | 251<br>29% | 183<br>32%            | 362<br>29% | 440<br>31%        | 105<br>27% | 110<br>25%   | 434<br>31%h | 497<br>30%  | -            | 19<br>21% | 29<br>49%j | 544<br>30%           | -            |
| Chemicals from the environment, such as lead, in food                       | 541<br>30% | 246<br>33%c    | 72<br>31%     | 223<br>26% | 163<br>28%            | 378<br>30% | 443<br>31%g       | 98<br>25%  | 106<br>24%   | 435<br>31%h | 498<br>30%l | -            | 15<br>17% | 28<br>47%j | 541<br>30%           | -            |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29% | 224<br>30%     | 81<br>35%c    | 226<br>27% | 185<br>32%            | 346<br>28% | 454<br>32%g       | 77<br>20%  | 119<br>27%   | 413<br>30%  | 495<br>30%l | -            | 14<br>16% | 22<br>37%l | 531<br>29%           | -            |
| The use of pesticides to grow food  | 497<br>27% | 198<br>27%     | 76<br>33%c    | 223<br>26% | 155<br>27%            | 342<br>27% | 409<br>29%g       | 88<br>22%  | 108<br>25%   | 389<br>28%  | 458<br>27%l | -            | 14<br>16% | 24<br>41%j | 497<br>27%           | -            |
| Food not being what the label says it is                                    | 492<br>27% | 195<br>26%     | 62<br>27%     | 235<br>28% | 158<br>27%            | 334<br>27% | 425<br>30%g       | 67<br>17%  | 108<br>24%   | 384<br>28%  | 453<br>27%l | -            | 13<br>14% | 26<br>44%j | 492<br>27%           | -            |
| Hormones/steroids \antibiotics in food                                      | 447<br>24% | 197<br>27%c    | 62<br>27%     | 188<br>22% | 136<br>23%            | 312<br>25% | 375<br>26%g       | 72<br>18%  | 97<br>22%    | 350<br>25%  | 415<br>25%l | -            | 9<br>10%  | 23<br>39%j | 447<br>24%           | -            |
| Date labels, such as "best before" and "use by" labels                      | 436<br>24% | 169<br>23%     | 58<br>25%     | 210<br>25% | 137<br>24%            | 300<br>24% | 368<br>26%g       | 68<br>17%  | 109<br>25%   | 327<br>24%  | 399<br>24%  | -            | 17<br>20% | 20<br>33%j | 436<br>24%           | -            |
| Genetically Modified (GM) foods   | 426<br>23% | 193<br>26%c    | 58<br>25%     | 175<br>21% | 139<br>24%            | 287<br>23% | 356<br>25%g       | 71<br>18%  | 84<br>19%    | 342<br>25%h | 401<br>24%l | -            | 10<br>11% | 16<br>26%l | 426<br>23%           | -            |
| The feed given to livestock   | 396<br>22% | 181<br>24%c    | 49<br>21%     | 166<br>19% | 115<br>20%            | 281<br>23% | 335<br>23%g       | 61<br>16%  | 90<br>20%    | 306<br>22%  | 367<br>22%l | -            | 10<br>11% | 19<br>32%j | 396<br>22%           | -            |
| Food hygiene at home  | 354<br>19% | 154<br>21%     | 47<br>20%     | 154<br>18% | 109<br>19%            | 246<br>20% | 291<br>20%        | 63<br>16%  | 90<br>20%    | 265<br>19%  | 333<br>20%  | -            | 12<br>13% | 10<br>17%  | 354<br>19%           | -            |
| BSE ('mad cow disease')   | 255<br>14% | 104<br>14%     | 34<br>14%     | 118<br>14% | 72<br>12%             | 183<br>15% | 217<br>15%g       | 38<br>10%  | 58<br>13%    | 197<br>14%  | 232<br>14%  | -            | 8<br>10%  | 14<br>24%j | 255<br>14%           | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                                   | Total       | WORKING STATUS   |                  |                  | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER       |                  | TYPE OF AREA     |                  | COUNTRY                 |              |                  |                          | ADDITIONAL COUNTRY   |              |
|-----------------------------------|-------------|------------------|------------------|------------------|-----------------------|-------------|-------------------------|------------------|------------------|------------------|-------------------------|--------------|------------------|--------------------------|----------------------|--------------|
|                                   |             | Full time (a)    | Part time (b)    | Other (c)        | Any (d)               | None (e)    | Yes (f)                 | No (g)           | Rural (h)        | Urban (i)        | England (j)             | Scotland (k) | Wales (l)        | NI (m)                   | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                   | 2044        | 693              | 244              | 1107             | 584                   | 1460        | 1608                    | 436              | 497              | 1547             | 1808                    | -            | 110              | 126                      | 2044                 | -            |
| Weighted Base                     | 1826        | 741              | 233              | 852              | 577                   | 1249        | 1433                    | 393              | 441              | 1385             | 1678                    | -**          | 88*              | 60                       | 1826                 | -**          |
| Net: Any                          | 1268        | 530              | 173              | 565              | 416                   | 852         | 1028                    | 240              | 285              | 983              | 1183                    | -            | 47               | 38                       | 1268                 | -            |
|                                   | 69%         | 72% <sup>c</sup> | 74% <sup>c</sup> | 66%              | 72%                   | 68%         | 72% <sup>g</sup>        | 61%              | 65%              | 71% <sup>h</sup> | 71% <sup>i</sup>        | -            | 53%              | 63%                      | 69%                  | -            |
| None of these                     | 392         | 142              | 44               | 206              | 113                   | 279         | 278                     | 114              | 115              | 277              | 339                     | -            | 31               | 22                       | 392                  | -            |
|                                   | 21%         | 19%              | 19%              | 24% <sup>a</sup> | 20%                   | 22%         | 19%                     | 29% <sup>f</sup> | 26% <sup>i</sup> | 20%              | 20%                     | -            | 35% <sup>j</sup> | 36% <sup>j</sup>         | 21%                  | -            |
| Don't know                        | 166         | 68               | 17               | 81               | 48                    | 118         | 127                     | 39               | 42               | 124              | 156                     | -            | 10               | *                        | 166                  | -            |
|                                   | 9%          | 9%               | 7%               | 10%              | 8%                    | 9%          | 9%                      | 10%              | 9%               | 9%               | 9% <sup>m</sup>         | -            | 12% <sup>m</sup> | 1%                       | 9%                   | -            |
| <b>Average number of mentions</b> | <b>4.43</b> | <b>4.48</b>      | <b>4.42</b>      | <b>4.39</b>      | <b>4.30</b>           | <b>4.49</b> | <b>4.56<sup>g</sup></b> | <b>3.87</b>      | <b>4.35</b>      | <b>4.45</b>      | <b>4.39<sup>i</sup></b> | -            | <b>3.52</b>      | <b>6.84<sup>jl</sup></b> | <b>4.43</b>          | -            |
| <b>Standard deviation</b>         | <b>3.15</b> | <b>3.19</b>      | <b>3.05</b>      | <b>3.14</b>      | <b>2.98</b>           | <b>3.23</b> | <b>3.19</b>             | <b>2.91</b>      | <b>3.14</b>      | <b>3.15</b>      | <b>3.11</b>             | -            | <b>3.03</b>      | <b>3.37</b>              | <b>3.15</b>          | -            |
| <b>Standard error</b>             | <b>0.08</b> | <b>0.14</b>      | <b>0.23</b>      | <b>0.12</b>      | <b>0.15</b>           | <b>0.10</b> | <b>0.10</b>             | <b>0.18</b>      | <b>0.18</b>      | <b>0.10</b>      | <b>0.09</b>             | -            | <b>0.39</b>      | <b>0.38</b>              | <b>0.08</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total      | GOVERNMENT REGION |                       |                              |                         |                         |                           |                |                   |                   | ETHNICITY    |                           |
|---|------------|-------------------|-----------------------|------------------------------|-------------------------|-------------------------|---------------------------|----------------|-------------------|-------------------|--------------|---------------------------|
|   |            | North East<br>(a) | North West<br>(b)     | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)  | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base   | 2044       | 99                | 240                   | 184                          | 165                     | 175                     | 192                       | 274            | 284               | 195               | 1810         | 225                       |
| Weighted Base   | 1826       | 89*               | 227                   | 161                          | 150                     | 164                     | 189                       | 242            | 270               | 188               | 1599         | 218                       |
| Food hygiene when eating out  | 694<br>38% | 27<br>31%         | 100<br>44%aci         | 50<br>31%                    | 58<br>38%               | 66<br>40%               | 70<br>37%                 | 105<br>44%aci  | 111<br>41%ci      | 58<br>31%         | 595<br>37%   | 96<br>44%                 |
| Food poisoning such as Salmonella and E.Coli                                | 544<br>30% | 19<br>21%         | 97<br>43%acdefg<br>hi | 43<br>27%                    | 43<br>29%               | 48<br>29%               | 53<br>28%                 | 73<br>30%      | 80<br>30%         | 41<br>22%         | 476<br>30%   | 68<br>31%                 |
| Chemicals from the environment, such as lead, in food                       | 541<br>30% | 18<br>20%         | 82<br>36%acdegi       | 41<br>25%                    | 36<br>24%               | 44<br>27%               | 73<br>39%acdegi           | 66<br>27%      | 91<br>34%ad       | 47<br>25%         | 481<br>30%   | 60<br>28%                 |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29% | 16<br>18%         | 70<br>31%a            | 47<br>29%                    | 36<br>24%               | 42<br>25%               | 61<br>32%a                | 84<br>35%adi   | 94<br>35%adei     | 45<br>24%         | 468<br>29%   | 62<br>28%                 |
| The use of pesticides to grow food  | 497<br>27% | 14<br>16%         | 64<br>28%a            | 41<br>25%                    | 32<br>22%               | 34<br>21%               | 55<br>29%a                | 77<br>32%ade   | 87<br>32%ade      | 54<br>29%a        | 440<br>27%   | 55<br>25%                 |
| Food not being what the label says it is                                    | 492<br>27% | 14<br>16%         | 81<br>36%acdgi        | 36<br>22%                    | 35<br>23%               | 44<br>27%a              | 57<br>30%a                | 63<br>26%      | 79<br>29%a        | 44<br>23%         | 429<br>27%   | 63<br>29%                 |
| Hormones\steroids \antibiotics in food                                      | 447<br>24% | 12<br>14%         | 54<br>24%a            | 38<br>23%                    | 38<br>25%a              | 32<br>19%               | 53<br>28%a                | 63<br>26%a     | 79<br>29%ae       | 45<br>24%         | 395<br>25%   | 50<br>23%                 |
| Date labels, such as "best before" and "use by" labels                      | 436<br>24% | 14<br>15%         | 61<br>27%aci          | 29<br>18%                    | 35<br>23%               | 51<br>31%acfi           | 37<br>20%                 | 76<br>31%acfhi | 62<br>23%         | 34<br>18%         | 385<br>24%   | 51<br>24%                 |
| Genetically Modified (GM) foods   | 426<br>23% | 12<br>13%         | 55<br>24%a            | 38<br>24%a                   | 34<br>23%               | 34<br>20%               | 52<br>28%a                | 67<br>28%a     | 71<br>27%a        | 37<br>20%         | 359<br>22%   | 65<br>30%j                |
| The feed given to livestock   | 396<br>22% | 9<br>10%          | 52<br>23%a            | 34<br>21%a                   | 31<br>21%a              | 33<br>20%a              | 45<br>24%a                | 53<br>22%a     | 68<br>25%a        | 42<br>23%a        | 355<br>22%   | 42<br>19%                 |
| Food hygiene at home  | 354<br>19% | 17<br>19%         | 52<br>23%f            | 28<br>18%                    | 23<br>16%               | 31<br>19%               | 26<br>14%                 | 61<br>25%df    | 59<br>22%f        | 35<br>19%         | 300<br>19%   | 53<br>24%                 |
| BSE ('mad cow disease')   | 255<br>14% | 6<br>7%           | 43<br>19%acgh         | 18<br>11%                    | 20<br>14%               | 29<br>18%ag             | 30<br>16%                 | 26<br>11%      | 34<br>13%         | 24<br>13%         | 224<br>14%   | 30<br>14%                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   | ETHNICITY         |              |                           |
|-----------------------------------|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|                                   |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                   | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195               | 1810         | 225                       |
| Weighted Base                     | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188               | 1599         | 218                       |
| Net: Any                          | 1268<br>69% | 52<br>59%         | 173<br>76%aci     | 101<br>63%                   | 101<br>67%              | 117<br>72%a             | 134<br>71%a               | 182<br>75%aci | 205<br>76%aci     | 117<br>63%        | 1106<br>69%  | 157<br>72%                |
| None of these                     | 392<br>21%  | 30<br>34%befgh    | 41<br>18%         | 45<br>28%bfg                 | 37<br>25%g              | 32<br>20%g              | 35<br>18%                 | 30<br>12%     | 45<br>17%         | 43<br>23%g        | 355<br>22%k  | 35<br>16%                 |
| Don't know                        | 166<br>9%   | 7<br>8%           | 13<br>6%          | 15<br>9%                     | 12<br>8%                | 14<br>8%                | 19<br>10%                 | 30<br>12%bh   | 19<br>7%          | 27<br>14%bh       | 138<br>9%    | 26<br>12%                 |
| <b>Average number of mentions</b> | <b>4.43</b> | <b>3.42</b>       | <b>4.70a</b>      | <b>4.38</b>                  | <b>4.17</b>             | <b>4.15</b>             | <b>4.56a</b>              | <b>4.49a</b>  | <b>4.46a</b>      | <b>4.31</b>       | <b>4.44</b>  | <b>4.42</b>               |
| <b>Standard deviation</b>         | <b>3.15</b> | <b>3.10</b>       | <b>3.44</b>       | <b>3.03</b>                  | <b>2.90</b>             | <b>3.10</b>             | <b>3.19</b>               | <b>2.79</b>   | <b>3.21</b>       | <b>3.08</b>       | <b>3.16</b>  | <b>3.12</b>               |
| <b>Standard error</b>             | <b>0.08</b> | <b>0.41</b>       | <b>0.25</b>       | <b>0.29</b>                  | <b>0.28</b>             | <b>0.28</b>             | <b>0.27</b>               | <b>0.20</b>   | <b>0.22</b>       | <b>0.28</b>       | <b>0.09</b>  | <b>0.25</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base   | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| Food hygiene when eating out  | 694<br>38%                                      | 162<br>64%bcdefg   | 313<br>49%cdeg       | 113<br>29%deg                         | 70<br>20%              | 36<br>19%            | 475<br>54%cdeg     | 106<br>20%           |
| Food poisoning such as Salmonella and E.Coli                                | 544<br>30%                                      | 136<br>53%bcdefg   | 214<br>34%cdeg       | 92<br>24%                             | 64<br>19%              | 39<br>20%            | 350<br>39%bcdeg    | 103<br>19%           |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%                                      | 106<br>41%bcdeg    | 215<br>34%cdeg       | 107<br>27%eg                          | 79<br>23%              | 34<br>18%            | 321<br>36%cdeg     | 112<br>21%           |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%                                      | 110<br>43%bcdeg    | 227<br>36%cdeg       | 101<br>26%deg                         | 62<br>18%              | 32<br>16%            | 337<br>38%cdeg     | 93<br>17%            |
| The use of pesticides to grow food  | 497<br>27%                                      | 109<br>43%bcdefg   | 210<br>33%cdeg       | 85<br>22%e                            | 64<br>19%              | 28<br>15%            | 319<br>36%cdeg     | 92<br>17%            |
| Food not being what the label says it is                                    | 492<br>27%                                      | 120<br>47%bcdefg   | 199<br>31%cdeg       | 82<br>21%                             | 61<br>18%              | 29<br>15%            | 319<br>36%cdeg     | 90<br>17%            |
| Hormones/steroids \antibiotics in food                                      | 447<br>24%                                      | 91<br>35%cdeg      | 184<br>29%deg        | 93<br>24%deg                          | 55<br>16%              | 23<br>12%            | 275<br>31%cdeg     | 79<br>15%            |
| Date labels, such as "best before" and "use by" labels                      | 436<br>24%                                      | 96<br>38%bcdefg    | 177<br>28%cdeg       | 72<br>18%                             | 65<br>19%              | 25<br>13%            | 274<br>31%cdeg     | 91<br>17%            |
| Genetically Modified (GM) foods   | 426<br>23%                                      | 101<br>39%bcdefg   | 185<br>29%cdeg       | 68<br>17%e                            | 52<br>15%              | 20<br>10%            | 285<br>32%cdeg     | 72<br>14%            |
| The feed given to livestock   | 396<br>22%                                      | 88<br>34%bcdeg     | 164<br>26%cdeg       | 64<br>16%                             | 53<br>16%              | 27<br>14%            | 252<br>28%cdeg     | 80<br>15%            |
| Food hygiene at home  | 354<br>19%                                      | 92<br>36%bcdefg    | 138<br>22%deg        | 66<br>17%deg                          | 37<br>11%              | 20<br>10%            | 231<br>26%cdeg     | 57<br>11%            |
| BSE ('mad cow disease')   | 255<br>14%                                      | 64<br>25%bcdefg    | 102<br>16%cdg        | 40<br>10%                             | 28<br>8%               | 20<br>11%            | 166<br>19%cdeg     | 49<br>9%             |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base                     | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| Net: Any                          | 1268<br>69%                                     | 233<br>91%bcdefg   | 512<br>81%cdeg       | 245<br>63%eg                          | 197<br>57%e            | 78<br>41%            | 745<br>84%cdeg     | 275<br>51%e          |
| None of these                     | 392<br>21%                                      | 14<br>6%           | 80<br>13%a           | 100<br>25%abf                         | 99<br>29%abf           | 94<br>49%abcdfg      | 94<br>11%a         | 193<br>36%abdf       |
| Don't know                        | 166<br>9%                                       | 8<br>3%            | 41<br>6%             | 46<br>12%abf                          | 47<br>14%abf           | 19<br>10%af          | 49<br>6%           | 66<br>12%abf         |
| <b>Average number of mentions</b> | <b>4.43</b>                                     | <b>5.47bcdef</b>   | <b>4.55cdg</b>       | <b>4.01</b>                           | <b>3.51</b>            | <b>4.26d</b>         | <b>4.84cdg</b>     | <b>3.72</b>          |
| <b>Standard deviation</b>         | <b>3.15</b>                                     | <b>3.43</b>        | <b>3.20</b>          | <b>2.83</b>                           | <b>2.59</b>            | <b>3.26</b>          | <b>3.30</b>        | <b>2.81</b>          |
| <b>Standard error</b>             | <b>0.08</b>                                     | <b>0.21</b>        | <b>0.13</b>          | <b>0.18</b>                           | <b>0.18</b>            | <b>0.35</b>          | <b>0.11</b>        | <b>0.16</b>          |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total      | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                            |   |                              |                            |                 | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
|--|------------|---|----------------------------|---|------------------------------|----------------------------|-----------------|--------------------------|----------------------------|
|  |            | Very<br>concerned<br>(a)                  | Fairly<br>concerned<br>(b) | Neither<br>concerned<br>nor<br>unconcerned<br>(c) | Fairly<br>unconcerned<br>(d) | Very<br>unconcerned<br>(e) |                 |                          |                            |
| Unweighted Base  | 2044       | 243                                       | 658                        | 426   | 461                          | 242                        | 901             | 703                      |                            |
| Weighted Base  | 1826       | 214                                       | 577                        | 385   | 425                          | 214                        | 791             | 638                      |                            |
| Food hygiene when eating<br>out  | 694<br>38% | 132<br>62%bcdefg                          | 263<br>46%cdeg             | 139<br>36%deg                                     | 119<br>28%e                  | 40<br>19%                  | 395<br>50%cdeg  | 160<br>25%               |                            |
| Food poisoning such as<br>Salmonella and E.Coli                                      | 544<br>30% | 107<br>50%bcdefg                          | 206<br>36%cdeg             | 102<br>25%eg                                      | 94<br>22%                    | 37<br>17%                  | 312<br>39%cdeg  | 130<br>20%               |                            |
| Chemicals from the<br>environment, such as<br>lead, in food                          | 541<br>30% | 95<br>45%bcdefg                           | 197<br>34%deg              | 109<br>28%eg                                      | 111<br>26%e                  | 29<br>14%                  | 293<br>37%cdeg  | 140<br>22%e              |                            |
| The use of additives<br>(such as preservatives<br>and colouring) in food<br>products | 531<br>29% | 99<br>46%bcdefg                           | 202<br>35%deg              | 112<br>29%deg                                     | 92<br>22%e                   | 26<br>12%                  | 301<br>38%cdeg  | 118<br>18%e              |                            |
| The use of pesticides to<br>grow food  | 497<br>27% | 96<br>45%bcdefg                           | 195<br>34%cdeg             | 92<br>24%eg                                       | 89<br>21%e                   | 25<br>12%                  | 291<br>37%cdeg  | 114<br>18%e              |                            |
| Food not being what the<br>label says it is  | 492<br>27% | 102<br>48%bcdefg                          | 182<br>32%cdeg             | 96<br>25%eg                                       | 84<br>20%e                   | 28<br>13%                  | 285<br>36%cdeg  | 111<br>17%               |                            |
| Hormones/steroids<br>\antibiotics in food  | 447<br>24% | 81<br>38%bcdeg                            | 168<br>29%deg              | 90<br>23%eg                                       | 87<br>21%e                   | 21<br>10%                  | 249<br>31%cdeg  | 109<br>17%e              |                            |
| Date labels, such as<br>"best before" and "use<br>by" labels                         | 436<br>24% | 83<br>39%bcdeg                            | 170<br>30%cdeg             | 79<br>21%e  | 78<br>18%e                   | 24<br>11%                  | 253<br>32%cdeg  | 102<br>16%               |                            |
| Genetically Modified<br>(GM) foods   | 426<br>23% | 99<br>46%bcdefg                           | 161<br>28%cdeg             | 74<br>19%eg                                       | 75<br>18%e                   | 16<br>8%                   | 260<br>33%bcdeg | 92<br>14%e               |                            |
| The feed given to<br>livestock   | 396<br>22% | 78<br>37%bcdefg                           | 150<br>26%cdeg             | 72<br>19%e  | 79<br>18%e                   | 18<br>8%                   | 228<br>29%cdeg  | 96<br>15%e               |                            |
| Food hygiene at home   | 354<br>19% | 77<br>36%bcdefg                           | 137<br>24%cdeg             | 59<br>15%   | 57<br>13%                    | 23<br>11%                  | 214<br>27%cdeg  | 80<br>13%                |                            |
| BSE ('mad cow disease')  | 255<br>14% | 56<br>26%bcdefg                           | 96<br>17%deg               | 52<br>13%deg                                      | 37<br>9%                     | 14<br>7%                   | 152<br>19%cdeg  | 51<br>8%                 |                            |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|-----------------------------------|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|                                   | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                   | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base                     | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| Net: Any                          | 1268<br>69%                               | 192<br>90%bcdefg      | 455<br>79%cdeg          | 262<br>68%eg                                | 268<br>63%eg              | 88<br>41%               | 647<br>82%cdeg           | 355<br>56%e                |
| None of these                     | 392<br>21%                                | 12<br>5%              | 82<br>14%a              | 91<br>24%abf                                | 100<br>24%abf             | 104<br>49%abcdfg        | 94<br>12%a               | 204<br>32%abcdf            |
| Don't know                        | 166<br>9%                                 | 11<br>5%              | 39<br>7%                | 32<br>8%                                    | 57<br>13%abcf             | 22<br>10%a              | 50<br>6%                 | 79<br>12%abcf              |
| <b>Average number of mentions</b> | <b>4.43</b>                               | <b>5.77bcdef</b>      | <b>4.67cdeg</b>         | <b>4.10</b>                                 | <b>3.74</b>               | <b>3.42</b>             | <b>5.00cdeg</b>          | <b>3.66</b>                |
| <b>Standard deviation</b>         | <b>3.15</b>                               | <b>3.32</b>           | <b>3.24</b>             | <b>2.88</b>                                 | <b>2.80</b>               | <b>3.00</b>             | <b>3.30</b>              | <b>2.85</b>                |
| <b>Standard error</b>             | <b>0.08</b>                               | <b>0.23</b>           | <b>0.14</b>             | <b>0.17</b>                                 | <b>0.17</b>               | <b>0.31</b>             | <b>0.12</b>              | <b>0.15</b>                |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |             | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |            |
|---|-----------------|-------------|-----------------|---------|---------------------|-------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|------------|
|   | Total           | Yes (a)     | No (b)          | Yes (c) | No (d)              | Yes (e)     | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n)  |
| Unweighted Base   | 2044            | 1564        | 480             | -       | 2044                | 1564        | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256        |
| Weighted Base   | 1826            | 1421        | 405             | **      | 1826                | 1421        | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240        |
| Food hygiene when eating out  | 694<br>38%      | 586<br>41%b | 108<br>27%      | -<br>-  | 694<br>38%          | 586<br>41%f | 108<br>27%                                | 398<br>44%                       | 72<br>40%                         | 99<br>46%                        | 96<br>49%               | 178<br>47%              | 165<br>45%      | 138<br>45%            | 107<br>44% |
| Food poisoning such as Salmonella and E.Coli                                | 544<br>30%      | 455<br>32%b | 89<br>22%       | -<br>-  | 544<br>30%          | 455<br>32%f | 89<br>22%                                 | 310<br>34%                       | 59<br>33%                         | 86<br>40%n                       | 85<br>43%gn             | 141<br>37%n             | 146<br>40%n     | 123<br>40%n           | 69<br>29%  |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%      | 469<br>33%b | 72<br>18%       | -<br>-  | 541<br>30%          | 469<br>33%f | 72<br>18%                                 | 324<br>36%                       | 62<br>34%                         | 77<br>36%                        | 84<br>43%               | 162<br>43%gn            | 144<br>39%      | 137<br>44%ghn         | 82<br>34%  |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%      | 466<br>33%b | 66<br>16%       | -<br>-  | 531<br>29%          | 466<br>33%f | 66<br>16%                                 | 325<br>36%                       | 56<br>31%                         | 84<br>39%                        | 83<br>42%h              | 164<br>44%gh            | 150<br>41%h     | 142<br>46%ghn         | 87<br>36%  |
| The use of pesticides to grow food  | 497<br>27%      | 433<br>30%b | 64<br>16%       | -<br>-  | 497<br>27%          | 433<br>30%f | 64<br>16%                                 | 300<br>33%                       | 59<br>33%                         | 81<br>38%                        | 87<br>44%ghn            | 148<br>39%g             | 151<br>41%g     | 136<br>44%ghn         | 80<br>33%  |
| Food not being what the label says it is                                    | 492<br>27%      | 427<br>30%b | 65<br>16%       | -<br>-  | 492<br>27%          | 427<br>30%f | 65<br>16%                                 | 301<br>33%                       | 59<br>33%                         | 81<br>38%                        | 68<br>34%               | 138<br>37%              | 137<br>37%      | 121<br>39%            | 83<br>35%  |
| Hormones\steroids \antibiotics in food                                      | 447<br>24%      | 387<br>27%b | 61<br>15%       | -<br>-  | 447<br>24%          | 387<br>27%f | 61<br>15%                                 | 271<br>30%                       | 48<br>27%                         | 65<br>30%                        | 67<br>34%               | 130<br>35%              | 117<br>32%      | 116<br>37%gh          | 75<br>31%  |
| Date labels, such as "best before" and "use by" labels                      | 436<br>24%      | 359<br>25%b | 77<br>19%       | -<br>-  | 436<br>24%          | 359<br>25%f | 77<br>19%                                 | 252<br>28%                       | 50<br>28%                         | 69<br>32%n                       | 71<br>36%gn             | 119<br>32%n             | 119<br>32%n     | 97<br>31%             | 57<br>24%  |
| Genetically Modified (GM) foods   | 426<br>23%      | 365<br>26%b | 62<br>15%       | -<br>-  | 426<br>23%          | 365<br>26%f | 62<br>15%                                 | 255<br>28%                       | 48<br>27%                         | 65<br>30%                        | 70<br>36%g              | 129<br>34%g             | 121<br>33%      | 111<br>36%gh          | 74<br>31%  |
| The feed given to livestock   | 396<br>22%      | 346<br>24%b | 50<br>12%       | -<br>-  | 396<br>22%          | 346<br>24%f | 50<br>12%                                 | 244<br>27%                       | 45<br>25%                         | 65<br>30%                        | 70<br>35%gh             | 122<br>33%g             | 114<br>31%      | 111<br>36%gh          | 70<br>29%  |
| Food hygiene at home  | 354<br>19%      | 294<br>21%b | 60<br>15%       | -<br>-  | 354<br>19%          | 294<br>21%f | 60<br>15%                                 | 204<br>23%                       | 47<br>26%                         | 61<br>28%                        | 53<br>27%               | 82<br>22%               | 83<br>23%       | 68<br>22%             | 51<br>21%  |
| BSE ('mad cow disease')   | 255<br>14%      | 221<br>16%b | 34<br>8%        | -<br>-  | 255<br>14%          | 221<br>16%f | 34<br>8%                                  | 166<br>18%                       | 29<br>16%                         | 42<br>19%                        | 46<br>23%n              | 76<br>20%               | 73<br>20%       | 71<br>23%n            | 37<br>15%  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                            | FSA AWARE (Q.4) |                   | FSS AWARE (Q.4)  |         | FSS/FSA AWARE (Q.4) |                   | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                   |                       |           |
|----------------------------|-----------------|-------------------|------------------|---------|---------------------|-------------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-------------------|-----------------------|-----------|
|                            | Total           | Yes (a)           | No (b)           | Yes (c) | No (d)              | Yes (e)           | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l)   | Country of origin (m) | Other (n) |
| Unweighted Base            | 2044            | 1564              | 480              | -       | 2044                | 1564              | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387               | 319                   | 256       |
| Weighted Base              | 1826            | 1421              | 405              | -**     | 1826                | 1421              | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369               | 310                   | 240       |
| Net: Any                   | 1268            | 1042              | 225              | -       | 1268                | 1042              | 225                                       | 681                              | 132                               | 163                              | 157                     | 303                     | 285               | 249                   | 189       |
|                            | 69%             | 73% <sup>b</sup>  | 56%              | -       | 69%                 | 73% <sup>f</sup>  | 56%                                       | 75%                              | 74%                               | 76%                              | 79%                     | 81% <sup>g</sup>        | 77%               | 80%                   | 79%       |
| None of these              | 392             | 272               | 120              | -       | 392                 | 272               | 120                                       | 154                              | 28                                | 27                               | 19                      | 43                      | 50                | 38                    | 35        |
|                            | 21%             | 19%               | 30% <sup>a</sup> | -       | 21%                 | 19%               | 30% <sup>e</sup>                          | 17% <sup>jkm</sup>               | 15%                               | 13%                              | 10%                     | 12%                     | 14%               | 12%                   | 15%       |
| Don't know                 | 166             | 107               | 59               | -       | 166                 | 107               | 59  | 73                               | 19                                | 25                               | 22                      | 30                      | 34                | 23                    | 16        |
|                            | 9%              | 8%                | 15% <sup>a</sup> | -       | 9%                  | 8%                | 15% <sup>e</sup>                          | 8%                               | 11%                               | 11%                              | 11%                     | 8%                      | 9%                | 7%                    | 7%        |
| Average number of mentions | 4.43            | 4.61 <sup>b</sup> | 3.58             | -       | 4.43                | 4.61 <sup>f</sup> | 3.58                                      | 4.92                             | 4.80                              | 5.38 <sup>n</sup>                | 5.62 <sup>ghn</sup>     | 5.26 <sup>n</sup>       | 5.33 <sup>n</sup> | 5.50 <sup>gn</sup>    | 4.61      |
| Standard deviation         | 3.15            | 3.21              | 2.71             | -       | 3.15                | 3.21              | 2.71                                      | 3.32                             | 3.30                              | 3.40                             | 3.45                    | 3.28                    | 3.36              | 3.42                  | 3.01      |
| Standard error             | 0.08            | 0.10              | 0.17             | -       | 0.08                | 0.10              | 0.17                                      | 0.12                             | 0.28                              | 0.26                             | 0.26                    | 0.19                    | 0.19              | 0.21                  | 0.21      |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|---|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|   |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base   | 2044        | 1077                              | 647                      | 1724              | 320          |
| Weighted Base   | 1826        | 950                               | 606                      | 1556              | 270          |
| Food hygiene when eating out  | 694<br>38%  | 449<br>47%bcd                     | 193<br>32%d              | 642<br>41%bd      | 52<br>19%    |
| Food poisoning such as Salmonella and E.Coli                                | 544<br>30%  | 329<br>35%bd                      | 159<br>26%               | 489<br>31%bd      | 56<br>21%    |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%  | 317<br>33%bd                      | 171<br>28%d              | 488<br>31%d       | 53<br>20%    |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%  | 319<br>34%bd                      | 164<br>27%d              | 483<br>31%d       | 48<br>18%    |
| The use of pesticides to grow food  | 497<br>27%  | 301<br>32%bd                      | 148<br>24%d              | 449<br>29%bd      | 47<br>18%    |
| Food not being what the label says it is                                    | 492<br>27%  | 301<br>32%bd                      | 146<br>24%d              | 447<br>29%bd      | 45<br>17%    |
| Hormones\steroids \antibiotics in food                                      | 447<br>24%  | 264<br>28%d                       | 143<br>24%d              | 407<br>26%d       | 40<br>15%    |
| Date labels, such as "best before" and "use by" labels                      | 436<br>24%  | 275<br>29%bd                      | 121<br>20%               | 396<br>25%bd      | 40<br>15%    |
| Genetically Modified (GM) foods   | 426<br>23%  | 252<br>27%d                       | 134<br>22%d              | 387<br>25%d       | 40<br>15%    |
| The feed given to livestock   | 396<br>22%  | 244<br>26%bd                      | 115<br>19%d              | 360<br>23%bd      | 36<br>13%    |
| Food hygiene at home  | 354<br>19%  | 224<br>24%bd                      | 100<br>17%d              | 324<br>21%bd      | 30<br>11%    |
| BSE ('mad cow disease')   | 255<br>14%  | 169<br>18%bd                      | 63<br>10%                | 232<br>15%bd      | 22<br>8%     |
| Net: Any  | 1268<br>69% | 720<br>76%bd                      | 414<br>68%d              | 1134<br>73%bd     | 134<br>50%   |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.1b And which of these food issues are you concerned about, if any? - Total concerns****Base: All adults England/Wales and NI**

|                                   | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|-----------------------------------|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|                                   |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base                   | 2044        | 1077                              | 647                      | 1724              | 320          |
| Weighted Base                     | 1826        | 950                               | 606                      | 1556              | 270          |
| None of these                     | 392<br>21%  | 173<br>18%                        | 127<br>21%               | 300<br>19%        | 92<br>34%abc |
| Don't know                        | 166<br>9%   | 57<br>6%                          | 65<br>11%ac              | 122<br>8%         | 44<br>16%abc |
| <b>Average number of mentions</b> | <b>4.43</b> | <b>4.79bd</b>                     | <b>4.01</b>              | <b>4.50bd</b>     | <b>3.82</b>  |
| <b>Standard deviation</b>         | <b>3.15</b> | <b>3.28</b>                       | <b>2.85</b>              | <b>3.15</b>       | <b>3.09</b>  |
| <b>Standard error</b>             | <b>0.08</b> | <b>0.12</b>                       | <b>0.14</b>              | <b>0.09</b>       | <b>0.25</b>  |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | GENDER      |               | AGE          |              |               |               |              | SOCIAL GRADE |              |             |               | MARITAL STATUS |               |                    |
|--|-------------|-------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|--------------|-------------|---------------|----------------|---------------|--------------------|
|  |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f)  | 66+<br>(g)   | AB<br>(h)    | C1<br>(i)    | C2<br>(j)   | DE<br>(k)     | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base                                | 2044        | 984         | 1060          | 308          | 320          | 408           | 491           | 517          | 347          | 546          | 383         | 768           | 1140           | 558           | 346                |
| Weighted Base                                  | 1826        | 887         | 939           | 266          | 338          | 434           | 452           | 335          | 357          | 564          | 365         | 539           | 1073           | 495           | 257                |
| The amount of sugar in food                    | 1011<br>55% | 452<br>51%  | 559<br>59%a   | 113<br>42%   | 185<br>55%c  | 267<br>61%cg  | 270<br>60%cg  | 176<br>53%c  | 225<br>63%jk | 343<br>61%jk | 193<br>53%k | 250<br>46%    | 645<br>60%m    | 225<br>45%    | 141<br>55%m        |
| The amount of salt in food                     | 822<br>45%  | 362<br>41%  | 459<br>49%a   | 73<br>27%    | 146<br>43%c  | 212<br>49%c   | 237<br>52%cdg | 154<br>46%c  | 170<br>48%k  | 283<br>50%k  | 167<br>46%k | 202<br>37%    | 530<br>49%m    | 171<br>35%    | 121<br>47%m        |
| The amount of fat in food                      | 747<br>41%  | 314<br>35%  | 433<br>46%a   | 84<br>32%    | 131<br>39%   | 194<br>45%c   | 206<br>46%c   | 132<br>39%c  | 152<br>43%   | 247<br>44%k  | 147<br>40%  | 200<br>37%    | 466<br>43%m    | 176<br>35%    | 105<br>41%         |
| The amount of saturated fat in food            | 719<br>39%  | 312<br>35%  | 407<br>43%a   | 70<br>26%    | 124<br>37%c  | 200<br>46%cdg | 198<br>44%cd  | 126<br>38%c  | 168<br>47%jk | 240<br>43%k  | 141<br>39%k | 170<br>31%    | 461<br>43%mn   | 164<br>33%    | 94<br>37%          |
| Foods aimed at children including school meals | 498<br>27%  | 223<br>25%  | 276<br>29%a   | 46<br>17%    | 108<br>32%cg | 157<br>36%cfg | 124<br>27%cg  | 63<br>19%    | 117<br>33%jk | 164<br>29%k  | 90<br>25%   | 128<br>24%    | 333<br>31%mn   | 105<br>21%    | 61<br>24%          |
| Net: Any                                       | 1270<br>70% | 581<br>66%  | 689<br>73%a   | 156<br>59%   | 232<br>68%c  | 328<br>76%cdg | 340<br>75%cdg | 214<br>64%   | 278<br>78%jk | 421<br>75%jk | 247<br>67%k | 325<br>60%    | 786<br>73%m    | 309<br>62%    | 175<br>68%         |
| None of these                                  | 398<br>22%  | 224<br>25%b | 175<br>19%    | 75<br>28%ef  | 81<br>24%f   | 80<br>18%     | 75<br>17%     | 86<br>26%ef  | 57<br>16%    | 100<br>18%   | 83<br>23%h  | 158<br>29%hij | 213<br>20%     | 132<br>27%l   | 53<br>21%          |
| Don't know                                     | 158<br>9%   | 82<br>9%    | 75<br>8%      | 34<br>13%def | 26<br>8%     | 26<br>6%      | 37<br>8%      | 35<br>10%e   | 22<br>6%     | 43<br>8%     | 36<br>10%   | 57<br>11%h    | 74<br>7%       | 55<br>11%l    | 28<br>11%l         |
| <b>Average number of mentions</b>              | <b>2.99</b> | <b>2.86</b> | <b>3.09a</b>  | <b>2.47</b>  | <b>2.99c</b> | <b>3.14c</b>  | <b>3.05c</b>  | <b>3.05c</b> | <b>2.99</b>  | <b>3.03</b>  | <b>2.99</b> | <b>2.93</b>   | <b>3.10m</b>   | <b>2.73</b>   | <b>2.98</b>        |
| <b>Standard deviation</b>                      | <b>1.49</b> | <b>1.52</b> | <b>1.45</b>   | <b>1.46</b>  | <b>1.49</b>  | <b>1.56</b>   | <b>1.46</b>   | <b>1.37</b>  | <b>1.46</b>  | <b>1.48</b>  | <b>1.50</b> | <b>1.51</b>   | <b>1.48</b>    | <b>1.50</b>   | <b>1.45</b>        |
| <b>Standard error</b>                          | <b>0.04</b> | <b>0.06</b> | <b>0.05</b>   | <b>0.11</b>  | <b>0.10</b>  | <b>0.09</b>   | <b>0.08</b>   | <b>0.08</b>  | <b>0.09</b>  | <b>0.07</b>  | <b>0.09</b> | <b>0.07</b>   | <b>0.05</b>    | <b>0.08</b>   | <b>0.10</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | WORKING STATUS          |                          |                         | CHILDREN IN HOUSEHOLD   |                         | PRINCIPAL SHOPPER        |                         | TYPE OF AREA            |                         | COUNTRY                 |              |             |                          | ADDITIONAL COUNTRY   |              |
|--|-------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------|-------------|--------------------------|----------------------|--------------|
|  |             | Full time (a)           | Part time (b)            | Other (c)               | Any (d)                 | None (e)                | Yes (f)                  | No (g)                  | Rural (h)               | Urban (i)               | England (j)             | Scotland (k) | Wales (l)   | NI (m)                   | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                                | 2044        | 693                     | 244                      | 1107                    | 584                     | 1460                    | 1608                     | 436                     | 497                     | 1547                    | 1808                    | -            | 110         | 126                      | 2044                 | -            |
| Weighted Base                                  | 1826        | 741                     | 233                      | 852                     | 577                     | 1249                    | 1433                     | 393                     | 441                     | 1385                    | 1678                    | **           | 88*         | 60                       | 1826                 | **           |
| The amount of sugar in food                    | 1011<br>55% | 409<br>55%              | 143<br>61% <sup>c</sup>  | 458<br>54%              | 337<br>58%              | 674<br>54%              | 834<br>58% <sup>g</sup>  | 177<br>45%              | 226<br>51%              | 784<br>57% <sup>h</sup> | 934<br>56%              | -            | 43<br>49%   | 34<br>57%                | 1011<br>55%          | -            |
| The amount of salt in food                     | 822<br>45%  | 331<br>45%              | 122<br>53% <sup>ac</sup> | 369<br>43%              | 263<br>46%              | 558<br>45%              | 685<br>48% <sup>g</sup>  | 137<br>35%              | 181<br>41%              | 641<br>46%              | 759<br>45%              | -            | 31<br>35%   | 31<br>52% <sup>l</sup>   | 822<br>45%           | -            |
| The amount of fat in food                      | 747<br>41%  | 299<br>40%              | 111<br>47% <sup>c</sup>  | 337<br>40%              | 243<br>42%              | 504<br>40%              | 627<br>44% <sup>g</sup>  | 120<br>31%              | 154<br>35%              | 593<br>43% <sup>h</sup> | 694<br>41% <sup>l</sup> | -            | 21<br>24%   | 32<br>53% <sup>jl</sup>  | 747<br>41%           | -            |
| The amount of saturated fat in food            | 719<br>39%  | 303<br>41%              | 106<br>45% <sup>c</sup>  | 310<br>36%              | 246<br>43%              | 473<br>38%              | 603<br>42% <sup>g</sup>  | 116<br>30%              | 149<br>34%              | 570<br>41% <sup>h</sup> | 665<br>40% <sup>l</sup> | -            | 23<br>26%   | 31<br>52% <sup>jl</sup>  | 719<br>39%           | -            |
| Foods aimed at children including school meals | 498<br>27%  | 220<br>30% <sup>c</sup> | 76<br>33% <sup>c</sup>   | 203<br>24%              | 223<br>39% <sup>e</sup> | 275<br>22%              | 420<br>29% <sup>g</sup>  | 78<br>20%               | 109<br>25%              | 390<br>28%              | 451<br>27%              | -            | 17<br>19%   | 31<br>51% <sup>jl</sup>  | 498<br>27%           | -            |
| Net: Any                                       | 1270<br>70% | 520<br>70%              | 179<br>77% <sup>c</sup>  | 572<br>67%              | 424<br>73% <sup>e</sup> | 846<br>68%              | 1031<br>72% <sup>g</sup> | 239<br>61%              | 276<br>63%              | 994<br>72% <sup>h</sup> | 1174<br>70%             | -            | 54<br>61%   | 42<br>70%                | 1270<br>70%          | -            |
| None of these                                  | 398<br>22%  | 160<br>22%              | 39<br>17%                | 200<br>23% <sup>b</sup> | 109<br>19%              | 289<br>23% <sup>d</sup> | 288<br>20%               | 110<br>28% <sup>f</sup> | 119<br>27% <sup>i</sup> | 279<br>20%              | 356<br>21%              | -            | 26<br>30%   | 16<br>27%                | 398<br>22%           | -            |
| Don't know                                     | 158<br>9%   | 61<br>8%                | 16<br>7%                 | 80<br>9%                | 44<br>8%                | 113<br>9%               | 114<br>8%                | 43<br>11%               | 45<br>10%               | 112<br>8%               | 148<br>9% <sup>m</sup>  | -            | 8<br>9%     | 2<br>3%                  | 158<br>9%            | -            |
| <b>Average number of mentions</b>              | <b>2.99</b> | <b>3.01</b>             | <b>3.12</b>              | <b>2.93</b>             | <b>3.10</b>             | <b>2.94</b>             | <b>3.07<sup>g</sup></b>  | <b>2.63</b>             | <b>2.96</b>             | <b>3.00</b>             | <b>2.98<sup>l</sup></b> | <b>-</b>     | <b>2.51</b> | <b>3.77<sup>jl</sup></b> | <b>2.99</b>          | <b>-</b>     |
| <b>Standard deviation</b>                      | <b>1.49</b> | <b>1.51</b>             | <b>1.51</b>              | <b>1.46</b>             | <b>1.53</b>             | <b>1.46</b>             | <b>1.48</b>              | <b>1.49</b>             | <b>1.45</b>             | <b>1.50</b>             | <b>1.48</b>             | <b>-</b>     | <b>1.42</b> | <b>1.64</b>              | <b>1.49</b>          | <b>-</b>     |
| <b>Standard error</b>                          | <b>0.04</b> | <b>0.07</b>             | <b>0.11</b>              | <b>0.05</b>             | <b>0.07</b>             | <b>0.05</b>             | <b>0.04</b>              | <b>0.09</b>             | <b>0.08</b>             | <b>0.05</b>             | <b>0.04</b>             | <b>-</b>     | <b>0.17</b> | <b>0.18</b>              | <b>0.04</b>          | <b>-</b>     |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |                |                   |                   | ETHNICITY    |                           |
|--|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|----------------|-------------------|-------------------|--------------|---------------------------|
|  |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)  | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                                | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274            | 284               | 195               | 1810         | 225                       |
| Weighted Base                                  | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242            | 270               | 188               | 1599         | 218                       |
| The amount of sugar in food                    | 1011<br>55% | 40<br>45%         | 121<br>54%d       | 88<br>54%d                   | 63<br>42%               | 94<br>58%ad             | 110<br>58%ad              | 145<br>60%ad   | 177<br>65%abcdi   | 96<br>51%         | 885<br>55%   | 121<br>56%                |
| The amount of salt in food                     | 822<br>45%  | 28<br>31%         | 98<br>43%a        | 76<br>47%a                   | 61<br>41%               | 74<br>45%a              | 93<br>49%a                | 116<br>48%a    | 132<br>49%a       | 81<br>43%         | 730<br>46%   | 91<br>42%                 |
| The amount of fat in food                      | 747<br>41%  | 29<br>32%         | 104<br>46%ad      | 61<br>38%                    | 53<br>35%               | 72<br>44%               | 77<br>41%                 | 117<br>49%acdi | 110<br>41%        | 72<br>38%         | 650<br>41%   | 94<br>43%                 |
| The amount of saturated fat in food            | 719<br>39%  | 30<br>33%         | 95<br>42%         | 53<br>33%                    | 57<br>38%               | 66<br>40%               | 62<br>33%                 | 115<br>47%acfi | 122<br>45%cfi     | 66<br>35%         | 638<br>40%   | 80<br>37%                 |
| Foods aimed at children including school meals | 498<br>27%  | 15<br>17%         | 77<br>34%ad       | 47<br>29%a                   | 35<br>23%               | 45<br>27%               | 47<br>25%                 | 63<br>26%      | 73<br>27%a        | 48<br>26%         | 439<br>27%   | 59<br>27%                 |
| Net: Any                                       | 1270<br>70% | 51<br>58%         | 171<br>75%ad      | 108<br>67%                   | 90<br>60%               | 115<br>70%a             | 129<br>68%                | 179<br>74%ad   | 206<br>76%acdi    | 125<br>67%        | 1110<br>69%  | 155<br>71%                |
| None of these                                  | 398<br>22%  | 34<br>38%bcefg    | 47<br>21%         | 43<br>26%gh                  | 43<br>28%gh             | 35<br>21%               | 39<br>20%                 | 35<br>14%      | 41<br>15%         | 41<br>22%g        | 354<br>22%   | 41<br>19%                 |
| Don't know                                     | 158<br>9%   | 4<br>4%           | 9<br>4%           | 11<br>7%                     | 17<br>12%b              | 14<br>9%                | 21<br>11%b                | 28<br>12%ab    | 23<br>8%b         | 21<br>11%b        | 135<br>8%    | 22<br>10%                 |
| <b>Average number of mentions</b>              | <b>2.99</b> | <b>2.75</b>       | <b>2.90</b>       | <b>3.02</b>                  | <b>2.98</b>             | <b>3.05</b>             | <b>3.02</b>               | <b>3.11</b>    | <b>2.98</b>       | <b>2.90</b>       | <b>3.01</b>  | <b>2.86</b>               |
| <b>Standard deviation</b>                      | <b>1.49</b> | <b>1.41</b>       | <b>1.55</b>       | <b>1.55</b>                  | <b>1.54</b>             | <b>1.53</b>             | <b>1.48</b>               | <b>1.44</b>    | <b>1.43</b>       | <b>1.38</b>       | <b>1.49</b>  | <b>1.50</b>               |
| <b>Standard error</b>                          | <b>0.04</b> | <b>0.19</b>       | <b>0.12</b>       | <b>0.14</b>                  | <b>0.16</b>             | <b>0.14</b>             | <b>0.13</b>               | <b>0.10</b>    | <b>0.10</b>       | <b>0.12</b>       | <b>0.04</b>  | <b>0.12</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                          |                         |   |                           |                         |                          |                            |
|--|---|--------------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|  | Total   | Very concerned<br>(a)    | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                                | 2044  | 301                      | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base                                  | 1826  | 256                      | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| The amount of sugar in food                    | 1011<br>55%                                     | 177<br>69% <i>cdeg</i>   | 404<br>64% <i>cdeg</i>  | 201<br>51% <i>eg</i>                        | 166<br>48% <i>e</i>       | 60<br>32%               | 581<br>65% <i>cdeg</i>   | 226<br>42% <i>e</i>        |
| The amount of salt in food                     | 822<br>45%                                      | 161<br>63% <i>bcdefg</i> | 334<br>53% <i>cdeg</i>  | 145<br>37% <i>e</i>                         | 132<br>39% <i>e</i>       | 48<br>25%               | 496<br>56% <i>cdeg</i>   | 180<br>34% <i>e</i>        |
| The amount of fat in food                      | 747<br>41%                                      | 160<br>63% <i>bcdefg</i> | 302<br>48% <i>cdeg</i>  | 130<br>33% <i>e</i>                         | 112<br>33% <i>e</i>       | 41<br>21%               | 463<br>52% <i>cdeg</i>   | 153<br>29% <i>e</i>        |
| The amount of saturated fat in food            | 719<br>39%                                      | 143<br>56% <i>bcdefg</i> | 293<br>46% <i>cdeg</i>  | 150<br>38% <i>deg</i>                       | 97<br>28% <i>e</i>        | 35<br>18%               | 436<br>49% <i>cdeg</i>   | 132<br>25%                 |
| Foods aimed at children including school meals | 498<br>27%                                      | 111<br>43% <i>bcdefg</i> | 195<br>31% <i>cdeg</i>  | 97<br>25% <i>eg</i>                         | 68<br>20%                 | 27<br>14%               | 306<br>34% <i>cdeg</i>   | 95<br>18%                  |
| Net: Any                                       | 1270<br>70%                                     | 222<br>87% <i>bcdefg</i> | 499<br>79% <i>cdeg</i>  | 248<br>63% <i>eg</i>                        | 223<br>65% <i>eg</i>      | 75<br>39%               | 721<br>81% <i>cdeg</i>   | 298<br>56% <i>e</i>        |
| None of these                                  | 398<br>22%                                      | 18<br>7%                 | 82<br>13% <i>a</i>      | 105<br>27% <i>abf</i>                       | 88<br>26% <i>abf</i>      | 99<br>52% <i>abcdfg</i> | 100<br>11% <i>a</i>      | 186<br>35% <i>abcdf</i>    |
| Don't know                                     | 158<br>9%                                       | 15<br>6%                 | 51<br>8%                | 38<br>10%                                   | 32<br>9%                  | 18<br>9%                | 66<br>7%                 | 50<br>9%                   |
| <b>Average number of mentions</b>              | <b>2.99</b>                                     | <b>3.39</b> <i>bcdef</i> | <b>3.06</b> <i>dg</i>   | <b>2.91</b> <i>dg</i>                       | <b>2.58</b>               | <b>2.83</b>             | <b>3.16</b> <i>cdg</i>   | <b>2.64</b>                |
| <b>Standard deviation</b>                      | <b>1.49</b>                                     | <b>1.47</b>              | <b>1.48</b>             | <b>1.42</b>                                 | <b>1.45</b>               | <b>1.59</b>             | <b>1.48</b>              | <b>1.49</b>                |
| <b>Standard error</b>                          | <b>0.04</b>                                     | <b>0.09</b>              | <b>0.06</b>             | <b>0.09</b>                                 | <b>0.09</b>               | <b>0.18</b>             | <b>0.05</b>              | <b>0.08</b>                |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                                | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                  | 901                | 703                  |
| Weighted Base                                  | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                  | 791                | 638                  |
| The amount of sugar in food                    | 1011<br>55%                               | 149<br>70%cddeg    | 371<br>64%cddeg      | 209<br>54%eg                          | 213<br>50%eg           | 66<br>31%            | 520<br>66%cddeg    | 279<br>44%e          |
| The amount of salt in food                     | 822<br>45%                                | 134<br>63%bcdefg   | 304<br>53%cddeg      | 159<br>41%eg                          | 172<br>41%e            | 50<br>24%            | 439<br>55%cddeg    | 223<br>35%e          |
| The amount of fat in food                      | 747<br>41%                                | 131<br>61%bcdefg   | 287<br>50%cddeg      | 136<br>35%e                           | 149<br>35%e            | 42<br>19%            | 418<br>53%cddeg    | 190<br>30%e          |
| The amount of saturated fat in food            | 719<br>39%                                | 125<br>58%bcdefg   | 272<br>47%cddeg      | 151<br>39%eg                          | 141<br>33%eg           | 30<br>14%            | 396<br>50%cddeg    | 171<br>27%e          |
| Foods aimed at children including school meals | 498<br>27%                                | 90<br>42%bcdefg    | 184<br>32%cddeg      | 95<br>25%e                            | 100<br>24%e            | 28<br>13%            | 275<br>35%cddeg    | 127<br>20%e          |
| Net: Any                                       | 1270<br>70%                               | 182<br>85%cddeg    | 459<br>79%cddeg      | 259<br>67%eg                          | 278<br>66%eg           | 89<br>42%            | 641<br>81%cddeg    | 367<br>58%e          |
| None of these                                  | 398<br>22%                                | 19<br>9%           | 76<br>13%            | 92<br>24%abf                          | 100<br>24%abf          | 105<br>49%abcdfg     | 95<br>12%          | 205<br>32%abcdf      |
| Don't know                                     | 158<br>9%                                 | 13<br>6%           | 43<br>7%             | 34<br>9%                              | 46<br>11%af            | 20<br>9%             | 55<br>7%           | 66<br>10%f           |
| <b>Average number of mentions</b>              | <b>2.99</b>                               | <b>3.45bcdef</b>   | <b>3.09deg</b>       | <b>2.90e</b>                          | <b>2.78</b>            | <b>2.44</b>          | <b>3.20cddeg</b>   | <b>2.70</b>          |
| <b>Standard deviation</b>                      | <b>1.49</b>                               | <b>1.39</b>        | <b>1.48</b>          | <b>1.44</b>                           | <b>1.52</b>            | <b>1.44</b>          | <b>1.46</b>        | <b>1.51</b>          |
| <b>Standard error</b>                          | <b>0.04</b>                               | <b>0.10</b>        | <b>0.06</b>          | <b>0.09</b>                           | <b>0.09</b>            | <b>0.15</b>          | <b>0.05</b>        | <b>0.08</b>          |



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | FSA AWARE (Q.4) |              | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |              | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |             |
|--|-----------------|--------------|-----------------|---------|---------------------|--------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|-------------|
|  | Total           | Yes (a)      | No (b)          | Yes (c) | No (d)              | Yes (e)      | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n)   |
| Unweighted Base                                | 2044            | 1564         | 480             | -       | 2044                | 1564         | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256         |
| Weighted Base                                  | 1826            | 1421         | 405             | **      | 1826                | 1421         | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240         |
| The amount of sugar in food                    | 1011<br>55%     | 843<br>59%b  | 168<br>42%      | -<br>-  | 1011<br>55%         | 843<br>59%f  | 168<br>42%                                | 553<br>61%                       | 111<br>62%                        | 139<br>65%                       | 140<br>71%g             | 249<br>66%              | 245<br>67%      | 210<br>68%g           | 164<br>68%g |
| The amount of salt in food                     | 822<br>45%      | 681<br>48%b  | 141<br>35%      | -<br>-  | 822<br>45%          | 681<br>48%f  | 141<br>35%                                | 461<br>51%                       | 85<br>48%                         | 117<br>55%                       | 113<br>57%              | 212<br>56%              | 212<br>58%gh    | 174<br>56%            | 127<br>53%  |
| The amount of fat in food                      | 747<br>41%      | 608<br>43%b  | 140<br>34%      | -<br>-  | 747<br>41%          | 608<br>43%f  | 140<br>34%                                | 411<br>45%                       | 88<br>49%                         | 110<br>51%                       | 104<br>53%              | 202<br>54%g             | 197<br>53%g     | 165<br>53%g           | 110<br>46%  |
| The amount of saturated fat in food            | 719<br>39%      | 608<br>43%b  | 111<br>27%      | -<br>-  | 719<br>39%          | 608<br>43%f  | 111<br>27%                                | 432<br>48%                       | 93<br>52%                         | 115<br>54%n                      | 103<br>52%              | 203<br>54%gn            | 195<br>53%n     | 169<br>54%gn          | 106<br>44%  |
| Foods aimed at children including school meals | 498<br>27%      | 440<br>31%b  | 58<br>14%       | -<br>-  | 498<br>27%          | 440<br>31%f  | 58<br>14%                                 | 303<br>33%                       | 59<br>33%                         | 79<br>37%                        | 72<br>36%               | 141<br>38%              | 121<br>33%      | 113<br>37%            | 82<br>34%   |
| Net: Any                                       | 1270<br>70%     | 1033<br>73%b | 238<br>59%      | -<br>-  | 1270<br>70%         | 1033<br>73%f | 238<br>59%                                | 679<br>75%                       | 134<br>75%                        | 166<br>77%                       | 158<br>80%              | 302<br>80%g             | 289<br>78%      | 240<br>77%            | 197<br>82%g |
| None of these                                  | 398<br>22%      | 281<br>20%   | 117<br>29%a     | -<br>-  | 398<br>22%          | 281<br>20%   | 117<br>29%e                               | 155<br>17%jklm                   | 32<br>18%jkm                      | 33<br>16%                        | 20<br>10%               | 39<br>10%               | 46<br>12%       | 34<br>11%             | 34<br>14%   |
| Don't know                                     | 158<br>9%       | 108<br>8%    | 49<br>12%a      | -<br>-  | 158<br>9%           | 108<br>8%    | 49<br>12%e                                | 73<br>8%n                        | 12<br>7%                          | 15<br>7%                         | 20<br>10%n              | 35<br>9%n               | 34<br>9%n       | 36<br>12%n            | 9<br>4%     |
| <b>Average number of mentions</b>              | <b>2.99</b>     | <b>3.08b</b> | <b>2.60</b>     | -       | <b>2.99</b>         | <b>3.08f</b> | <b>2.60</b>                               | <b>3.18</b>                      | <b>3.25</b>                       | <b>3.37n</b>                     | <b>3.36n</b>            | <b>3.34n</b>            | <b>3.37n</b>    | <b>3.47gn</b>         | <b>2.99</b> |
| <b>Standard deviation</b>                      | <b>1.49</b>     | <b>1.49</b>  | <b>1.42</b>     | -       | <b>1.49</b>         | <b>1.49</b>  | <b>1.42</b>                               | <b>1.48</b>                      | <b>1.49</b>                       | <b>1.45</b>                      | <b>1.48</b>             | <b>1.46</b>             | <b>1.44</b>     | <b>1.36</b>           | <b>1.40</b> |
| <b>Standard error</b>                          | <b>0.04</b>     | <b>0.04</b>  | <b>0.09</b>     | -       | <b>0.04</b>         | <b>0.04</b>  | <b>0.09</b>                               | <b>0.05</b>                      | <b>0.12</b>                       | <b>0.11</b>                      | <b>0.11</b>             | <b>0.08</b>             | <b>0.08</b>     | <b>0.09</b>           | <b>0.10</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|  | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |               |
|--|-------------|-----------------------------------|--------------------------|-------------------|---------------|
|  |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d)  |
| Unweighted Base                                | 2044        | 1077                              | 647                      | 1724              | 320           |
| Weighted Base                                  | 1826        | 950                               | 606                      | 1556              | 270           |
| The amount of sugar in food                    | 1011<br>55% | 576<br>61%bd                      | 335<br>55%d              | 911<br>59%d       | 99<br>37%     |
| The amount of salt in food                     | 822<br>45%  | 496<br>52%bcd                     | 247<br>41%d              | 743<br>48%bd      | 79<br>29%     |
| The amount of fat in food                      | 747<br>41%  | 428<br>45%bd                      | 241<br>40%d              | 669<br>43%d       | 78<br>29%     |
| The amount of saturated fat in food            | 719<br>39%  | 424<br>45%bd                      | 232<br>38%d              | 656<br>42%d       | 62<br>23%     |
| Foods aimed at children including school meals | 498<br>27%  | 309<br>32%bd                      | 150<br>25%d              | 458<br>29%bd      | 40<br>15%     |
| Net: Any                                       | 1270<br>70% | 720<br>76%bd                      | 422<br>70%d              | 1142<br>73%d      | 128<br>48%    |
| None of these                                  | 398<br>22%  | 164<br>17%                        | 128<br>21%               | 292<br>19%        | 107<br>40%abc |
| Don't know                                     | 158<br>9%   | 66<br>7%                          | 57<br>9%                 | 123<br>8%         | 35<br>13%ac   |
| <b>Average number of mentions</b>              | <b>2.99</b> | <b>3.10bd</b>                     | <b>2.86</b>              | <b>3.01</b>       | <b>2.80</b>   |
| <b>Standard deviation</b>                      | <b>1.49</b> | <b>1.48</b>                       | <b>1.46</b>              | <b>1.48</b>       | <b>1.58</b>   |
| <b>Standard error</b>                          | <b>0.04</b> | <b>0.05</b>                       | <b>0.07</b>              | <b>0.04</b>       | <b>0.13</b>   |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | Total       | GENDER      |               | AGE          |              |               |               |             | SOCIAL GRADE |              |             |              | MARITAL STATUS |               |                    |
|---|-------------|-------------|---------------|--------------|--------------|---------------|---------------|-------------|--------------|--------------|-------------|--------------|----------------|---------------|--------------------|
|   |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f)  | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)    | C2<br>(j)   | DE<br>(k)    | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base                               | 2044        | 984         | 1060          | 308          | 320          | 408           | 491           | 517         | 347          | 546          | 383         | 768          | 1140           | 558           | 346                |
| Weighted Base                                 | 1826        | 887         | 939           | 266          | 338          | 434           | 452           | 335         | 357          | 564          | 365         | 539          | 1073           | 495           | 257                |
| Food waste                                    | 964<br>53%  | 439<br>49%  | 526<br>56%a   | 125<br>47%   | 168<br>50%   | 242<br>56%c   | 259<br>57%cd  | 171<br>51%  | 220<br>62%jk | 330<br>59%jk | 186<br>51%k | 229<br>42%   | 608<br>57%mn   | 227<br>46%    | 129<br>50%         |
| Animal welfare                                | 826<br>45%  | 365<br>41%  | 462<br>49%a   | 104<br>39%   | 133<br>39%   | 210<br>48%cd  | 239<br>53%cdg | 141<br>42%  | 192<br>54%jk | 283<br>50%jk | 158<br>43%k | 194<br>36%   | 500<br>47%     | 213<br>43%    | 113<br>44%         |
| Food prices                                   | 729<br>40%  | 332<br>37%  | 397<br>42%a   | 92<br>35%    | 145<br>43%cg | 194<br>45%cg  | 183<br>41%g   | 114<br>34%  | 125<br>35%   | 228<br>40%   | 150<br>41%  | 227<br>42%h  | 439<br>41%     | 196<br>40%    | 95<br>37%          |
| Food miles (e.g. the distance food travels)   | 408<br>22%  | 184<br>21%  | 225<br>24%    | 42<br>16%    | 57<br>17%    | 105<br>24%cd  | 124<br>27%cd  | 81<br>24%cd | 111<br>31%jk | 142<br>25%k  | 75<br>20%k  | 81<br>15%    | 266<br>25%mn   | 95<br>19%     | 48<br>19%          |
| Any other issue not previously seen\mentioned | 15<br>1%    | 7<br>1%     | 8<br>1%       | -<br>-       | -<br>-       | 2<br>1%       | 8<br>2%cd     | 4<br>1%cd   | 4<br>1%      | 5<br>1%      | -<br>-      | 6<br>1%j     | 11<br>1%       | 1<br>*        | 3<br>1%            |
| Net: Any                                      | 1383<br>76% | 640<br>72%  | 744<br>79%a   | 180<br>68%   | 249<br>74%   | 349<br>80%cdg | 365<br>81%cdg | 240<br>72%  | 301<br>84%jk | 459<br>82%jk | 264<br>72%  | 360<br>67%   | 849<br>79%mn   | 353<br>71%    | 181<br>70%         |
| None of these                                 | 314<br>17%  | 188<br>21%b | 126<br>13%    | 63<br>24%ef  | 63<br>19%f   | 63<br>15%     | 59<br>13%     | 67<br>20%ef | 40<br>11%    | 65<br>12%    | 77<br>21%hi | 132<br>25%hi | 155<br>14%     | 106<br>21%l   | 53<br>21%l         |
| Don't know                                    | 128<br>7%   | 59<br>7%    | 69<br>7%      | 23<br>9%     | 26<br>8%     | 23<br>5%      | 28<br>6%      | 28<br>9%    | 17<br>5%     | 39<br>7%     | 25<br>7%    | 48<br>9%h    | 69<br>6%       | 36<br>7%      | 23<br>9%           |
| <b>Average number of mentions</b>             | <b>2.13</b> | <b>2.07</b> | <b>2.18</b>   | <b>2.01</b>  | <b>2.02</b>  | <b>2.16</b>   | <b>2.23cd</b> | <b>2.13</b> | <b>2.17</b>  | <b>2.15</b>  | <b>2.15</b> | <b>2.05</b>  | <b>2.15</b>    | <b>2.08</b>   | <b>2.14</b>        |
| <b>Standard deviation</b>                     | <b>1.05</b> | <b>1.05</b> | <b>1.05</b>   | <b>1.02</b>  | <b>1.04</b>  | <b>1.09</b>   | <b>1.05</b>   | <b>1.03</b> | <b>1.06</b>  | <b>1.04</b>  | <b>1.05</b> | <b>1.06</b>  | <b>1.05</b>    | <b>1.09</b>   | <b>0.99</b>        |
| <b>Standard error</b>                         | <b>0.03</b> | <b>0.04</b> | <b>0.04</b>   | <b>0.07</b>  | <b>0.07</b>  | <b>0.06</b>   | <b>0.05</b>   | <b>0.05</b> | <b>0.06</b>  | <b>0.05</b>  | <b>0.06</b> | <b>0.05</b>  | <b>0.04</b>    | <b>0.06</b>   | <b>0.06</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total       | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |              | COUNTRY      |              |             |               | ADDITIONAL COUNTRY   |              |
|---|-------------|----------------|---------------|-------------|-----------------------|-------------|-------------------|-------------|--------------|--------------|--------------|--------------|-------------|---------------|----------------------|--------------|
|   |             | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)    | Yes (f)           | No (g)      | Rural (h)    | Urban (i)    | England (j)  | Scotland (k) | Wales (l)   | NI (m)        | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                               | 2044        | 693            | 244           | 1107        | 584                   | 1460        | 1608              | 436         | 497          | 1547         | 1808         | -            | 110         | 126           | 2044                 | -            |
| Weighted Base                                 | 1826        | 741            | 233           | 852         | 577                   | 1249        | 1433              | 393         | 441          | 1385         | 1678         | -**          | 88*         | 60            | 1826                 | -**          |
| Food waste                                    | 964         | 392            | 144           | 428         | 297                   | 667         | 789               | 176         | 224          | 741          | 904          | -            | 24          | 36            | 964                  | -            |
|   | 53%         | 53%            | 62%ac         | 50%         | 51%                   | 53%         | 55%g              | 45%         | 51%          | 53%          | 54%l         | -            | 27%         | 61%l          | 53%                  | -            |
| Animal welfare                                | 826         | 337            | 119           | 370         | 229                   | 598         | 667               | 159         | 195          | 631          | 765          | -            | 28          | 33            | 826                  | -            |
|   | 45%         | 46%            | 51%c          | 43%         | 40%                   | 48%d        | 47%g              | 41%         | 44%          | 46%          | 46%l         | -            | 32%         | 55%jl         | 45%                  | -            |
| Food prices                                   | 729         | 285            | 108           | 336         | 248                   | 481         | 608               | 121         | 140          | 589          | 670          | -            | 26          | 33            | 729                  | -            |
|   | 40%         | 38%            | 46%ac         | 39%         | 43%                   | 38%         | 42%g              | 31%         | 32%          | 43%h         | 40%l         | -            | 29%         | 55%jl         | 40%                  | -            |
| Food miles (e.g. the distance food travels)   | 408         | 165            | 62            | 181         | 104                   | 304         | 337               | 72          | 92           | 317          | 378          | -            | 8           | 22            | 408                  | -            |
|   | 22%         | 22%            | 27%           | 21%         | 18%                   | 24%d        | 23%g              | 18%         | 21%          | 23%          | 23%l         | -            | 10%         | 37%jl         | 22%                  | -            |
| Any other issue not previously seen/mentioned | 15          | 5              | -             | 9           | 2                     | 12          | 10                | 5           | 4            | 10           | 14           | -            | 1           | -             | 15                   | -            |
|   | 1%          | 1%             | -             | 1%          | *                     | 1%          | 1%                | 1%          | 1%           | 1%           | 1%           | -            | 1%          | -             | 1%                   | -            |
| Net: Any                                      | 1383        | 569            | 194           | 621         | 426                   | 957         | 1107              | 276         | 325          | 1058         | 1284         | -            | 53          | 46            | 1383                 | -            |
|   | 76%         | 77%            | 83%ac         | 73%         | 74%                   | 77%         | 77%g              | 70%         | 74%          | 76%          | 77%l         | -            | 60%         | 77%l          | 76%                  | -            |
| None of these                                 | 314         | 117            | 32            | 165         | 104                   | 211         | 225               | 89          | 86           | 229          | 275          | -            | 27          | 13            | 314                  | -            |
|   | 17%         | 16%            | 14%           | 19%         | 18%                   | 17%         | 16%               | 23%f        | 19%          | 17%          | 16%          | -            | 31%j        | 21%           | 17%                  | -            |
| Don't know                                    | 128         | 54             | 7             | 67          | 47                    | 81          | 100               | 28          | 30           | 98           | 119          | -            | 8           | 1             | 128                  | -            |
|   | 7%          | 7%b            | 3%            | 8%b         | 8%                    | 6%          | 7%                | 7%          | 7%           | 7%           | 7% <i>m</i>  | -            | 9% <i>m</i> | 2%            | 7%                   | -            |
| <b>Average number of mentions</b>             | <b>2.13</b> | <b>2.08</b>    | <b>2.24</b>   | <b>2.14</b> | <b>2.07</b>           | <b>2.16</b> | <b>2.18g</b>      | <b>1.93</b> | <b>2.01</b>  | <b>2.16h</b> | <b>2.13l</b> | -            | <b>1.64</b> | <b>2.71jl</b> | <b>2.13</b>          | -            |
| <b>Standard deviation</b>                     | <b>1.05</b> | <b>1.05</b>    | <b>1.06</b>   | <b>1.05</b> | <b>1.05</b>           | <b>1.05</b> | <b>1.07</b>       | <b>0.96</b> | <b>0.97</b>  | <b>1.07</b>  | <b>1.04</b>  | -            | <b>0.90</b> | <b>1.15</b>   | <b>1.05</b>          | -            |
| <b>Standard error</b>                         | <b>0.03</b> | <b>0.05</b>    | <b>0.08</b>   | <b>0.04</b> | <b>0.05</b>           | <b>0.03</b> | <b>0.03</b>       | <b>0.06</b> | <b>0.05</b>  | <b>0.03</b>  | <b>0.03</b>  | -            | <b>0.11</b> | <b>0.12</b>   | <b>0.03</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |                 |                   |                   | ETHNICITY    |                           |
|---|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|-----------------|-------------------|-------------------|--------------|---------------------------|
|   |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)   | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                                     | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274             | 284               | 195               | 1810         | 225                       |
| Weighted Base                                       | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242             | 270               | 188               | 1599         | 218                       |
| Food waste  | 964<br>53%  | 38<br>43%         | 130<br>57%a       | 78<br>48%                    | 71<br>47%               | 91<br>56%               | 95<br>50%                 | 137<br>57%a     | 164<br>61%acdf    | 100<br>53%        | 846<br>53%   | 116<br>53%                |
| Animal welfare                                      | 826<br>45%  | 32<br>36%         | 115<br>51%ag      | 71<br>44%                    | 62<br>42%               | 71<br>43%               | 88<br>47%                 | 94<br>39%       | 145<br>54%adeg    | 87<br>46%         | 766<br>48%k  | 59<br>27%                 |
| Food prices   | 729<br>40%  | 28<br>32%         | 105<br>46%achi    | 51<br>31%                    | 58<br>39%               | 76<br>46%achi           | 78<br>41%                 | 119<br>49%acdhi | 96<br>35%         | 60<br>32%         | 621<br>39%   | 104<br>48%j               |
| Food miles (e.g. the<br>distance food travels)      | 408<br>22%  | 6<br>7%           | 51<br>23%a        | 34<br>21%a                   | 34<br>22%a              | 27<br>17%a              | 51<br>27%ae               | 55<br>23%a      | 71<br>26%ae       | 50<br>27%ae       | 374<br>23%k  | 33<br>15%                 |
| Any other issue not<br>previously<br>seen\mentioned | 15<br>1%    | 2<br>2%           | 2<br>1%           | 1<br>1%                      | 1<br>1%                 | 1<br>1%                 | 1<br>1%                   | 1<br>*          | 3<br>1%           | 2<br>1%           | 13<br>1%     | 1<br>1%                   |
| Net: Any  | 1383<br>76% | 61<br>68%         | 180<br>79%ac      | 111<br>69%                   | 107<br>71%              | 124<br>75%              | 143<br>76%                | 193<br>80%ac    | 221<br>82%acd     | 144<br>77%        | 1218<br>76%  | 160<br>74%                |
| None of these                                       | 314<br>17%  | 24<br>28%befghi   | 39<br>17%         | 37<br>23%ghi                 | 29<br>19%               | 25<br>15%               | 30<br>16%                 | 31<br>13%       | 32<br>12%         | 27<br>14%         | 278<br>17%   | 33<br>15%                 |
| Don't know  | 128<br>7%   | 3<br>4%           | 7<br>3%           | 13<br>8%b                    | 14<br>10%b              | 15<br>9%b               | 15<br>8%b                 | 18<br>7%        | 16<br>6%          | 17<br>9%b         | 103<br>6%    | 25<br>11%j                |
| <b>Average number of<br/>mentions</b>               | <b>2.13</b> | <b>1.76</b>       | <b>2.23a</b>      | <b>2.11a</b>                 | <b>2.11a</b>            | <b>2.15a</b>            | <b>2.20a</b>              | <b>2.10a</b>    | <b>2.16a</b>      | <b>2.07a</b>      | <b>2.15k</b> | <b>1.96</b>               |
| <b>Standard deviation</b>                           | <b>1.05</b> | <b>0.94</b>       | <b>1.11</b>       | <b>1.02</b>                  | <b>1.10</b>             | <b>0.99</b>             | <b>1.15</b>               | <b>1.03</b>     | <b>1.04</b>       | <b>0.93</b>       | <b>1.04</b>  | <b>1.09</b>               |
| <b>Standard error</b>                               | <b>0.03</b> | <b>0.12</b>       | <b>0.08</b>       | <b>0.09</b>                  | <b>0.10</b>             | <b>0.09</b>             | <b>0.10</b>               | <b>0.07</b>     | <b>0.07</b>       | <b>0.08</b>       | <b>0.03</b>  | <b>0.08</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |   |                           |                         |                          |                            |
|---|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|   | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                               | 2044  | 301                   | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base                                 | 1826  | 256                   | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| Food waste                                    | 964<br>53%                                      | 178<br>70%bcdefg      | 381<br>60%cdeg          | 198<br>51%deg                               | 143<br>42%e               | 63<br>33%               | 560<br>63%cdeg           | 205<br>38%                 |
| Animal welfare                                | 826<br>45%                                      | 152<br>59%bcdefg      | 302<br>48%ceg           | 155<br>40%                                  | 144<br>42%                | 72<br>38%               | 454<br>51%cdeg           | 216<br>41%                 |
| Food prices                                   | 729<br>40%                                      | 147<br>57%bcdefg      | 288<br>46%cdeg          | 132<br>34%e                                 | 116<br>34%e               | 45<br>24%               | 435<br>49%cdeg           | 161<br>30%                 |
| Food miles (e.g. the distance food travels)   | 408<br>22%                                      | 84<br>33%bcdeg        | 165<br>26%cdeg          | 69<br>18%                                   | 65<br>19%                 | 27<br>14%               | 248<br>28%cdeg           | 92<br>17%                  |
| Any other issue not previously seen/mentioned | 15<br>1%  | 2<br>1%               | 6<br>1%                 | 3<br>1%                                     | 3<br>1%                   | 1<br>*                  | 9<br>1%                  | 3<br>1%                    |
| Net: Any                                      | 1383<br>76%                                     | 234<br>92%bcdefg      | 528<br>83%cdeg          | 272<br>70%e                                 | 242<br>71%e               | 104<br>55%              | 762<br>86%cdeg           | 346<br>65%e                |
| None of these                                 | 314<br>17%                                      | 12<br>5%              | 61<br>10%a              | 80<br>21%abf                                | 76<br>22%abf              | 80<br>42%abcdfg         | 73<br>8%a                | 157<br>29%abcdf            |
| Don't know                                    | 128<br>7%                                       | 10<br>4%              | 43<br>7%                | 38<br>10%aefg                               | 25<br>7%                  | 7<br>3%                 | 53<br>6%                 | 31<br>6%                   |
| <b>Average number of mentions</b>             | <b>2.13</b>                                     | <b>2.41bcdef</b>      | <b>2.17dg</b>           | <b>2.04</b>                                 | <b>1.95</b>               | <b>1.99</b>             | <b>2.24cdeg</b>          | <b>1.96</b>                |
| <b>Standard deviation</b>                     | <b>1.05</b>                                     | <b>1.13</b>           | <b>1.09</b>             | <b>0.98</b>                                 | <b>0.94</b>               | <b>1.01</b>             | <b>1.10</b>              | <b>0.96</b>                |
| <b>Standard error</b>                         | <b>0.03</b>                                     | <b>0.07</b>           | <b>0.05</b>             | <b>0.06</b>                                 | <b>0.06</b>               | <b>0.10</b>             | <b>0.04</b>              | <b>0.05</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|---|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|   | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                               | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base                                 | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| Food waste                                    | 964                                       | 149                   | 352                     | 193   | 198                       | 71                      | 500                      | 269                        |
|   | 53%                                       | 69%bcdeg              | 61%cdeg                 | 50%eg                                       | 47%e                      | 33%                     | 63%cdeg                  | 42%e                       |
| Animal welfare                                | 826                                       | 118                   | 287                     | 163   | 183                       | 75                      | 404                      | 257                        |
|   | 45%                                       | 55%cdeg               | 50%cdeg                 | 42%   | 43%e                      | 35%                     | 51%cdeg                  | 40%                        |
| Food prices                                   | 729                                       | 115                   | 270                     | 139   | 149                       | 56                      | 384                      | 204                        |
|   | 40%                                       | 54%cdeg               | 47%cdeg                 | 36%e  | 35%e                      | 26%                     | 49%cdeg                  | 32%                        |
| Food miles (e.g. the distance food travels)   | 408                                       | 68                    | 141                     | 84  | 89                        | 26                      | 209                      | 115                        |
|   | 22%                                       | 32%bcdeg              | 24%eg                   | 22%e  | 21%e                      | 12%                     | 26%deg                   | 18%e                       |
| Any other issue not previously seen/mentioned | 15  | 2                     | 5                       | 2   | 5                         | -                       | 7                        | 5                          |
|   | 1%  | 1%                    | 1%                      | 1%  | 1%                        | -                       | 1%                       | 1%                         |
| Net: Any                                      | 1383                                      | 191                   | 480                     | 277   | 313                       | 120                     | 670                      | 433                        |
|   | 76%                                       | 89%bcdeg              | 83%cdeg                 | 72%e  | 74%eg                     | 56%                     | 85%cdeg                  | 68%e                       |
| None of these                                 | 314                                       | 9                     | 63                      | 74  | 77                        | 86                      | 73                       | 163                        |
|   | 17%                                       | 4%                    | 11%a                    | 19%abf                                      | 18%abf                    | 40%abcdfg               | 9%a                      | 26%abcdf                   |
| Don't know                                    | 128                                       | 14                    | 34                      | 34  | 35                        | 7                       | 48                       | 42                         |
|   | 7%  | 6%                    | 6%                      | 9%e   | 8%e                       | 4%                      | 6%                       | 7%                         |
| <b>Average number of mentions</b>             | <b>2.13</b>                               | <b>2.37cdeg</b>       | <b>2.20deg</b>          | <b>2.11e</b>                                | <b>1.99</b>               | <b>1.89</b>             | <b>2.24deg</b>           | <b>1.96</b>                |
| <b>Standard deviation</b>                     | <b>1.05</b>                               | <b>1.12</b>           | <b>1.07</b>             | <b>1.03</b>                                 | <b>1.01</b>               | <b>0.95</b>             | <b>1.09</b>              | <b>0.99</b>                |
| <b>Standard error</b>                         | <b>0.03</b>                               | <b>0.08</b>           | <b>0.05</b>             | <b>0.06</b>                                 | <b>0.06</b>               | <b>0.08</b>             | <b>0.04</b>              | <b>0.05</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|   | FSA AWARE (Q.4) |                         | FSS AWARE (Q.4)  |         | FSS/FSA AWARE (Q.4) |                         | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                          |                         |                          |                   |
|---|-----------------|-------------------------|------------------|---------|---------------------|-------------------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|--------------------------|-------------------------|--------------------------|-------------------|
|   | Total           | Yes (a)                 | No (b)           | Yes (c) | No (d)              | Yes (e)                 | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k)  | Date labels (l)         | Country of origin (m)    | Other (n)         |
| Unweighted Base                               | 2044            | 1564                    | 480              | -       | 2044                | 1564                    | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                      | 387                     | 319                      | 256               |
| Weighted Base                                 | 1826            | 1421                    | 405              | -**     | 1826                | 1421                    | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                      | 369                     | 310                      | 240               |
| Food waste                                    | 964             | 807                     | 157              | -       | 964                 | 807                     | 157                                       | 540                              | 104                               | 139                              | 130                     | 242                      | 230                     | 194                      | 147               |
|   | 53%             | 57% <sup>b</sup>        | 39%              | -       | 53%                 | 57% <sup>f</sup>        | 39%                                       | 59%                              | 58%                               | 65%                              | 66%                     | 64%                      | 62%                     | 63%                      | 61%               |
| Animal welfare                                | 826             | 709                     | 117              | -       | 826                 | 709                     | 117                                       | 471                              | 89                                | 114                              | 118                     | 216                      | 207                     | 193                      | 133               |
|   | 45%             | 50% <sup>b</sup>        | 29%              | -       | 45%                 | 50% <sup>f</sup>        | 29%                                       | 52%                              | 50%                               | 53%                              | 60%                     | 57%                      | 56%                     | 62% <sup>ghi</sup>       | 55%               |
| Food prices                                   | 729             | 580                     | 149              | -       | 729                 | 580                     | 149                                       | 399                              | 89                                | 98                               | 98                      | 176                      | 176                     | 141                      | 99                |
|   | 40%             | 41%                     | 37%              | -       | 40%                 | 41%                     | 37%                                       | 44%                              | 50%                               | 46%                              | 50%                     | 47%                      | 48%                     | 45%                      | 41%               |
| Food miles (e.g. the distance food travels)   | 408             | 356                     | 53               | -       | 408                 | 356                     | 53  | 241                              | 54                                | 69                               | 63                      | 131                      | 113                     | 116                      | 63                |
|   | 22%             | 25% <sup>b</sup>        | 13%              | -       | 22%                 | 25% <sup>f</sup>        | 13%                                       | 27%                              | 30%                               | 32%                              | 32%                     | 35% <sup>gn</sup>        | 31%                     | 38% <sup>gn</sup>        | 26%               |
| Any other issue not previously seen\mentioned | 15              | 14                      | 1                | -       | 15                  | 14                      | 1   | 9                                | 1                                 | 2                                | 1                       | 5                        | 5                       | 4                        | 7                 |
|   | 1%              | 1%                      | *                | -       | 1%                  | 1%                      | *   | 1%                               | *                                 | 1%                               | 1%                      | 1%                       | 1%                      | 1%                       | 3% <sup>g</sup>   |
| Net: Any                                      | 1383            | 1122                    | 262              | -       | 1383                | 1122                    | 262                                       | 734                              | 139                               | 176                              | 169                     | 318                      | 308                     | 264                      | 209               |
|   | 76%             | 79% <sup>b</sup>        | 65%              | -       | 76%                 | 79% <sup>f</sup>        | 65%                                       | 81%                              | 78%                               | 82%                              | 86%                     | 85% <sup>h</sup>         | 84%                     | 85% <sup>h</sup>         | 87% <sup>gh</sup> |
| None of these                                 | 314             | 216                     | 98               | -       | 314                 | 216                     | 98  | 119                              | 25                                | 26                               | 15                      | 36                       | 37                      | 29                       | 24                |
|   | 17%             | 15%                     | 24% <sup>a</sup> | -       | 17%                 | 15%                     | 24% <sup>e</sup>                          | 13% <sup>j</sup>                 | 14% <sup>j</sup>                  | 12%                              | 8%                      | 10%                      | 10%                     | 10%                      | 10%               |
| Don't know                                    | 128             | 83                      | 45               | -       | 128                 | 83                      | 45  | 54                               | 15                                | 13                               | 13                      | 21                       | 23                      | 16                       | 8                 |
|   | 7%              | 6%                      | 11% <sup>a</sup> | -       | 7%                  | 6%                      | 11% <sup>e</sup>                          | 6%                               | 8% <sup>n</sup>                   | 6%                               | 7%                      | 6%                       | 6%                      | 5%                       | 3%                |
| <b>Average number of mentions</b>             | <b>2.13</b>     | <b>2.20<sup>b</sup></b> | <b>1.82</b>      | -       | <b>2.13</b>         | <b>2.20<sup>f</sup></b> | <b>1.82</b>                               | <b>2.26</b>                      | <b>2.43<sup>n</sup></b>           | <b>2.40<sup>n</sup></b>          | <b>2.43<sup>n</sup></b> | <b>2.42<sup>gn</sup></b> | <b>2.37<sup>n</sup></b> | <b>2.45<sup>gn</sup></b> | <b>2.16</b>       |
| <b>Standard deviation</b>                     | <b>1.05</b>     | <b>1.05</b>             | <b>1.00</b>      | -       | <b>1.05</b>         | <b>1.05</b>             | <b>1.00</b>                               | <b>1.06</b>                      | <b>1.08</b>                       | <b>1.10</b>                      | <b>1.03</b>             | <b>1.08</b>              | <b>1.06</b>             | <b>1.07</b>              | <b>1.06</b>       |
| <b>Standard error</b>                         | <b>0.03</b>     | <b>0.03</b>             | <b>0.06</b>      | -       | <b>0.03</b>         | <b>0.03</b>             | <b>0.06</b>                               | <b>0.04</b>                      | <b>0.09</b>                       | <b>0.08</b>                      | <b>0.08</b>             | <b>0.06</b>              | <b>0.06</b>             | <b>0.07</b>              | <b>0.07</b>       |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

|   | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|---|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|   |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base                                     | 2044        | 1077                              | 647                      | 1724              | 320          |
| Weighted Base                                       | 1826        | 950                               | 606                      | 1556              | 270          |
| Food waste  | 964<br>53%  | 555<br>58%bd                      | 316<br>52%d              | 871<br>56%d       | 93<br>34%    |
| Animal welfare                                      | 826<br>45%  | 461<br>48%d                       | 278<br>46%d              | 739<br>47%d       | 87<br>32%    |
| Food prices   | 729<br>40%  | 418<br>44%bd                      | 234<br>39%d              | 652<br>42%d       | 77<br>29%    |
| Food miles (e.g. the<br>distance food travels)      | 408<br>22%  | 246<br>26%bd                      | 122<br>20%               | 368<br>24%d       | 40<br>15%    |
| Any other issue not<br>previously<br>seen\mentioned | 15<br>1%    | 7<br>1%                           | 8<br>1%                  | 15<br>1%          | -<br>-       |
| Net: Any  | 1383<br>76% | 759<br>80%d                       | 474<br>78%d              | 1234<br>79%d      | 150<br>56%   |
| None of these                                       | 314<br>17%  | 134<br>14%                        | 94<br>16%                | 229<br>15%        | 86<br>32%abc |
| Don't know  | 128<br>7%   | 57<br>6%                          | 38<br>6%                 | 94<br>6%          | 34<br>13%abc |
| <b>Average number of<br/>mentions</b>               | <b>2.13</b> | <b>2.22bd</b>                     | <b>2.02</b>              | <b>2.15b</b>      | <b>1.99</b>  |
| <b>Standard deviation</b>                           | <b>1.05</b> | <b>1.07</b>                       | <b>1.01</b>              | <b>1.05</b>       | <b>1.04</b>  |
| <b>Standard error</b>                               | <b>0.03</b> | <b>0.04</b>                       | <b>0.05</b>              | <b>0.03</b>       | <b>0.08</b>  |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | GENDER      |               | AGE          |              |               |               |              | SOCIAL GRADE |              |             |              | MARITAL STATUS |               |                    |
|--|-------------|-------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|--------------|-------------|--------------|----------------|---------------|--------------------|
|  |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f)  | 66+<br>(g)   | AB<br>(h)    | C1<br>(i)    | C2<br>(j)   | DE<br>(k)    | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base                                | 2044        | 984         | 1060          | 308          | 320          | 408           | 491           | 517          | 347          | 546          | 383         | 768          | 1140           | 558           | 346                |
| Weighted Base                                  | 1826        | 887         | 939           | 266          | 338          | 434           | 452           | 335          | 357          | 564          | 365         | 539          | 1073           | 495           | 257                |
| The amount of sugar in food                    | 1011<br>55% | 452<br>51%  | 559<br>59%a   | 113<br>42%   | 185<br>55%c  | 267<br>61%cg  | 270<br>60%cg  | 176<br>53%cd | 225<br>63%jk | 343<br>61%jk | 193<br>53%k | 250<br>46%   | 645<br>60%m    | 225<br>45%    | 141<br>55%m        |
| Food waste                                     | 964<br>53%  | 439<br>49%  | 526<br>56%a   | 125<br>47%   | 168<br>50%   | 242<br>56%c   | 259<br>57%cd  | 171<br>51%   | 220<br>62%jk | 330<br>59%jk | 186<br>51%k | 229<br>42%   | 608<br>57%mn   | 227<br>46%    | 129<br>50%         |
| Animal welfare                                 | 826<br>45%  | 365<br>41%  | 462<br>49%a   | 104<br>39%   | 133<br>39%   | 210<br>48%cd  | 239<br>53%cdg | 141<br>42%   | 192<br>54%jk | 283<br>50%jk | 158<br>43%k | 194<br>36%   | 500<br>47%     | 213<br>43%    | 113<br>44%         |
| The amount of salt in food                     | 822<br>45%  | 362<br>41%  | 459<br>49%a   | 73<br>27%    | 146<br>43%cd | 212<br>49%cd  | 237<br>52%cdg | 154<br>46%cd | 170<br>48%k  | 283<br>50%k  | 167<br>46%k | 202<br>37%   | 530<br>49%mn   | 171<br>35%    | 121<br>47%mn       |
| The amount of fat in food                      | 747<br>41%  | 314<br>35%  | 433<br>46%a   | 84<br>32%    | 131<br>39%   | 194<br>45%cd  | 206<br>46%cd  | 132<br>39%cd | 152<br>43%   | 247<br>44%k  | 147<br>40%  | 200<br>37%   | 466<br>43%mn   | 176<br>35%    | 105<br>41%         |
| Food prices                                    | 729<br>40%  | 332<br>37%  | 397<br>42%a   | 92<br>35%    | 145<br>43%cd | 194<br>45%cd  | 183<br>41%g   | 114<br>34%   | 125<br>35%   | 228<br>40%   | 150<br>41%  | 227<br>42%h  | 439<br>41%     | 196<br>40%    | 95<br>37%          |
| The amount of saturated fat in food            | 719<br>39%  | 312<br>35%  | 407<br>43%a   | 70<br>26%    | 124<br>37%cd | 200<br>46%cdg | 198<br>44%cd  | 126<br>38%cd | 168<br>47%jk | 240<br>43%k  | 141<br>39%k | 170<br>31%   | 461<br>43%mn   | 164<br>33%    | 94<br>37%          |
| Foods aimed at children including school meals | 498<br>27%  | 223<br>25%  | 276<br>29%a   | 46<br>17%    | 108<br>32%cd | 157<br>36%cdg | 124<br>27%cd  | 63<br>19%    | 117<br>33%jk | 164<br>29%k  | 90<br>25%   | 128<br>24%   | 333<br>31%mn   | 105<br>21%    | 61<br>24%          |
| Food miles (e.g. the distance food travels)    | 408<br>22%  | 184<br>21%  | 225<br>24%    | 42<br>16%    | 57<br>17%    | 105<br>24%cd  | 124<br>27%cd  | 81<br>24%cd  | 111<br>31%jk | 142<br>25%k  | 75<br>20%k  | 81<br>15%    | 266<br>25%mn   | 95<br>19%     | 48<br>19%          |
| Any other issue not previously seen/mentioned  | 15<br>1%    | 7<br>1%     | 8<br>1%       | -<br>-       | -<br>-       | 2<br>1%       | 8<br>2%cd     | 4<br>1%cd    | 4<br>1%      | 5<br>1%      | -<br>-      | 6<br>1%j     | 11<br>1%       | 1<br>*        | 3<br>1%            |
| Net: Any                                       | 1508<br>83% | 705<br>80%  | 803<br>86%a   | 197<br>74%   | 273<br>81%cd | 379<br>87%cdg | 393<br>87%cdg | 266<br>79%   | 321<br>90%jk | 495<br>88%jk | 288<br>79%  | 404<br>75%   | 914<br>85%mn   | 384<br>78%    | 211<br>82%         |
| None of these                                  | 259<br>14%  | 156<br>18%b | 104<br>11%    | 54<br>21%ef  | 55<br>16%f   | 50<br>12%     | 46<br>10%     | 54<br>16%f   | 28<br>8%     | 54<br>10%    | 62<br>17%hi | 115<br>21%hi | 134<br>12%     | 90<br>18%l    | 36<br>14%          |
| Don't know                                     | 58<br>3%    | 26<br>3%    | 32<br>3%      | 15<br>6%e    | 11<br>3%     | 5<br>1%       | 13<br>3%      | 15<br>4%e    | 8<br>2%      | 15<br>3%     | 15<br>4%    | 20<br>4%     | 26<br>2%       | 22<br>4%l     | 11<br>4%           |
| <b>Average number of mentions</b>              | <b>4.47</b> | <b>4.24</b> | <b>4.67a</b>  | <b>3.81</b>  | <b>4.38c</b> | <b>4.70c</b>  | <b>4.71c</b>  | <b>4.37c</b> | <b>4.62k</b> | <b>4.58k</b> | <b>4.53</b> | <b>4.17</b>  | <b>4.66m</b>   | <b>4.10</b>   | <b>4.32</b>        |
| <b>Standard deviation</b>                      | <b>2.48</b> | <b>2.52</b> | <b>2.41</b>   | <b>2.34</b>  | <b>2.50</b>  | <b>2.54</b>   | <b>2.45</b>   | <b>2.40</b>  | <b>2.40</b>  | <b>2.44</b>  | <b>2.48</b> | <b>2.55</b>  | <b>2.47</b>    | <b>2.49</b>   | <b>2.38</b>        |
| <b>Standard error</b>                          | <b>0.06</b> | <b>0.09</b> | <b>0.08</b>   | <b>0.16</b>  | <b>0.16</b>  | <b>0.14</b>   | <b>0.12</b>   | <b>0.12</b>  | <b>0.14</b>  | <b>0.11</b>  | <b>0.14</b> | <b>0.11</b>  | <b>0.08</b>    | <b>0.12</b>   | <b>0.14</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | WORKING STATUS          |                          |             | CHILDREN IN HOUSEHOLD   |                         | PRINCIPAL SHOPPER        |                        | TYPE OF AREA |                         | COUNTRY                  |              |                        |                          | ADDITIONAL COUNTRY   |              |
|--|-------------|-------------------------|--------------------------|-------------|-------------------------|-------------------------|--------------------------|------------------------|--------------|-------------------------|--------------------------|--------------|------------------------|--------------------------|----------------------|--------------|
|  |             | Full time (a)           | Part time (b)            | Other (c)   | Any (d)                 | None (e)                | Yes (f)                  | No (g)                 | Rural (h)    | Urban (i)               | England (j)              | Scotland (k) | Wales (l)              | NI (m)                   | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                                | 2044        | 693                     | 244                      | 1107        | 584                     | 1460                    | 1608                     | 436                    | 497          | 1547                    | 1808                     | -            | 110                    | 126                      | 2044                 | -            |
| Weighted Base                                  | 1826        | 741                     | 233                      | 852         | 577                     | 1249                    | 1433                     | 393                    | 441          | 1385                    | 1678                     | -**          | 88*                    | 60                       | 1826                 | -**          |
| The amount of sugar in food                    | 1011<br>55% | 409<br>55%              | 143<br>61% <sup>c</sup>  | 458<br>54%  | 337<br>58%              | 674<br>54%              | 834<br>58% <sup>g</sup>  | 177<br>45%             | 226<br>51%   | 784<br>57% <sup>h</sup> | 934<br>56%               | -            | 43<br>49%              | 34<br>57%                | 1011<br>55%          | -            |
| Food waste                                     | 964<br>53%  | 392<br>53%              | 144<br>62% <sup>ac</sup> | 428<br>50%  | 297<br>51%              | 667<br>53%              | 789<br>55% <sup>g</sup>  | 176<br>45%             | 224<br>51%   | 741<br>53%              | 904<br>54% <sup>l</sup>  | -            | 24<br>27%              | 36<br>61% <sup>l</sup>   | 964<br>53%           | -            |
| Animal welfare                                 | 826<br>45%  | 337<br>46%              | 119<br>51% <sup>c</sup>  | 370<br>43%  | 229<br>40%              | 598<br>48% <sup>d</sup> | 667<br>47% <sup>g</sup>  | 159<br>41%             | 195<br>44%   | 631<br>46%              | 765<br>46% <sup>l</sup>  | -            | 28<br>32%              | 33<br>55% <sup>jl</sup>  | 826<br>45%           | -            |
| The amount of salt in food                     | 822<br>45%  | 331<br>45%              | 122<br>53% <sup>ac</sup> | 369<br>43%  | 263<br>46%              | 558<br>45%              | 685<br>48% <sup>g</sup>  | 137<br>35%             | 181<br>41%   | 641<br>46%              | 759<br>45%               | -            | 31<br>35%              | 31<br>52% <sup>l</sup>   | 822<br>45%           | -            |
| The amount of fat in food                      | 747<br>41%  | 299<br>40%              | 111<br>47% <sup>c</sup>  | 337<br>40%  | 243<br>42%              | 504<br>40%              | 627<br>44% <sup>g</sup>  | 120<br>31%             | 154<br>35%   | 593<br>43% <sup>h</sup> | 694<br>41% <sup>l</sup>  | -            | 21<br>24%              | 32<br>53% <sup>jl</sup>  | 747<br>41%           | -            |
| Food prices                                    | 729<br>40%  | 285<br>38%              | 108<br>46% <sup>ac</sup> | 336<br>39%  | 248<br>43%              | 481<br>38%              | 608<br>42% <sup>g</sup>  | 121<br>31%             | 140<br>32%   | 589<br>43% <sup>h</sup> | 670<br>40% <sup>l</sup>  | -            | 26<br>29%              | 33<br>55% <sup>jl</sup>  | 729<br>40%           | -            |
| The amount of saturated fat in food            | 719<br>39%  | 303<br>41%              | 106<br>45% <sup>c</sup>  | 310<br>36%  | 246<br>43%              | 473<br>38%              | 603<br>42% <sup>g</sup>  | 116<br>30%             | 149<br>34%   | 570<br>41% <sup>h</sup> | 665<br>40% <sup>l</sup>  | -            | 23<br>26%              | 31<br>52% <sup>jl</sup>  | 719<br>39%           | -            |
| Foods aimed at children including school meals | 498<br>27%  | 220<br>30% <sup>c</sup> | 76<br>33% <sup>c</sup>   | 203<br>24%  | 223<br>39% <sup>e</sup> | 275<br>22%              | 420<br>29% <sup>g</sup>  | 78<br>20%              | 109<br>25%   | 390<br>28%              | 451<br>27%               | -            | 17<br>19%              | 31<br>51% <sup>jl</sup>  | 498<br>27%           | -            |
| Food miles (e.g. the distance food travels)    | 408<br>22%  | 165<br>22%              | 62<br>27%                | 181<br>21%  | 104<br>18%              | 304<br>24% <sup>d</sup> | 337<br>23% <sup>g</sup>  | 72<br>18%              | 92<br>21%    | 317<br>23%              | 378<br>23% <sup>l</sup>  | -            | 8<br>10%               | 22<br>37% <sup>jl</sup>  | 408<br>22%           | -            |
| Any other issue not previously seen/mentioned  | 15<br>1%    | 5<br>1%                 | -                        | 9<br>1%     | 2<br>*                  | 12<br>1%                | 10<br>1%                 | 5<br>1%                | 4<br>1%      | 10<br>1%                | 14<br>1%                 | -            | 1<br>1%                | -                        | 15<br>1%             | -            |
| Net: Any                                       | 1508<br>83% | 621<br>84%              | 203<br>87% <sup>c</sup>  | 684<br>80%  | 472<br>82%              | 1036<br>83%             | 1202<br>84% <sup>g</sup> | 307<br>78%             | 357<br>81%   | 1152<br>83%             | 1397<br>83% <sup>l</sup> | -            | 63<br>72%              | 48<br>81%                | 1508<br>83%          | -            |
| None of these                                  | 259<br>14%  | 96<br>13%               | 27<br>12%                | 136<br>16%  | 86<br>15%               | 173<br>14%              | 185<br>13%               | 75<br>19% <sup>f</sup> | 69<br>16%    | 190<br>14%              | 227<br>14%               | -            | 21<br>24% <sup>j</sup> | 11<br>19%                | 259<br>14%           | -            |
| Don't know                                     | 58<br>3%    | 23<br>3%                | 3<br>1%                  | 32<br>4%    | 19<br>3%                | 39<br>3%                | 47<br>3%                 | 12<br>3%               | 16<br>4%     | 43<br>3%                | 54<br>3%                 | -            | 4<br>5%                | *<br>1%                  | 58<br>3%             | -            |
| <b>Average number of mentions</b>              | <b>4.47</b> | <b>4.42</b>             | <b>4.88<sup>ac</sup></b> | <b>4.39</b> | <b>4.65</b>             | <b>4.39</b>             | <b>4.64<sup>g</sup></b>  | <b>3.78</b>            | <b>4.13</b>  | <b>4.57<sup>h</sup></b> | <b>4.46<sup>l</sup></b>  | <b>-</b>     | <b>3.51</b>            | <b>5.87<sup>jl</sup></b> | <b>4.47</b>          | <b>-</b>     |
| <b>Standard deviation</b>                      | <b>2.48</b> | <b>2.49</b>             | <b>2.44</b>              | <b>2.46</b> | <b>2.48</b>             | <b>2.47</b>             | <b>2.47</b>              | <b>2.38</b>            | <b>2.44</b>  | <b>2.48</b>             | <b>2.45</b>              | <b>-</b>     | <b>2.25</b>            | <b>2.82</b>              | <b>2.48</b>          | <b>-</b>     |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

| Total                   | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |             | COUNTRY     |              |             |             | ADDITIONAL COUNTRY   |              |
|-------------------------|----------------|---------------|-------------|-----------------------|-------------|-------------------|-------------|--------------|-------------|-------------|--------------|-------------|-------------|----------------------|--------------|
|                         | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)    | Yes (f)           | No (g)      | Rural (h)    | Urban (i)   | England (j) | Scotland (k) | Wales (l)   | NI (m)      | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base<br>2044 | 693            | 244           | 1107        | 584                   | 1460        | 1608              | 436         | 497          | 1547        | 1808        | -            | 110         | 126         | 2044                 | -            |
| Weighted Base<br>1826   | 741            | 233           | 852         | 577                   | 1249        | 1433              | 393         | 441          | 1385        | 1678        | -**          | 88*         | 60          | 1826                 | -**          |
| <b>Standard error</b>   | <b>0.06</b>    | <b>0.10</b>   | <b>0.17</b> | <b>0.08</b>           | <b>0.11</b> | <b>0.07</b>       | <b>0.13</b> | <b>0.12</b>  | <b>0.07</b> | <b>0.06</b> | <b>-</b>     | <b>0.25</b> | <b>0.28</b> | <b>0.06</b>          | <b>-</b>     |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |                 |                   |                   | ETHNICITY    |                           |
|--|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|-----------------|-------------------|-------------------|--------------|---------------------------|
|  |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)   | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                                | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274             | 284               | 195               | 1810         | 225                       |
| Weighted Base                                  | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242             | 270               | 188               | 1599         | 218                       |
| The amount of sugar in food                    | 1011<br>55% | 40<br>45%         | 121<br>54%d       | 88<br>54%d                   | 63<br>42%               | 94<br>58%ad             | 110<br>58%ad              | 145<br>60%ad    | 177<br>65%abcdi   | 96<br>51%         | 885<br>55%   | 121<br>56%                |
| Food waste                                     | 964<br>53%  | 38<br>43%         | 130<br>57%a       | 78<br>48%                    | 71<br>47%               | 91<br>56%               | 95<br>50%                 | 137<br>57%a     | 164<br>61%acdf    | 100<br>53%        | 846<br>53%   | 116<br>53%                |
| Animal welfare                                 | 826<br>45%  | 32<br>36%         | 115<br>51%ag      | 71<br>44%                    | 62<br>42%               | 71<br>43%               | 88<br>47%                 | 94<br>39%       | 145<br>54%adeg    | 87<br>46%         | 766<br>48%k  | 59<br>27%                 |
| The amount of salt in food                     | 822<br>45%  | 28<br>31%         | 98<br>43%a        | 76<br>47%a                   | 61<br>41%               | 74<br>45%a              | 93<br>49%a                | 116<br>48%a     | 132<br>49%a       | 81<br>43%         | 730<br>46%   | 91<br>42%                 |
| The amount of fat in food                      | 747<br>41%  | 29<br>32%         | 104<br>46%ad      | 61<br>38%                    | 53<br>35%               | 72<br>44%               | 77<br>41%                 | 117<br>49%acdi  | 110<br>41%        | 72<br>38%         | 650<br>41%   | 94<br>43%                 |
| Food prices                                    | 729<br>40%  | 28<br>32%         | 105<br>46%achi    | 51<br>31%                    | 58<br>39%               | 76<br>46%achi           | 78<br>41%                 | 119<br>49%acdhi | 96<br>35%         | 60<br>32%         | 621<br>39%   | 104<br>48%j               |
| The amount of saturated fat in food            | 719<br>39%  | 30<br>33%         | 95<br>42%         | 53<br>33%                    | 57<br>38%               | 66<br>40%               | 62<br>33%                 | 115<br>47%acfi  | 122<br>45%cfi     | 66<br>35%         | 638<br>40%   | 80<br>37%                 |
| Foods aimed at children including school meals | 498<br>27%  | 15<br>17%         | 77<br>34%ad       | 47<br>29%a                   | 35<br>23%               | 45<br>27%               | 47<br>25%                 | 63<br>26%       | 73<br>27%a        | 48<br>26%         | 439<br>27%   | 59<br>27%                 |
| Food miles (e.g. the distance food travels)    | 408<br>22%  | 6<br>7%           | 51<br>23%a        | 34<br>21%a                   | 34<br>22%a              | 27<br>17%a              | 51<br>27%ae               | 55<br>23%a      | 71<br>26%ae       | 50<br>27%ae       | 374<br>23%k  | 33<br>15%                 |
| Any other issue not previously seen/mentioned  | 15<br>1%    | 2<br>2%           | 2<br>1%           | 1<br>1%                      | 1<br>1%                 | 1<br>1%                 | 1<br>1%                   | 1<br>*          | 3<br>1%           | 2<br>1%           | 13<br>1%     | 1<br>1%                   |
| Net: Any                                       | 1508<br>83% | 67<br>76%         | 191<br>84%        | 126<br>78%                   | 118<br>78%              | 135<br>82%              | 158<br>84%                | 205<br>85%      | 238<br>88%acd     | 158<br>84%        | 1325<br>83%  | 179<br>82%                |
| None of these                                  | 259<br>14%  | 21<br>24%befghi   | 31<br>14%         | 31<br>19%gh                  | 26<br>18%h              | 22<br>13%               | 23<br>12%                 | 27<br>11%       | 24<br>9%          | 22<br>12%         | 228<br>14%   | 28<br>13%                 |
| Don't know                                     | 58<br>3%    | 1<br>1%           | 4<br>2%           | 4<br>2%                      | 6<br>4%                 | 8<br>5%                 | 8<br>4%                   | 10<br>4%        | 7<br>3%           | 7<br>4%           | 47<br>3%     | 11<br>5%                  |
| <b>Average number of mentions</b>              | <b>4.47</b> | <b>3.68</b>       | <b>4.69a</b>      | <b>4.42</b>                  | <b>4.21</b>             | <b>4.58a</b>            | <b>4.45a</b>              | <b>4.69ai</b>   | <b>4.57a</b>      | <b>4.19</b>       | <b>4.50</b>  | <b>4.24</b>               |
| <b>Standard deviation</b>                      | <b>2.48</b> | <b>2.45</b>       | <b>2.53</b>       | <b>2.56</b>                  | <b>2.55</b>             | <b>2.38</b>             | <b>2.62</b>               | <b>2.36</b>     | <b>2.34</b>       | <b>2.31</b>       | <b>2.48</b>  | <b>2.45</b>               |
| <b>Standard error</b>                          | <b>0.06</b> | <b>0.29</b>       | <b>0.18</b>       | <b>0.21</b>                  | <b>0.23</b>             | <b>0.20</b>             | <b>0.21</b>               | <b>0.16</b>     | <b>0.15</b>       | <b>0.18</b>       | <b>0.06</b>  | <b>0.18</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                           |                         |   |                           |                         |                          |                            |
|--|---|---------------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|  | Total   | Very concerned<br>(a)     | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                                | 2044  | 301                       | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base                                  | 1826  | 256                       | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| The amount of sugar in food                    | 1011<br>55%                                     | 177<br>69% <i>cdeg</i>    | 404<br>64% <i>cdeg</i>  | 201<br>51% <i>eg</i>                        | 166<br>48% <i>e</i>       | 60<br>32%               | 581<br>65% <i>cdeg</i>   | 226<br>42% <i>e</i>        |
| Food waste                                     | 964<br>53%                                      | 178<br>70% <i>bcdefg</i>  | 381<br>60% <i>cdeg</i>  | 198<br>51% <i>deg</i>                       | 143<br>42% <i>e</i>       | 63<br>33%               | 560<br>63% <i>cdeg</i>   | 205<br>38%                 |
| Animal welfare                                 | 826<br>45%                                      | 152<br>59% <i>bcdefg</i>  | 302<br>48% <i>ceg</i>   | 155<br>40%                                  | 144<br>42%                | 72<br>38%               | 454<br>51% <i>cdeg</i>   | 216<br>41%                 |
| The amount of salt in food                     | 822<br>45%                                      | 161<br>63% <i>bcdefg</i>  | 334<br>53% <i>cdeg</i>  | 145<br>37% <i>e</i>                         | 132<br>39% <i>e</i>       | 48<br>25%               | 496<br>56% <i>cdeg</i>   | 180<br>34% <i>e</i>        |
| The amount of fat in food                      | 747<br>41%                                      | 160<br>63% <i>bcdefg</i>  | 302<br>48% <i>cdeg</i>  | 130<br>33% <i>e</i>                         | 112<br>33% <i>e</i>       | 41<br>21%               | 463<br>52% <i>cdeg</i>   | 153<br>29% <i>e</i>        |
| Food prices                                    | 729<br>40%                                      | 147<br>57% <i>bcdefg</i>  | 288<br>46% <i>cdeg</i>  | 132<br>34% <i>e</i>                         | 116<br>34% <i>e</i>       | 45<br>24%               | 435<br>49% <i>cdeg</i>   | 161<br>30%                 |
| The amount of saturated fat in food            | 719<br>39%                                      | 143<br>56% <i>bcdefg</i>  | 293<br>46% <i>cdeg</i>  | 150<br>38% <i>deg</i>                       | 97<br>28% <i>e</i>        | 35<br>18%               | 436<br>49% <i>cdeg</i>   | 132<br>25%                 |
| Foods aimed at children including school meals | 498<br>27%                                      | 111<br>43% <i>bcdefg</i>  | 195<br>31% <i>cdeg</i>  | 97<br>25% <i>eg</i>                         | 68<br>20%                 | 27<br>14%               | 306<br>34% <i>cdeg</i>   | 95<br>18%                  |
| Food miles (e.g. the distance food travels)    | 408<br>22%                                      | 84<br>33% <i>bcdeg</i>    | 165<br>26% <i>cdeg</i>  | 69<br>18%                                   | 65<br>19%                 | 27<br>14%               | 248<br>28% <i>cdeg</i>   | 92<br>17%                  |
| Any other issue not previously seen/mentioned  | 15<br>1%  | 2<br>1%                   | 6<br>1%                 | 3<br>1%                                     | 3<br>1%                   | 1<br>*                  | 9<br>1%                  | 3<br>1%                    |
| Net: Any                                       | 1508<br>83%                                     | 246<br>96% <i>bcdefg</i>  | 575<br>91% <i>cdeg</i>  | 304<br>78% <i>eg</i>                        | 269<br>78% <i>eg</i>      | 112<br>58%              | 821<br>92% <i>cdeg</i>   | 380<br>71% <i>e</i>        |
| None of these                                  | 259<br>14%                                      | 7<br>3%                   | 41<br>7% <i>a</i>       | 70<br>18% <i>abf</i>                        | 62<br>18% <i>abf</i>      | 73<br>38% <i>abcdfg</i> | 48<br>5%                 | 136<br>25% <i>abcdf</i>    |
| Don't know                                     | 58<br>3%  | 3<br>1%                   | 16<br>3%                | 17<br>4% <i>af</i>                          | 12<br>3%                  | 7<br>3%                 | 20<br>2%                 | 18<br>3%                   |
| <b>Average number of mentions</b>              | <b>4.47</b>                                     | <b>5.36</b> <i>bcdefg</i> | <b>4.65</b> <i>cdeg</i> | <b>4.21</b>                                 | <b>3.89</b>               | <b>3.76</b>             | <b>4.86</b> <i>cdeg</i>  | <b>3.85</b>                |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? - Total concerns****Base: All adults England/Wales and NI**

|                           | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                           | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base           | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base             | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| <b>Standard deviation</b> | <b>2.48</b>                                     | <b>2.55</b>        | <b>2.45</b>          | <b>2.36</b>                           | <b>2.27</b>            | <b>2.60</b>          | <b>2.50</b>        | <b>2.36</b>          |
| <b>Standard error</b>     | <b>0.06</b>                                     | <b>0.15</b>        | <b>0.10</b>          | <b>0.13</b>                           | <b>0.13</b>            | <b>0.23</b>          | <b>0.08</b>        | <b>0.12</b>          |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|--|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|  | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                                | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base                                  | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| The amount of sugar in food                    | 1011<br>55%                               | 149<br>70%cddeg       | 371<br>64%cddeg         | 209<br>54%eg                                | 213<br>50%eg              | 66<br>31%               | 520<br>66%cddeg          | 279<br>44%e                |
| Food waste                                     | 964<br>53%                                | 149<br>69%bcddeg      | 352<br>61%cddeg         | 193<br>50%eg                                | 198<br>47%e               | 71<br>33%               | 500<br>63%cddeg          | 269<br>42%e                |
| Animal welfare                                 | 826<br>45%                                | 118<br>55%cddeg       | 287<br>50%cddeg         | 163<br>42%                                  | 183<br>43%e               | 75<br>35%               | 404<br>51%cddeg          | 257<br>40%                 |
| The amount of salt in food                     | 822<br>45%                                | 134<br>63%bcddeg      | 304<br>53%cddeg         | 159<br>41%eg                                | 172<br>41%e               | 50<br>24%               | 439<br>55%cddeg          | 223<br>35%e                |
| The amount of fat in food                      | 747<br>41%                                | 131<br>61%bcddeg      | 287<br>50%cddeg         | 136<br>35%e                                 | 149<br>35%e               | 42<br>19%               | 418<br>53%cddeg          | 190<br>30%e                |
| Food prices                                    | 729<br>40%                                | 115<br>54%cddeg       | 270<br>47%cddeg         | 139<br>36%e                                 | 149<br>35%e               | 56<br>26%               | 384<br>49%cddeg          | 204<br>32%                 |
| The amount of saturated fat in food            | 719<br>39%                                | 125<br>58%bcddeg      | 272<br>47%cddeg         | 151<br>39%eg                                | 141<br>33%eg              | 30<br>14%               | 396<br>50%cddeg          | 171<br>27%e                |
| Foods aimed at children including school meals | 498<br>27%                                | 90<br>42%bcddeg       | 184<br>32%cddeg         | 95<br>25%e                                  | 100<br>24%e               | 28<br>13%               | 275<br>35%cddeg          | 127<br>20%e                |
| Food miles (e.g. the distance food travels)    | 408<br>22%                                | 68<br>32%bcddeg       | 141<br>24%eg            | 84<br>22%e                                  | 89<br>21%e                | 26<br>12%               | 209<br>26%deg            | 115<br>18%e                |
| Any other issue not previously seen/mentioned  | 15<br>1%                                  | 2<br>1%               | 5<br>1%                 | 2<br>1%                                     | 5<br>1%                   | -<br>-                  | 7<br>1%                  | 5<br>1%                    |
| Net: Any                                       | 1508<br>83%                               | 199<br>93%cddeg       | 520<br>90%cddeg         | 310<br>81%eg                                | 345<br>81%eg              | 131<br>61%              | 719<br>91%cddeg          | 476<br>75%e                |
| None of these                                  | 259<br>14%                                | 8<br>4%               | 45<br>8%a               | 60<br>16%abf                                | 65<br>15%abf              | 75<br>35%abcddeg        | 52<br>7%                 | 141<br>22%abcddeg          |
| Don't know                                     | 58<br>3%                                  | 7<br>3%               | 13<br>2%                | 14<br>4%                                    | 14<br>3%                  | 7<br>4%                 | 20<br>2%                 | 22<br>3%                   |
| <b>Average number of mentions</b>              | <b>4.47</b>                               | <b>5.43bcddeg</b>     | <b>4.76cddeg</b>        | <b>4.30eg</b>                               | <b>4.05e</b>              | <b>3.38</b>             | <b>4.94cddeg</b>         | <b>3.87e</b>               |



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? - Total concerns****Base: All adults England/Wales and NI**

|                           | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|---------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                           | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base           | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                  | 901                | 703                  |
| Weighted Base             | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                  | 791                | 638                  |
| <b>Standard deviation</b> | <b>2.48</b>                               | <b>2.45</b>        | <b>2.45</b>          | <b>2.36</b>                           | <b>2.42</b>            | <b>2.34</b>          | <b>2.47</b>        | <b>2.41</b>          |
| <b>Standard error</b>     | <b>0.06</b>                               | <b>0.16</b>        | <b>0.10</b>          | <b>0.13</b>                           | <b>0.13</b>            | <b>0.20</b>          | <b>0.09</b>        | <b>0.11</b>          |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | FSA AWARE (Q.4) |              | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |              | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |             |
|--|-----------------|--------------|-----------------|---------|---------------------|--------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|-------------|
|  | Total           | Yes (a)      | No (b)          | Yes (c) | No (d)              | Yes (e)      | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n)   |
| Unweighted Base                                | 2044            | 1564         | 480             | -       | 2044                | 1564         | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256         |
| Weighted Base                                  | 1826            | 1421         | 405             | **      | 1826                | 1421         | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240         |
| The amount of sugar in food                    | 1011<br>55%     | 843<br>59%b  | 168<br>42%      | -<br>-  | 1011<br>55%         | 843<br>59%f  | 168<br>42%                                | 553<br>61%                       | 111<br>62%                        | 139<br>65%                       | 140<br>71%g             | 249<br>66%              | 245<br>67%      | 210<br>68%g           | 164<br>68%g |
| Food waste                                     | 964<br>53%      | 807<br>57%b  | 157<br>39%      | -<br>-  | 964<br>53%          | 807<br>57%f  | 157<br>39%                                | 540<br>59%                       | 104<br>58%                        | 139<br>65%                       | 130<br>66%              | 242<br>64%              | 230<br>62%      | 194<br>63%            | 147<br>61%  |
| Animal welfare                                 | 826<br>45%      | 709<br>50%b  | 117<br>29%      | -<br>-  | 826<br>45%          | 709<br>50%f  | 117<br>29%                                | 471<br>52%                       | 89<br>50%                         | 114<br>53%                       | 118<br>60%              | 216<br>57%              | 207<br>56%      | 193<br>62%ghi         | 133<br>55%  |
| The amount of salt in food                     | 822<br>45%      | 681<br>48%b  | 141<br>35%      | -<br>-  | 822<br>45%          | 681<br>48%f  | 141<br>35%                                | 461<br>51%                       | 85<br>48%                         | 117<br>55%                       | 113<br>57%              | 212<br>56%              | 212<br>58%gh    | 174<br>56%            | 127<br>53%  |
| The amount of fat in food                      | 747<br>41%      | 608<br>43%b  | 140<br>34%      | -<br>-  | 747<br>41%          | 608<br>43%f  | 140<br>34%                                | 411<br>45%                       | 88<br>49%                         | 110<br>51%                       | 104<br>53%              | 202<br>54%g             | 197<br>53%g     | 165<br>53%g           | 110<br>46%  |
| Food prices                                    | 729<br>40%      | 580<br>41%   | 149<br>37%      | -<br>-  | 729<br>40%          | 580<br>41%   | 149<br>37%                                | 399<br>44%                       | 89<br>50%                         | 98<br>46%                        | 98<br>50%               | 176<br>47%              | 176<br>48%      | 141<br>45%            | 99<br>41%   |
| The amount of saturated fat in food            | 719<br>39%      | 608<br>43%b  | 111<br>27%      | -<br>-  | 719<br>39%          | 608<br>43%f  | 111<br>27%                                | 432<br>48%                       | 93<br>52%                         | 115<br>54%n                      | 103<br>52%              | 203<br>54%gn            | 195<br>53%n     | 169<br>54%gn          | 106<br>44%  |
| Foods aimed at children including school meals | 498<br>27%      | 440<br>31%b  | 58<br>14%       | -<br>-  | 498<br>27%          | 440<br>31%f  | 58<br>14%                                 | 303<br>33%                       | 59<br>33%                         | 79<br>37%                        | 72<br>36%               | 141<br>38%              | 121<br>33%      | 113<br>37%            | 82<br>34%   |
| Food miles (e.g. the distance food travels)    | 408<br>22%      | 356<br>25%b  | 53<br>13%       | -<br>-  | 408<br>22%          | 356<br>25%f  | 53<br>13%                                 | 241<br>27%                       | 54<br>30%                         | 69<br>32%                        | 63<br>32%               | 131<br>35%gn            | 113<br>31%      | 116<br>38%gn          | 63<br>26%   |
| Any other issue not previously seen/mentioned  | 15<br>1%        | 14<br>1%     | 1<br>*          | -<br>-  | 15<br>1%            | 14<br>1%     | 1<br>*                                    | 9<br>1%                          | 1<br>*                            | 2<br>1%                          | 1<br>1%                 | 5<br>1%                 | 5<br>1%         | 4<br>1%               | 7<br>3%g    |
| Net: Any                                       | 1508<br>83%     | 1213<br>85%b | 295<br>73%      | -<br>-  | 1508<br>83%         | 1213<br>85%f | 295<br>73%                                | 792<br>87%                       | 155<br>87%                        | 191<br>89%                       | 181<br>92%              | 337<br>90%              | 329<br>89%      | 280<br>90%            | 223<br>93%g |
| None of these                                  | 259<br>14%      | 173<br>12%   | 86<br>21%a      | -<br>-  | 259<br>14%          | 173<br>12%   | 86<br>21%e                                | 96<br>11%n                       | 20<br>11%n                        | 21<br>10%                        | 12<br>6%                | 31<br>8%                | 31<br>8%        | 24<br>8%              | 14<br>6%    |
| Don't know                                     | 58<br>3%        | 35<br>2%     | 23<br>6%a       | -<br>-  | 58<br>3%            | 35<br>2%     | 23<br>6%e                                 | 20<br>2%                         | 3<br>1%                           | 2<br>1%                          | 4<br>2%                 | 8<br>2%                 | 8<br>2%         | 6<br>2%               | 4<br>1%     |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                   |                                  |                         |                         |                 |                       |             |
|-----------------------------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|---|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|-------------|
|                                   | Yes (a)         | No (b)      | Yes (c)         | No (d)      | Yes (e)             | No (f)      | Ensuring food bought is safe (g)          | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n)   |
| Unweighted Base                   | 1564            | 480         | -               | 2044        | 1564                | 480         | 990                                       | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256         |
| Weighted Base                     | 1421            | 405         | **              | 1826        | 1421                | 405         | 907                                       | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240         |
| <b>Average number of mentions</b> | <b>4.47</b>     | <b>3.71</b> | <b>-</b>        | <b>4.47</b> | <b>4.65f</b>        | <b>3.71</b> | <b>4.82</b>                               | <b>4.98</b>                       | <b>5.14n</b>                     | <b>5.21n</b>            | <b>5.27gn</b>           | <b>5.17gn</b>   | <b>5.29gn</b>         | <b>4.66</b> |
| <b>Standard deviation</b>         | <b>2.48</b>     | <b>2.32</b> | <b>-</b>        | <b>2.48</b> | <b>2.48</b>         | <b>2.32</b> | <b>2.49</b>                               | <b>2.52</b>                       | <b>2.55</b>                      | <b>2.49</b>             | <b>2.46</b>             | <b>2.48</b>     | <b>2.47</b>           | <b>2.33</b> |
| <b>Standard error</b>             | <b>0.06</b>     | <b>0.13</b> | <b>-</b>        | <b>0.06</b> | <b>0.07</b>         | <b>0.13</b> | <b>0.09</b>                               | <b>0.19</b>                       | <b>0.18</b>                      | <b>0.18</b>             | <b>0.13</b>             | <b>0.13</b>     | <b>0.15</b>           | <b>0.15</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|  | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|--|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|  |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base                                | 2044        | 1077                              | 647                      | 1724              | 320          |
| Weighted Base                                  | 1826        | 950                               | 606                      | 1556              | 270          |
| The amount of sugar in food                    | 1011<br>55% | 576<br>61%bd                      | 335<br>55%d              | 911<br>59%d       | 99<br>37%    |
| Food waste                                     | 964<br>53%  | 555<br>58%bd                      | 316<br>52%d              | 871<br>56%d       | 93<br>34%    |
| Animal welfare                                 | 826<br>45%  | 461<br>48%d                       | 278<br>46%d              | 739<br>47%d       | 87<br>32%    |
| The amount of salt in food                     | 822<br>45%  | 496<br>52%bcd                     | 247<br>41%d              | 743<br>48%bd      | 79<br>29%    |
| The amount of fat in food                      | 747<br>41%  | 428<br>45%bd                      | 241<br>40%d              | 669<br>43%d       | 78<br>29%    |
| Food prices                                    | 729<br>40%  | 418<br>44%bd                      | 234<br>39%d              | 652<br>42%d       | 77<br>29%    |
| The amount of saturated fat in food            | 719<br>39%  | 424<br>45%bd                      | 232<br>38%d              | 656<br>42%d       | 62<br>23%    |
| Foods aimed at children including school meals | 498<br>27%  | 309<br>32%bd                      | 150<br>25%d              | 458<br>29%bd      | 40<br>15%    |
| Food miles (e.g. the distance food travels)    | 408<br>22%  | 246<br>26%bd                      | 122<br>20%               | 368<br>24%d       | 40<br>15%    |
| Any other issue not previously seen/mentioned  | 15<br>1%    | 7<br>1%                           | 8<br>1%                  | 15<br>1%          | -<br>-       |
| Net: Any                                       | 1508<br>83% | 826<br>87%d                       | 510<br>84%d              | 1336<br>86%d      | 173<br>64%   |
| None of these                                  | 259<br>14%  | 102<br>11%                        | 77<br>13%                | 179<br>11%        | 80<br>30%abc |
| Don't know                                     | 58<br>3%    | 22<br>2%                          | 20<br>3%                 | 42<br>3%          | 16<br>6%abc  |
| <b>Average number of mentions</b>              | <b>4.47</b> | <b>4.75bd</b>                     | <b>4.24d</b>             | <b>4.56bd</b>     | <b>3.80</b>  |
| <b>Standard deviation</b>                      | <b>2.48</b> | <b>2.48</b>                       | <b>2.38</b>              | <b>2.45</b>       | <b>2.55</b>  |
| <b>Standard error</b>                          | <b>0.06</b> | <b>0.08</b>                       | <b>0.10</b>              | <b>0.06</b>       | <b>0.18</b>  |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|  | Total | GENDER      |               | AGE          |               |                |                |               | SOCIAL GRADE  |               |              |              | MARITAL STATUS |               |                    |
|--|-------|-------------|---------------|--------------|---------------|----------------|----------------|---------------|---------------|---------------|--------------|--------------|----------------|---------------|--------------------|
|  |       | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d)  | 36-49<br>(e)   | 50-65<br>(f)   | 66+<br>(g)    | AB<br>(h)     | C1<br>(i)     | C2<br>(j)    | DE<br>(k)    | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 2044  | 984         | 1060          | 308          | 320           | 408            | 491            | 517           | 347           | 546           | 383          | 768          | 1140           | 558           | 346                |
| Weighted Base  | 1826  | 887         | 939           | 266          | 338           | 434            | 452            | 335           | 357           | 564           | 365          | 539          | 1073           | 495           | 257                |
| Animal welfare   | 826   | 365         | 462           | 104          | 133           | 210            | 239            | 141           | 192           | 283           | 158          | 194          | 500            | 213           | 113                |
|  | 45%   | 41%         | 49%a          | 39%          | 39%           | 48%cd          | 53%cdg         | 42%           | 54%jk         | 50%jk         | 43%k         | 36%          | 47%            | 43%           | 44%                |
| BSE ('mad cow disease')                                | 255   | 117         | 138           | 22           | 45            | 63             | 85             | 40            | 42            | 90            | 56           | 67           | 158            | 61            | 36                 |
|  | 14%   | 13%         | 15%           | 8%           | 13%           | 14%c           | 19%cdg         | 12%           | 12%           | 16%           | 15%          | 12%          | 15%            | 12%           | 14%                |
| Date labels, such as "best before" and "use by" labels | 436   | 198         | 238           | 53           | 73            | 113            | 116            | 82            | 81            | 143           | 86           | 126          | 270            | 91            | 75                 |
|  | 24%   | 22%         | 25%           | 20%          | 22%           | 26%            | 26%            | 25%           | 23%           | 25%           | 24%          | 23%          | 25% <i>m</i>   | 18%           | 29% <i>m</i>       |
| Food hygiene at home                                   | 354   | 168         | 187           | 40           | 80            | 78             | 99             | 58            | 69            | 132           | 66           | 87           | 223            | 77            | 54                 |
|  | 19%   | 19%         | 20%           | 15%          | 24% <i>cg</i> | 18%            | 22% <i>c</i>   | 17%           | 19%           | 23% <i>k</i>  | 18%          | 16%          | 21% <i>m</i>   | 16%           | 21% <i>m</i>       |
| Food hygiene when eating out                           | 694   | 301         | 393           | 87           | 133           | 177            | 180            | 117           | 148           | 230           | 135          | 181          | 444            | 161           | 90                 |
|  | 38%   | 34%         | 42% <i>a</i>  | 33%          | 39%           | 41% <i>c</i>   | 40%            | 35%           | 41% <i>k</i>  | 41% <i>k</i>  | 37%          | 34%          | 41% <i>mn</i>  | 32%           | 35%                |
| Food miles (e.g. the distance food travels)            | 408   | 184         | 225           | 42           | 57            | 105            | 124            | 81            | 111           | 142           | 75           | 81           | 266            | 95            | 48                 |
|  | 22%   | 21%         | 24%           | 16%          | 17%           | 24% <i>cd</i>  | 27% <i>cd</i>  | 24% <i>cd</i> | 31% <i>jk</i> | 25% <i>k</i>  | 20% <i>k</i> | 15%          | 25% <i>mn</i>  | 19%           | 19%                |
| Food poisoning such as Salmonella and E.Coli           | 544   | 245         | 300           | 69           | 104           | 135            | 147            | 90            | 98            | 192           | 111          | 143          | 329            | 140           | 75                 |
|  | 30%   | 28%         | 32% <i>a</i>  | 26%          | 31%           | 31%            | 32%            | 27%           | 27%           | 34% <i>hk</i> | 30%          | 27%          | 31%            | 28%           | 29%                |
| Food prices  | 729   | 332         | 397           | 92           | 145           | 194            | 183            | 114           | 125           | 228           | 150          | 227          | 439            | 196           | 95                 |
|  | 40%   | 37%         | 42% <i>a</i>  | 35%          | 43% <i>cg</i> | 45% <i>cg</i>  | 41% <i>g</i>   | 34%           | 35%           | 40%           | 41%          | 42% <i>h</i> | 41%            | 40%           | 37%                |
| Foods aimed at children including school meals         | 498   | 223         | 276           | 46           | 108           | 157            | 124            | 63            | 117           | 164           | 90           | 128          | 333            | 105           | 61                 |
|  | 27%   | 25%         | 29% <i>a</i>  | 17%          | 32% <i>cg</i> | 36% <i>cfg</i> | 27% <i>cg</i>  | 19%           | 33% <i>jk</i> | 29% <i>k</i>  | 25%          | 24%          | 31% <i>mn</i>  | 21%           | 24%                |
| Food waste   | 964   | 439         | 526           | 125          | 168           | 242            | 259            | 171           | 220           | 330           | 186          | 229          | 608            | 227           | 129                |
|  | 53%   | 49%         | 56% <i>a</i>  | 47%          | 50%           | 56% <i>c</i>   | 57% <i>cd</i>  | 51%           | 62% <i>jk</i> | 59% <i>jk</i> | 51% <i>k</i> | 42%          | 57% <i>mn</i>  | 46%           | 50%                |
| Genetically Modified (GM) foods                        | 426   | 183         | 243           | 38           | 87            | 122            | 123            | 56            | 95            | 158           | 80           | 94           | 279            | 96            | 51                 |
|  | 23%   | 21%         | 26% <i>a</i>  | 14%          | 26% <i>cg</i> | 28% <i>cg</i>  | 27% <i>cg</i>  | 17%           | 27% <i>k</i>  | 28% <i>jk</i> | 22%          | 17%          | 26% <i>mn</i>  | 19%           | 20%                |
| Hormones/steroids \antibiotics in food                 | 447   | 193         | 254           | 41           | 80            | 128            | 128            | 70            | 107           | 172           | 70           | 98           | 287            | 104           | 57                 |
|  | 24%   | 22%         | 27% <i>a</i>  | 15%          | 24% <i>c</i>  | 29% <i>cg</i>  | 28% <i>cg</i>  | 21%           | 30% <i>jk</i> | 31% <i>jk</i> | 19%          | 18%          | 27% <i>m</i>   | 21%           | 22%                |
| The amount of fat in food                              | 747   | 314         | 433           | 84           | 131           | 194            | 206            | 132           | 152           | 247           | 147          | 200          | 466            | 176           | 105                |
|  | 41%   | 35%         | 46% <i>a</i>  | 32%          | 39%           | 45% <i>c</i>   | 46% <i>c</i>   | 39% <i>c</i>  | 43%           | 44% <i>k</i>  | 40%          | 37%          | 43% <i>m</i>   | 35%           | 41%                |
| The amount of salt in food                             | 822   | 362         | 459           | 73           | 146           | 212            | 237            | 154           | 170           | 283           | 167          | 202          | 530            | 171           | 121                |
|  | 45%   | 41%         | 49% <i>a</i>  | 27%          | 43% <i>c</i>  | 49% <i>c</i>   | 52% <i>cdg</i> | 46% <i>c</i>  | 48% <i>k</i>  | 50% <i>k</i>  | 46% <i>k</i> | 37%          | 49% <i>m</i>   | 35%           | 47% <i>m</i>       |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|   | Total       | GENDER      |               | AGE          |              |               |               |              | SOCIAL GRADE |              |             |             | MARITAL STATUS |               |                    |
|---|-------------|-------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|--------------|-------------|-------------|----------------|---------------|--------------------|
|   |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f)  | 66+<br>(g)   | AB<br>(h)    | C1<br>(i)    | C2<br>(j)   | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base   | 2044        | 984         | 1060          | 308          | 320          | 408           | 491           | 517          | 347          | 546          | 383         | 768         | 1140           | 558           | 346                |
| Weighted Base   | 1826        | 887         | 939           | 266          | 338          | 434           | 452           | 335          | 357          | 564          | 365         | 539         | 1073           | 495           | 257                |
| The amount of saturated fat in food   | 719<br>39%  | 312<br>35%  | 407<br>43%a   | 70<br>26%    | 124<br>37%c  | 200<br>46%cdg | 198<br>44%cd  | 126<br>38%c  | 168<br>47%jk | 240<br>43%k  | 141<br>39%k | 170<br>31%  | 461<br>43%mn   | 164<br>33%    | 94<br>37%          |
| The amount of sugar in food   | 1011<br>55% | 452<br>51%  | 559<br>59%a   | 113<br>42%   | 185<br>55%c  | 267<br>61%cg  | 270<br>60%cg  | 176<br>53%c  | 225<br>63%jk | 343<br>61%jk | 193<br>53%k | 250<br>46%  | 645<br>60%mn   | 225<br>45%    | 141<br>55%mn       |
| The feed given to livestock   | 396<br>22%  | 177<br>20%  | 219<br>23%    | 29<br>11%    | 59<br>17%c   | 111<br>25%cd  | 130<br>29%cdg | 68<br>20%c   | 96<br>27%jk  | 145<br>26%jk | 62<br>17%   | 93<br>17%   | 251<br>23%mn   | 82<br>17%     | 64<br>25%mn        |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%  | 226<br>26%  | 305<br>33%a   | 41<br>15%    | 87<br>26%c   | 152<br>35%cdg | 162<br>36%cdg | 90<br>27%c   | 137<br>38%jk | 189<br>34%jk | 91<br>25%   | 115<br>21%  | 358<br>33%mn   | 94<br>19%     | 80<br>31%mn        |
| The use of pesticides to grow food  | 497<br>27%  | 217<br>24%  | 280<br>30%a   | 48<br>18%    | 76<br>22%    | 135<br>31%cd  | 147<br>32%cd  | 92<br>27%c   | 120<br>34%jk | 173<br>31%jk | 87<br>24%   | 117<br>22%  | 314<br>29%mn   | 115<br>23%    | 68<br>26%          |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%  | 256<br>29%  | 285<br>30%    | 47<br>18%    | 96<br>28%c   | 152<br>35%cg  | 159<br>35%cg  | 87<br>26%c   | 127<br>36%k  | 193<br>34%k  | 107<br>29%k | 114<br>21%  | 354<br>33%mn   | 116<br>24%    | 71<br>28%          |
| Food not being what the label says it is                                    | 492<br>27%  | 207<br>23%  | 285<br>30%a   | 45<br>17%    | 95<br>28%c   | 121<br>28%c   | 151<br>33%cg  | 79<br>24%c   | 96<br>27%    | 167<br>30%k  | 103<br>28%  | 126<br>23%  | 308<br>29%mn   | 112<br>23%    | 72<br>28%          |
| Net: Q.1b   | 1268<br>69% | 569<br>64%  | 699<br>74%a   | 168<br>63%   | 230<br>68%   | 327<br>75%cdg | 331<br>73%cg  | 211<br>63%   | 267<br>75%jk | 435<br>77%jk | 239<br>65%  | 327<br>61%  | 775<br>72%mn   | 319<br>64%    | 174<br>68%         |
| Net: Q.1c   | 1270<br>70% | 581<br>66%  | 689<br>73%a   | 156<br>59%   | 232<br>68%c  | 328<br>76%cdg | 340<br>75%cdg | 214<br>64%   | 278<br>78%jk | 421<br>75%jk | 247<br>67%k | 325<br>60%  | 786<br>73%mn   | 309<br>62%    | 175<br>68%         |
| Net: Q.1d   | 1383<br>76% | 640<br>72%  | 744<br>79%a   | 180<br>68%   | 249<br>74%   | 349<br>80%cdg | 365<br>81%cdg | 240<br>72%   | 301<br>84%jk | 459<br>82%jk | 264<br>72%  | 360<br>67%  | 849<br>79%mn   | 353<br>71%    | 181<br>70%         |
| Net: Any  | 1563<br>86% | 728<br>82%  | 835<br>89%a   | 210<br>79%   | 282<br>83%   | 388<br>89%cdg | 403<br>89%cdg | 280<br>84%   | 327<br>92%jk | 508<br>90%jk | 301<br>82%  | 427<br>79%  | 941<br>88%mn   | 401<br>81%    | 220<br>86%         |
| None  | 201<br>11%  | 125<br>14%b | 76<br>8%      | 45<br>17%efg | 43<br>13%f   | 41<br>9%      | 33<br>7%      | 39<br>12%f   | 22<br>6%     | 42<br>8%     | 46<br>13%hi | 90<br>17%hi | 105<br>10%     | 72<br>15%ln   | 24<br>9%           |
| Don't know  | 62<br>3%    | 33<br>4%    | 29<br>3%      | 10<br>4%e    | 13<br>4%e    | 6<br>1%       | 17<br>4%e     | 16<br>5%e    | 8<br>2%      | 13<br>2%     | 19<br>5%i   | 22<br>4%    | 28<br>3%       | 22<br>4%      | 12<br>5%           |
| <b>Average number of mentions</b>   | <b>7.91</b> | <b>7.53</b> | <b>8.23a</b>  | <b>6.22</b>  | <b>7.83c</b> | <b>8.45cg</b> | <b>8.62cg</b> | <b>7.46c</b> | <b>8.25k</b> | <b>8.38k</b> | <b>7.85</b> | <b>7.12</b> | <b>8.33m</b>   | <b>7.03</b>   | <b>7.71</b>        |
| <b>Standard deviation</b>   | <b>5.24</b> | <b>5.36</b> | <b>5.11</b>   | <b>4.55</b>  | <b>5.31</b>  | <b>5.24</b>   | <b>5.40</b>   | <b>5.11</b>  | <b>5.00</b>  | <b>5.15</b>  | <b>5.29</b> | <b>5.40</b> | <b>5.28</b>    | <b>5.08</b>   | <b>5.16</b>        |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

| Total                   | GENDER      |               | AGE          |              |              |              |             | SOCIAL GRADE |             |             |             | MARITAL STATUS |               |                    |
|-------------------------|-------------|---------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|----------------|---------------|--------------------|
|                         | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)   | C2<br>(j)   | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base<br>2044 | 984         | 1060          | 308          | 320          | 408          | 491          | 517         | 347          | 546         | 383         | 768         | 1140           | 558           | 346                |
| Weighted Base<br>1826   | 887         | 939           | 266          | 338          | 434          | 452          | 335         | 357          | 564         | 365         | 539         | 1073           | 495           | 257                |
| <b>Standard error</b>   | <b>0.13</b> | <b>0.17</b>   | <b>0.29</b>  | <b>0.33</b>  | <b>0.28</b>  | <b>0.26</b>  | <b>0.25</b> | <b>0.28</b>  | <b>0.23</b> | <b>0.30</b> | <b>0.22</b> | <b>0.17</b>    | <b>0.24</b>   | <b>0.30</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|  | Total | WORKING STATUS   |                   |           | CHILDREN IN HOUSEHOLD |                  | PRINCIPAL SHOPPER |        | TYPE OF AREA |                  | COUNTRY          |              |           |                   | ADDITIONAL COUNTRY   |              |
|--|-------|------------------|-------------------|-----------|-----------------------|------------------|-------------------|--------|--------------|------------------|------------------|--------------|-----------|-------------------|----------------------|--------------|
|  |       | Full time (a)    | Part time (b)     | Other (c) | Any (d)               | None (e)         | Yes (f)           | No (g) | Rural (h)    | Urban (i)        | England (j)      | Scotland (k) | Wales (l) | NI (m)            | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base  | 2044  | 693              | 244               | 1107      | 584                   | 1460             | 1608              | 436    | 497          | 1547             | 1808             | -            | 110       | 126               | 2044                 | -            |
| Weighted Base  | 1826  | 741              | 233               | 852       | 577                   | 1249             | 1433              | 393    | 441          | 1385             | 1678             | -**          | 88*       | 60                | 1826                 | -**          |
| Animal welfare   | 826   | 337              | 119               | 370       | 229                   | 598              | 667               | 159    | 195          | 631              | 765              | -            | 28        | 33                | 826                  | -            |
|  | 45%   | 46%              | 51% <sup>c</sup>  | 43%       | 40%                   | 48% <sup>d</sup> | 47% <sup>g</sup>  | 41%    | 44%          | 46%              | 46% <sup>l</sup> | -            | 32%       | 55% <sup>jl</sup> | 45%                  | -            |
| BSE ('mad cow disease')                                | 255   | 104              | 34                | 118       | 72                    | 183              | 217               | 38     | 58           | 197              | 232              | -            | 8         | 14                | 255                  | -            |
|  | 14%   | 14%              | 14%               | 14%       | 12%                   | 15%              | 15% <sup>g</sup>  | 10%    | 13%          | 14%              | 14%              | -            | 10%       | 24% <sup>jl</sup> | 14%                  | -            |
| Date labels, such as "best before" and "use by" labels | 436   | 169              | 58                | 210       | 137                   | 300              | 368               | 68     | 109          | 327              | 399              | -            | 17        | 20                | 436                  | -            |
|  | 24%   | 23%              | 25%               | 25%       | 24%                   | 24%              | 26% <sup>g</sup>  | 17%    | 25%          | 24%              | 24%              | -            | 20%       | 33% <sup>jl</sup> | 24%                  | -            |
| Food hygiene at home                                   | 354   | 154              | 47                | 154       | 109                   | 246              | 291               | 63     | 90           | 265              | 333              | -            | 12        | 10                | 354                  | -            |
|  | 19%   | 21%              | 20%               | 18%       | 19%                   | 20%              | 20%               | 16%    | 20%          | 19%              | 20%              | -            | 13%       | 17%               | 19%                  | -            |
| Food hygiene when eating out                           | 694   | 288              | 97                | 309       | 236                   | 459              | 574               | 120    | 159          | 535              | 645              | -            | 24        | 25                | 694                  | -            |
|  | 38%   | 39%              | 42%               | 36%       | 41%                   | 37%              | 40% <sup>g</sup>  | 31%    | 36%          | 39%              | 38% <sup>l</sup> | -            | 28%       | 42% <sup>l</sup>  | 38%                  | -            |
| Food miles (e.g. the distance food travels)            | 408   | 165              | 62                | 181       | 104                   | 304              | 337               | 72     | 92           | 317              | 378              | -            | 8         | 22                | 408                  | -            |
|  | 22%   | 22%              | 27%               | 21%       | 18%                   | 24% <sup>d</sup> | 23% <sup>g</sup>  | 18%    | 21%          | 23%              | 23% <sup>l</sup> | -            | 10%       | 37% <sup>jl</sup> | 22%                  | -            |
| Food poisoning such as Salmonella and E.Coli           | 544   | 226              | 68                | 251       | 183                   | 362              | 440               | 105    | 110          | 434              | 497              | -            | 19        | 29                | 544                  | -            |
|  | 30%   | 30%              | 29%               | 29%       | 32%                   | 29%              | 31%               | 27%    | 25%          | 31% <sup>h</sup> | 30%              | -            | 21%       | 49% <sup>jl</sup> | 30%                  | -            |
| Food prices  | 729   | 285              | 108               | 336       | 248                   | 481              | 608               | 121    | 140          | 589              | 670              | -            | 26        | 33                | 729                  | -            |
|  | 40%   | 38%              | 46% <sup>ac</sup> | 39%       | 43%                   | 38%              | 42% <sup>g</sup>  | 31%    | 32%          | 43% <sup>h</sup> | 40% <sup>l</sup> | -            | 29%       | 55% <sup>jl</sup> | 40%                  | -            |
| Foods aimed at children including school meals         | 498   | 220              | 76                | 203       | 223                   | 275              | 420               | 78     | 109          | 390              | 451              | -            | 17        | 31                | 498                  | -            |
|  | 27%   | 30% <sup>c</sup> | 33% <sup>c</sup>  | 24%       | 39% <sup>e</sup>      | 22%              | 29% <sup>g</sup>  | 20%    | 25%          | 28%              | 27%              | -            | 19%       | 51% <sup>jl</sup> | 27%                  | -            |
| Food waste   | 964   | 392              | 144               | 428       | 297                   | 667              | 789               | 176    | 224          | 741              | 904              | -            | 24        | 36                | 964                  | -            |
|  | 53%   | 53%              | 62% <sup>ac</sup> | 50%       | 51%                   | 53%              | 55% <sup>g</sup>  | 45%    | 51%          | 53%              | 54% <sup>l</sup> | -            | 27%       | 61% <sup>l</sup>  | 53%                  | -            |
| Genetically Modified (GM) foods                        | 426   | 193              | 58                | 175       | 139                   | 287              | 356               | 71     | 84           | 342              | 401              | -            | 10        | 16                | 426                  | -            |
|  | 23%   | 26% <sup>c</sup> | 25%               | 21%       | 24%                   | 23%              | 25% <sup>g</sup>  | 18%    | 19%          | 25% <sup>h</sup> | 24% <sup>l</sup> | -            | 11%       | 26% <sup>l</sup>  | 23%                  | -            |
| Hormones/steroids \antibiotics in food                 | 447   | 197              | 62                | 188       | 136                   | 312              | 375               | 72     | 97           | 350              | 415              | -            | 9         | 23                | 447                  | -            |
|  | 24%   | 27% <sup>c</sup> | 27%               | 22%       | 23%                   | 25%              | 26% <sup>g</sup>  | 18%    | 22%          | 25%              | 25% <sup>l</sup> | -            | 10%       | 39% <sup>jl</sup> | 24%                  | -            |
| The amount of fat in food                              | 747   | 299              | 111               | 337       | 243                   | 504              | 627               | 120    | 154          | 593              | 694              | -            | 21        | 32                | 747                  | -            |
|  | 41%   | 40%              | 47% <sup>c</sup>  | 40%       | 42%                   | 40%              | 44% <sup>g</sup>  | 31%    | 35%          | 43% <sup>h</sup> | 41% <sup>l</sup> | -            | 24%       | 53% <sup>jl</sup> | 41%                  | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|   | Total       | WORKING STATUS |               |            | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |            | TYPE OF AREA |             | COUNTRY      |              |            |             | ADDITIONAL COUNTRY   |              |
|---|-------------|----------------|---------------|------------|-----------------------|-------------|-------------------|------------|--------------|-------------|--------------|--------------|------------|-------------|----------------------|--------------|
|   |             | Full time (a)  | Part time (b) | Other (c)  | Any (d)               | None (e)    | Yes (f)           | No (g)     | Rural (h)    | Urban (i)   | England (j)  | Scotland (k) | Wales (l)  | NI (m)      | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 2044        | 693            | 244           | 1107       | 584                   | 1460        | 1608              | 436        | 497          | 1547        | 1808         | -            | 110        | 126         | 2044                 | -            |
| Weighted Base   | 1826        | 741            | 233           | 852        | 577                   | 1249        | 1433              | 393        | 441          | 1385        | 1678         | -**          | 88*        | 60          | 1826                 | -**          |
| The amount of salt in food  | 822<br>45%  | 331<br>45%     | 122<br>53%ac  | 369<br>43% | 263<br>46%            | 558<br>45%  | 685<br>48%g       | 137<br>35% | 181<br>41%   | 641<br>46%  | 759<br>45%   | -            | 31<br>35%  | 31<br>52%l  | 822<br>45%           | -            |
| The amount of saturated fat in food   | 719<br>39%  | 303<br>41%     | 106<br>45%c   | 310<br>36% | 246<br>43%            | 473<br>38%  | 603<br>42%g       | 116<br>30% | 149<br>34%   | 570<br>41%h | 665<br>40%l  | -            | 23<br>26%  | 31<br>52%jl | 719<br>39%           | -            |
| The amount of sugar in food   | 1011<br>55% | 409<br>55%     | 143<br>61%c   | 458<br>54% | 337<br>58%            | 674<br>54%  | 834<br>58%g       | 177<br>45% | 226<br>51%   | 784<br>57%h | 934<br>56%   | -            | 43<br>49%  | 34<br>57%   | 1011<br>55%          | -            |
| The feed given to livestock   | 396<br>22%  | 181<br>24%c    | 49<br>21%     | 166<br>19% | 115<br>20%            | 281<br>23%  | 335<br>23%g       | 61<br>16%  | 90<br>20%    | 306<br>22%  | 367<br>22%l  | -            | 10<br>11%  | 19<br>32%jl | 396<br>22%           | -            |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%  | 224<br>30%     | 81<br>35%c    | 226<br>27% | 185<br>32%            | 346<br>28%  | 454<br>32%g       | 77<br>20%  | 119<br>27%   | 413<br>30%  | 495<br>30%l  | -            | 14<br>16%  | 22<br>37%l  | 531<br>29%           | -            |
| The use of pesticides to grow food  | 497<br>27%  | 198<br>27%     | 76<br>33%c    | 223<br>26% | 155<br>27%            | 342<br>27%  | 409<br>29%g       | 88<br>22%  | 108<br>25%   | 389<br>28%  | 458<br>27%l  | -            | 14<br>16%  | 24<br>41%jl | 497<br>27%           | -            |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%  | 246<br>33%c    | 72<br>31%     | 223<br>26% | 163<br>28%            | 378<br>30%  | 443<br>31%g       | 98<br>25%  | 106<br>24%   | 435<br>31%h | 498<br>30%l  | -            | 15<br>17%  | 28<br>47%jl | 541<br>30%           | -            |
| Food not being what the label says it is                                    | 492<br>27%  | 195<br>26%     | 62<br>27%     | 235<br>28% | 158<br>27%            | 334<br>27%  | 425<br>30%g       | 67<br>17%  | 108<br>24%   | 384<br>28%  | 453<br>27%l  | -            | 13<br>14%  | 26<br>44%jl | 492<br>27%           | -            |
| Net: Q.1b   | 1268<br>69% | 530<br>72%c    | 173<br>74%c   | 565<br>66% | 416<br>72%            | 852<br>68%  | 1028<br>72%g      | 240<br>61% | 285<br>65%   | 983<br>71%h | 1183<br>71%l | -            | 47<br>53%  | 38<br>63%   | 1268<br>69%          | -            |
| Net: Q.1c   | 1270<br>70% | 520<br>70%     | 179<br>77%c   | 572<br>67% | 424<br>73%e           | 846<br>68%  | 1031<br>72%g      | 239<br>61% | 276<br>63%   | 994<br>72%h | 1174<br>70%  | -            | 54<br>61%  | 42<br>70%   | 1270<br>70%          | -            |
| Net: Q.1d   | 1383<br>76% | 569<br>77%     | 194<br>83%ac  | 621<br>73% | 426<br>74%            | 957<br>77%  | 1107<br>77%g      | 276<br>70% | 325<br>74%   | 1058<br>76% | 1284<br>77%l | -            | 53<br>60%  | 46<br>77%l  | 1383<br>76%          | -            |
| Net: Any  | 1563<br>86% | 641<br>87%     | 207<br>89%    | 715<br>84% | 494<br>86%            | 1068<br>86% | 1243<br>87%g      | 320<br>81% | 375<br>85%   | 1188<br>86% | 1449<br>86%l | -            | 65<br>75%  | 49<br>81%   | 1563<br>86%          | -            |
| None  | 201<br>11%  | 72<br>10%      | 23<br>10%     | 106<br>12% | 64<br>11%             | 137<br>11%  | 138<br>10%        | 63<br>16%f | 54<br>12%    | 147<br>11%  | 172<br>10%   | -            | 18<br>20%j | 11<br>19%j  | 201<br>11%           | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | Total       | WORKING STATUS |                         |             | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER       |             | TYPE OF AREA |                         | COUNTRY                 |              |                 |                          | ADDITIONAL COUNTRY   |              |
|-----------------------------------|-------------|----------------|-------------------------|-------------|-----------------------|-------------|-------------------------|-------------|--------------|-------------------------|-------------------------|--------------|-----------------|--------------------------|----------------------|--------------|
|                                   |             | Full time (a)  | Part time (b)           | Other (c)   | Any (d)               | None (e)    | Yes (f)                 | No (g)      | Rural (h)    | Urban (i)               | England (j)             | Scotland (k) | Wales (l)       | NI (m)                   | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                   | 2044        | 693            | 244                     | 1107        | 584                   | 1460        | 1608                    | 436         | 497          | 1547                    | 1808                    | -            | 110             | 126                      | 2044                 | -            |
| Weighted Base                     | 1826        | 741            | 233                     | 852         | 577                   | 1249        | 1433                    | 393         | 441          | 1385                    | 1678                    | -**          | 88*             | 60                       | 1826                 | -**          |
| Don't know                        | 62          | 28             | 4                       | 30          | 19                    | 43          | 52                      | 10          | 13           | 49                      | 57                      | -            | 5               | -                        | 62                   | -            |
|                                   | 3%          | 4%             | 2%                      | 4%          | 3%                    | 3%          | 4%                      | 3%          | 3%           | 4%                      | 3% <sup>m</sup>         | -            | 5% <sup>m</sup> | -                        | 3%                   | -            |
| <b>Average number of mentions</b> | <b>7.91</b> | <b>8.00</b>    | <b>8.50<sup>c</sup></b> | <b>7.65</b> | <b>8.07</b>           | <b>7.83</b> | <b>8.25<sup>g</sup></b> | <b>6.55</b> | <b>7.26</b>  | <b>8.11<sup>h</sup></b> | <b>7.89<sup>i</sup></b> | -            | <b>5.89</b>     | <b>11.09<sup>l</sup></b> | <b>7.91</b>          | -            |
| <b>Standard deviation</b>         | <b>5.24</b> | <b>5.32</b>    | <b>4.91</b>             | <b>5.25</b> | <b>5.18</b>           | <b>5.27</b> | <b>5.26</b>             | <b>4.94</b> | <b>5.28</b>  | <b>5.21</b>             | <b>5.17</b>             | -            | <b>4.86</b>     | <b>6.17</b>              | <b>5.24</b>          | -            |
| <b>Standard error</b>             | <b>0.13</b> | <b>0.22</b>    | <b>0.34</b>             | <b>0.17</b> | <b>0.23</b>           | <b>0.15</b> | <b>0.14</b>             | <b>0.26</b> | <b>0.26</b>  | <b>0.14</b>             | <b>0.13</b>             | -            | <b>0.53</b>     | <b>0.61</b>              | <b>0.13</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total      | GOVERNMENT REGION |                       |                              |                         |                         |                           |                 |                   |                   | ETHNICITY    |                           |
|--|------------|-------------------|-----------------------|------------------------------|-------------------------|-------------------------|---------------------------|-----------------|-------------------|-------------------|--------------|---------------------------|
|  |            | North East<br>(a) | North West<br>(b)     | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)   | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 2044       | 99                | 240                   | 184                          | 165                     | 175                     | 192                       | 274             | 284               | 195               | 1810         | 225                       |
| Weighted Base  | 1826       | 89*               | 227                   | 161                          | 150                     | 164                     | 189                       | 242             | 270               | 188               | 1599         | 218                       |
| Animal welfare   | 826<br>45% | 32<br>36%         | 115<br>51%ag          | 71<br>44%                    | 62<br>42%               | 71<br>43%               | 88<br>47%                 | 94<br>39%       | 145<br>54%adeg    | 87<br>46%         | 766<br>48%k  | 59<br>27%                 |
| BSE ('mad cow disease')                                      | 255<br>14% | 6<br>7%           | 43<br>19%acgh         | 18<br>11%                    | 20<br>14%               | 29<br>18%ag             | 30<br>16%                 | 26<br>11%       | 34<br>13%         | 24<br>13%         | 224<br>14%   | 30<br>14%                 |
| Date labels, such as<br>"best before" and "use<br>by" labels | 436<br>24% | 14<br>15%         | 61<br>27%aci          | 29<br>18%                    | 35<br>23%               | 51<br>31%acfi           | 37<br>20%                 | 76<br>31%acfhi  | 62<br>23%         | 34<br>18%         | 385<br>24%   | 51<br>24%                 |
| Food hygiene at home   | 354<br>19% | 17<br>19%         | 52<br>23%f            | 28<br>18%                    | 23<br>16%               | 31<br>19%               | 26<br>14%                 | 61<br>25%df     | 59<br>22%f        | 35<br>19%         | 300<br>19%   | 53<br>24%                 |
| Food hygiene when eating<br>out                              | 694<br>38% | 27<br>31%         | 100<br>44%aci         | 50<br>31%                    | 58<br>38%               | 66<br>40%               | 70<br>37%                 | 105<br>44%aci   | 111<br>41%ci      | 58<br>31%         | 595<br>37%   | 96<br>44%                 |
| Food miles (e.g. the<br>distance food travels)               | 408<br>22% | 6<br>7%           | 51<br>23%a            | 34<br>21%a                   | 34<br>22%a              | 27<br>17%a              | 51<br>27%ae               | 55<br>23%a      | 71<br>26%ae       | 50<br>27%ae       | 374<br>23%k  | 33<br>15%                 |
| Food poisoning such as<br>Salmonella and E.Coli              | 544<br>30% | 19<br>21%         | 97<br>43%acdefg<br>hi | 43<br>27%                    | 43<br>29%               | 48<br>29%               | 53<br>28%                 | 73<br>30%       | 80<br>30%         | 41<br>22%         | 476<br>30%   | 68<br>31%                 |
| Food prices  | 729<br>40% | 28<br>32%         | 105<br>46%achi        | 51<br>31%                    | 58<br>39%               | 76<br>46%achi           | 78<br>41%                 | 119<br>49%acdhi | 96<br>35%         | 60<br>32%         | 621<br>39%   | 104<br>48%j               |
| Foods aimed at children<br>including school meals            | 498<br>27% | 15<br>17%         | 77<br>34%ad           | 47<br>29%a                   | 35<br>23%               | 45<br>27%               | 47<br>25%                 | 63<br>26%       | 73<br>27%a        | 48<br>26%         | 439<br>27%   | 59<br>27%                 |
| Food waste   | 964<br>53% | 38<br>43%         | 130<br>57%a           | 78<br>48%                    | 71<br>47%               | 91<br>56%               | 95<br>50%                 | 137<br>57%a     | 164<br>61%acdf    | 100<br>53%        | 846<br>53%   | 116<br>53%                |
| Genetically Modified<br>(GM) foods                           | 426<br>23% | 12<br>13%         | 55<br>24%a            | 38<br>24%a                   | 34<br>23%               | 34<br>20%               | 52<br>28%a                | 67<br>28%a      | 71<br>27%a        | 37<br>20%         | 359<br>22%   | 65<br>30%j                |
| Hormones/steroids<br>\antibiotics in food                    | 447<br>24% | 12<br>14%         | 54<br>24%a            | 38<br>23%                    | 38<br>25%a              | 32<br>19%               | 53<br>28%a                | 63<br>26%a      | 79<br>29%ae       | 45<br>24%         | 395<br>25%   | 50<br>23%                 |
| The amount of fat in<br>food                                 | 747<br>41% | 29<br>32%         | 104<br>46%ad          | 61<br>38%                    | 53<br>35%               | 72<br>44%               | 77<br>41%                 | 117<br>49%acdi  | 110<br>41%        | 72<br>38%         | 650<br>41%   | 94<br>43%                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |                |                   |                   | ETHNICITY    |                           |
|---|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|----------------|-------------------|-------------------|--------------|---------------------------|
|   |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)  | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base   | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274            | 284               | 195               | 1810         | 225                       |
| Weighted Base   | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242            | 270               | 188               | 1599         | 218                       |
| The amount of salt in food  | 822<br>45%  | 28<br>31%         | 98<br>43%a        | 76<br>47%a                   | 61<br>41%               | 74<br>45%a              | 93<br>49%a                | 116<br>48%a    | 132<br>49%a       | 81<br>43%         | 730<br>46%   | 91<br>42%                 |
| The amount of saturated fat in food   | 719<br>39%  | 30<br>33%         | 95<br>42%         | 53<br>33%                    | 57<br>38%               | 66<br>40%               | 62<br>33%                 | 115<br>47%acfi | 122<br>45%cfi     | 66<br>35%         | 638<br>40%   | 80<br>37%                 |
| The amount of sugar in food   | 1011<br>55% | 40<br>45%         | 121<br>54%d       | 88<br>54%d                   | 63<br>42%               | 94<br>58%ad             | 110<br>58%ad              | 145<br>60%ad   | 177<br>65%abcdi   | 96<br>51%         | 885<br>55%   | 121<br>56%                |
| The feed given to livestock   | 396<br>22%  | 9<br>10%          | 52<br>23%a        | 34<br>21%a                   | 31<br>21%a              | 33<br>20%a              | 45<br>24%a                | 53<br>22%a     | 68<br>25%a        | 42<br>23%a        | 355<br>22%   | 42<br>19%                 |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%  | 16<br>18%         | 70<br>31%a        | 47<br>29%                    | 36<br>24%               | 42<br>25%               | 61<br>32%a                | 84<br>35%adi   | 94<br>35%adei     | 45<br>24%         | 468<br>29%   | 62<br>28%                 |
| The use of pesticides to grow food  | 497<br>27%  | 14<br>16%         | 64<br>28%a        | 41<br>25%                    | 32<br>22%               | 34<br>21%               | 55<br>29%a                | 77<br>32%ade   | 87<br>32%ade      | 54<br>29%a        | 440<br>27%   | 55<br>25%                 |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%  | 18<br>20%         | 82<br>36%acdegi   | 41<br>25%                    | 36<br>24%               | 44<br>27%               | 73<br>39%acdegi           | 66<br>27%      | 91<br>34%ad       | 47<br>25%         | 481<br>30%   | 60<br>28%                 |
| Food not being what the label says it is                                    | 492<br>27%  | 14<br>16%         | 81<br>36%acdgi    | 36<br>22%                    | 35<br>23%               | 44<br>27%a              | 57<br>30%a                | 63<br>26%      | 79<br>29%a        | 44<br>23%         | 429<br>27%   | 63<br>29%                 |
| Net: Q.1b   | 1268<br>69% | 52<br>59%         | 173<br>76%aci     | 101<br>63%                   | 101<br>67%              | 117<br>72%a             | 134<br>71%a               | 182<br>75%aci  | 205<br>76%aci     | 117<br>63%        | 1106<br>69%  | 157<br>72%                |
| Net: Q.1c   | 1270<br>70% | 51<br>58%         | 171<br>75%ad      | 108<br>67%                   | 90<br>60%               | 115<br>70%a             | 129<br>68%                | 179<br>74%ad   | 206<br>76%acdi    | 125<br>67%        | 1110<br>69%  | 155<br>71%                |
| Net: Q.1d   | 1383<br>76% | 61<br>68%         | 180<br>79%ac      | 111<br>69%                   | 107<br>71%              | 124<br>75%              | 143<br>76%                | 193<br>80%ac   | 221<br>82%acd     | 144<br>77%        | 1218<br>76%  | 160<br>74%                |
| Net: Any  | 1563<br>86% | 71<br>80%         | 198<br>88%        | 131<br>81%                   | 127<br>84%              | 147<br>90%ac            | 165<br>87%                | 206<br>85%     | 244<br>91%ac      | 160<br>85%        | 1375<br>86%  | 183<br>84%                |
| None  | 201<br>11%  | 13<br>14%         | 22<br>10%         | 26<br>16%befgh               | 20<br>13%               | 14<br>9%                | 15<br>8%                  | 21<br>9%       | 22<br>8%          | 18<br>10%         | 177<br>11%   | 22<br>10%                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | GOVERNMENT REGION |                   |                   |                              |                         |                         |                           |                 |                   | ETHNICITY         |              |                           |
|-----------------------------------|-------------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|-----------------|-------------------|-------------------|--------------|---------------------------|
|                                   | Total             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)   | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                   | 2044              | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274             | 284               | 195               | 1810         | 225                       |
| Weighted Base                     | 1826              | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242             | 270               | 188               | 1599         | 218                       |
| Don't know                        | 62                | 5                 | 6                 | 4                            | 4                       | 3                       | 8                         | 14              | 4                 | 10                | 46           | 14                        |
|                                   | 3%                | 6%h               | 3%                | 3%                           | 2%                      | 2%                      | 4%                        | 6%eh            | 1%                | 5%h               | 3%           | 6%j                       |
| <b>Average number of mentions</b> | <b>7.91</b>       | <b>5.96</b>       | <b>8.61adi</b>    | <b>7.66a</b>                 | <b>7.24</b>             | <b>7.52a</b>            | <b>7.97a</b>              | <b>8.61adei</b> | <b>8.22a</b>      | <b>7.38a</b>      | <b>7.91</b>  | <b>7.96</b>               |
| <b>Standard deviation</b>         | <b>5.24</b>       | <b>5.03</b>       | <b>5.48</b>       | <b>5.34</b>                  | <b>4.93</b>             | <b>5.24</b>             | <b>5.33</b>               | <b>4.81</b>     | <b>5.04</b>       | <b>5.06</b>       | <b>5.27</b>  | <b>5.03</b>               |
| <b>Standard error</b>             | <b>0.13</b>       | <b>0.57</b>       | <b>0.38</b>       | <b>0.44</b>                  | <b>0.42</b>             | <b>0.42</b>             | <b>0.41</b>               | <b>0.32</b>     | <b>0.32</b>       | <b>0.40</b>       | <b>0.13</b>  | <b>0.37</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base  | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| Animal welfare   | 826<br>45%                                      | 152<br>59%bcdefg   | 302<br>48%ceg        | 155<br>40%                            | 144<br>42%             | 72<br>38%            | 454<br>51%cdeg     | 216<br>41%           |
| BSE ('mad cow disease')                                | 255<br>14%                                      | 64<br>25%bcdefg    | 102<br>16%cdg        | 40<br>10%                             | 28<br>8%               | 20<br>11%            | 166<br>19%cdeg     | 49<br>9%             |
| Date labels, such as "best before" and "use by" labels | 436<br>24%                                      | 96<br>38%bcdefg    | 177<br>28%cdeg       | 72<br>18%                             | 65<br>19%              | 25<br>13%            | 274<br>31%cdeg     | 91<br>17%            |
| Food hygiene at home                                   | 354<br>19%                                      | 92<br>36%bcdefg    | 138<br>22%deg        | 66<br>17%deg                          | 37<br>11%              | 20<br>10%            | 231<br>26%cdeg     | 57<br>11%            |
| Food hygiene when eating out                           | 694<br>38%                                      | 162<br>64%bcdefg   | 313<br>49%cdeg       | 113<br>29%deg                         | 70<br>20%              | 36<br>19%            | 475<br>54%cdeg     | 106<br>20%           |
| Food miles (e.g. the distance food travels)            | 408<br>22%                                      | 84<br>33%bcdeg     | 165<br>26%cdeg       | 69<br>18%                             | 65<br>19%              | 27<br>14%            | 248<br>28%cdeg     | 92<br>17%            |
| Food poisoning such as Salmonella and E.Coli           | 544<br>30%                                      | 136<br>53%bcdefg   | 214<br>34%cdeg       | 92<br>24%                             | 64<br>19%              | 39<br>20%            | 350<br>39%bcdeg    | 103<br>19%           |
| Food prices  | 729<br>40%                                      | 147<br>57%bcdefg   | 288<br>46%cdeg       | 132<br>34%e                           | 116<br>34%e            | 45<br>24%            | 435<br>49%cdeg     | 161<br>30%           |
| Foods aimed at children including school meals         | 498<br>27%                                      | 111<br>43%bcdefg   | 195<br>31%cdeg       | 97<br>25%eg                           | 68<br>20%              | 27<br>14%            | 306<br>34%cdeg     | 95<br>18%            |
| Food waste   | 964<br>53%                                      | 178<br>70%bcdefg   | 381<br>60%cdeg       | 198<br>51%deg                         | 143<br>42%e            | 63<br>33%            | 560<br>63%cdeg     | 205<br>38%           |
| Genetically Modified (GM) foods                        | 426<br>23%                                      | 101<br>39%bcdefg   | 185<br>29%cdeg       | 68<br>17%e                            | 52<br>15%              | 20<br>10%            | 285<br>32%cdeg     | 72<br>14%            |
| Hormones/steroids \antibiotics in food                 | 447<br>24%                                      | 91<br>35%cdeg      | 184<br>29%deg        | 93<br>24%deg                          | 55<br>16%              | 23<br>12%            | 275<br>31%cdeg     | 79<br>15%            |
| The amount of fat in food                              | 747<br>41%                                      | 160<br>63%bcdefg   | 302<br>48%cdeg       | 130<br>33%e                           | 112<br>33%e            | 41<br>21%            | 463<br>52%cdeg     | 153<br>29%e          |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base   | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| The amount of salt in food  | 822<br>45%                                      | 161<br>63%bcdefg   | 334<br>53%cdeg       | 145<br>37%e                           | 132<br>39%e            | 48<br>25%            | 496<br>56%cdeg     | 180<br>34%e          |
| The amount of saturated fat in food   | 719<br>39%                                      | 143<br>56%bcdefg   | 293<br>46%cdeg       | 150<br>38%deg                         | 97<br>28%e             | 35<br>18%            | 436<br>49%cdeg     | 132<br>25%           |
| The amount of sugar in food   | 1011<br>55%                                     | 177<br>69%cdeg     | 404<br>64%cdeg       | 201<br>51%eg                          | 166<br>48%e            | 60<br>32%            | 581<br>65%cdeg     | 226<br>42%e          |
| The feed given to livestock   | 396<br>22%                                      | 88<br>34%bcdeg     | 164<br>26%cdeg       | 64<br>16%                             | 53<br>16%              | 27<br>14%            | 252<br>28%cdeg     | 80<br>15%            |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%                                      | 110<br>43%bcdeg    | 227<br>36%cdeg       | 101<br>26%deg                         | 62<br>18%              | 32<br>16%            | 337<br>38%cdeg     | 93<br>17%            |
| The use of pesticides to grow food  | 497<br>27%                                      | 109<br>43%bcdefg   | 210<br>33%cdeg       | 85<br>22%e                            | 64<br>19%              | 28<br>15%            | 319<br>36%cdeg     | 92<br>17%            |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%                                      | 106<br>41%bcdeg    | 215<br>34%cdeg       | 107<br>27%eg                          | 79<br>23%              | 34<br>18%            | 321<br>36%cdeg     | 112<br>21%           |
| Food not being what the label says it is                                    | 492<br>27%                                      | 120<br>47%bcdefg   | 199<br>31%cdeg       | 82<br>21%                             | 61<br>18%              | 29<br>15%            | 319<br>36%cdeg     | 90<br>17%            |
| Net: Q.1b   | 1268<br>69%                                     | 233<br>91%bcdefg   | 512<br>81%cdeg       | 245<br>63%eg                          | 197<br>57%e            | 78<br>41%            | 745<br>84%cdeg     | 275<br>51%e          |
| Net: Q.1c   | 1270<br>70%                                     | 222<br>87%bcdefg   | 499<br>79%cdeg       | 248<br>63%eg                          | 223<br>65%eg           | 75<br>39%            | 721<br>81%cdeg     | 298<br>56%e          |
| Net: Q.1d   | 1383<br>76%                                     | 234<br>92%bcdefg   | 528<br>83%cdeg       | 272<br>70%e                           | 242<br>71%e            | 104<br>55%           | 762<br>86%cdeg     | 346<br>65%e          |
| Net: Any  | 1563<br>86%                                     | 250<br>98%bcdefg   | 592<br>94%cdeg       | 316<br>81%eg                          | 280<br>82%eg           | 120<br>63%           | 842<br>95%cdeg     | 400<br>75%e          |
| None  | 201<br>11%                                      | 4<br>2%            | 28<br>4%a            | 53<br>14%abf                          | 52<br>15%abf           | 61<br>32%abcdfg      | 32<br>4%           | 113<br>21%abcdf      |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base                     | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| Don't know                        | 62<br>3%  | 2<br>1%            | 12<br>2%             | 22<br>6%abf                           | 11<br>3%a              | 10<br>5%abf          | 14<br>2%           | 21<br>4%abf          |
| <b>Average number of mentions</b> | <b>7.91</b>                                     | <b>10.36bcdef</b>  | <b>8.43cdeg</b>      | <b>7.17dg</b>                         | <b>6.19</b>            | <b>6.26</b>          | <b>9.01bcdeg</b>   | <b>6.21</b>          |
| <b>Standard deviation</b>         | <b>5.24</b>                                     | <b>5.48</b>        | <b>5.19</b>          | <b>4.92</b>                           | <b>4.30</b>            | <b>5.44</b>          | <b>5.35</b>        | <b>4.66</b>          |
| <b>Standard error</b>             | <b>0.13</b>                                     | <b>0.32</b>        | <b>0.20</b>          | <b>0.27</b>                           | <b>0.25</b>            | <b>0.47</b>          | <b>0.17</b>        | <b>0.22</b>          |



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                  | 901                | 703                  |
| Weighted Base  | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                  | 791                | 638                  |
| Animal welfare   | 826                                       | 118                | 287                  | 163                                   | 183                    | 75                   | 404                | 257                  |
|  | 45%                                       | 55% <i>cdeg</i>    | 50% <i>cdeg</i>      | 42%                                   | 43% <i>e</i>           | 35%                  | 51% <i>cdeg</i>    | 40%                  |
| BSE ('mad cow disease')                                | 255                                       | 56                 | 96                   | 52                                    | 37                     | 14                   | 152                | 51                   |
|  | 14%                                       | 26% <i>bcdefg</i>  | 17% <i>deg</i>       | 13% <i>deg</i>                        | 9%                     | 7%                   | 19% <i>cdeg</i>    | 8%                   |
| Date labels, such as "best before" and "use by" labels | 436                                       | 83                 | 170                  | 79                                    | 78                     | 24                   | 253                | 102                  |
|  | 24%                                       | 39% <i>bcdeg</i>   | 30% <i>cdeg</i>      | 21% <i>e</i>                          | 18% <i>e</i>           | 11%                  | 32% <i>cdeg</i>    | 16%                  |
| Food hygiene at home                                   | 354                                       | 77                 | 137                  | 59                                    | 57                     | 23                   | 214                | 80                   |
|  | 19%                                       | 36% <i>bcdefg</i>  | 24% <i>cdeg</i>      | 15%                                   | 13%                    | 11%                  | 27% <i>cdeg</i>    | 13%                  |
| Food hygiene when eating out                           | 694                                       | 132                | 263                  | 139                                   | 119                    | 40                   | 395                | 160                  |
|  | 38%                                       | 62% <i>bcdefg</i>  | 46% <i>cdeg</i>      | 36% <i>deg</i>                        | 28% <i>e</i>           | 19%                  | 50% <i>cdeg</i>    | 25%                  |
| Food miles (e.g. the distance food travels)            | 408                                       | 68                 | 141                  | 84                                    | 89                     | 26                   | 209                | 115                  |
|  | 22%                                       | 32% <i>bcdeg</i>   | 24% <i>eg</i>        | 22% <i>e</i>                          | 21% <i>e</i>           | 12%                  | 26% <i>deg</i>     | 18% <i>e</i>         |
| Food poisoning such as Salmonella and E.Coli           | 544                                       | 107                | 206                  | 102                                   | 94                     | 37                   | 312                | 130                  |
|  | 30%                                       | 50% <i>bcdefg</i>  | 36% <i>cdeg</i>      | 26% <i>eg</i>                         | 22%                    | 17%                  | 39% <i>cdeg</i>    | 20%                  |
| Food prices  | 729                                       | 115                | 270                  | 139                                   | 149                    | 56                   | 384                | 204                  |
|  | 40%                                       | 54% <i>cdeg</i>    | 47% <i>cdeg</i>      | 36% <i>e</i>                          | 35% <i>e</i>           | 26%                  | 49% <i>cdeg</i>    | 32%                  |
| Foods aimed at children including school meals         | 498                                       | 90                 | 184                  | 95                                    | 100                    | 28                   | 275                | 127                  |
|  | 27%                                       | 42% <i>bcdefg</i>  | 32% <i>cdeg</i>      | 25% <i>e</i>                          | 24% <i>e</i>           | 13%                  | 35% <i>cdeg</i>    | 20% <i>e</i>         |
| Food waste   | 964                                       | 149                | 352                  | 193                                   | 198                    | 71                   | 500                | 269                  |
|  | 53%                                       | 69% <i>bcdeg</i>   | 61% <i>cdeg</i>      | 50% <i>eg</i>                         | 47% <i>e</i>           | 33%                  | 63% <i>cdeg</i>    | 42% <i>e</i>         |
| Genetically Modified (GM) foods                        | 426                                       | 99                 | 161                  | 74                                    | 75                     | 16                   | 260                | 92                   |
|  | 23%                                       | 46% <i>bcdefg</i>  | 28% <i>cdeg</i>      | 19% <i>eg</i>                         | 18% <i>e</i>           | 8%                   | 33% <i>bcdeg</i>   | 14% <i>e</i>         |
| Hormones/steroids \antibiotics in food                 | 447                                       | 81                 | 168                  | 90                                    | 87                     | 21                   | 249                | 109                  |
|  | 24%                                       | 38% <i>bcdeg</i>   | 29% <i>deg</i>       | 23% <i>eg</i>                         | 21% <i>e</i>           | 10%                  | 31% <i>cdeg</i>    | 17% <i>e</i>         |
| The amount of fat in food                              | 747                                       | 131                | 287                  | 136                                   | 149                    | 42                   | 418                | 190                  |
|  | 41%                                       | 61% <i>bcdefg</i>  | 50% <i>cdeg</i>      | 35% <i>e</i>                          | 35% <i>e</i>           | 19%                  | 53% <i>cdeg</i>    | 30% <i>e</i>         |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                  | 901                | 703                  |
| Weighted Base   | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                  | 791                | 638                  |
| The amount of salt in food  | 822<br>45%                                | 134<br>63%bcdefg   | 304<br>53%cdeg       | 159<br>41%eg                          | 172<br>41%e            | 50<br>24%            | 439<br>55%cdeg     | 223<br>35%e          |
| The amount of saturated fat in food   | 719<br>39%                                | 125<br>58%bcdefg   | 272<br>47%cdeg       | 151<br>39%eg                          | 141<br>33%eg           | 30<br>14%            | 396<br>50%cdeg     | 171<br>27%e          |
| The amount of sugar in food   | 1011<br>55%                               | 149<br>70%cdeg     | 371<br>64%cdeg       | 209<br>54%eg                          | 213<br>50%eg           | 66<br>31%            | 520<br>66%cdeg     | 279<br>44%e          |
| The feed given to livestock   | 396<br>22%                                | 78<br>37%bcdefg    | 150<br>26%cdeg       | 72<br>19%e                            | 79<br>18%e             | 18<br>8%             | 228<br>29%cdeg     | 96<br>15%e           |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%                                | 99<br>46%bcdefg    | 202<br>35%deg        | 112<br>29%deg                         | 92<br>22%e             | 26<br>12%            | 301<br>38%cdeg     | 118<br>18%e          |
| The use of pesticides to grow food  | 497<br>27%                                | 96<br>45%bcdefg    | 195<br>34%cdeg       | 92<br>24%eg                           | 89<br>21%e             | 25<br>12%            | 291<br>37%cdeg     | 114<br>18%e          |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%                                | 95<br>45%bcdefg    | 197<br>34%deg        | 109<br>28%eg                          | 111<br>26%e            | 29<br>14%            | 293<br>37%cdeg     | 140<br>22%e          |
| Food not being what the label says it is                                    | 492<br>27%                                | 102<br>48%bcdefg   | 182<br>32%cdeg       | 96<br>25%eg                           | 84<br>20%e             | 28<br>13%            | 285<br>36%cdeg     | 111<br>17%           |
| Net: Q.1b   | 1268<br>69%                               | 192<br>90%bcdefg   | 455<br>79%cdeg       | 262<br>68%eg                          | 268<br>63%eg           | 88<br>41%            | 647<br>82%cdeg     | 355<br>56%e          |
| Net: Q.1c   | 1270<br>70%                               | 182<br>85%cdeg     | 459<br>79%cdeg       | 259<br>67%eg                          | 278<br>66%eg           | 89<br>42%            | 641<br>81%cdeg     | 367<br>58%e          |
| Net: Q.1d   | 1383<br>76%                               | 191<br>89%bcdeg    | 480<br>83%cdeg       | 277<br>72%e                           | 313<br>74%eg           | 120<br>56%           | 670<br>85%cdeg     | 433<br>68%e          |
| Net: Any  | 1563<br>86%                               | 204<br>95%cdeg     | 533<br>92%cdeg       | 322<br>84%eg                          | 360<br>85%eg           | 139<br>65%           | 737<br>93%cdeg     | 499<br>78%e          |
| None  | 201<br>11%                                | 6<br>3%            | 34<br>6%             | 46<br>12%abf                          | 50<br>12%abf           | 63<br>30%abcdfg      | 39<br>5%           | 113<br>18%abcdf      |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                              |                            |                                       |                         |                        |                            |                         |
|-----------------------------------|---|------------------------------|----------------------------|---------------------------------------|-------------------------|------------------------|----------------------------|-------------------------|
|                                   | Total                                     | Very concerned (a)           | Fairly concerned (b)       | Neither concerned nor unconcerned (c) | Fairly unconcerned (d)  | Very unconcerned (e)   | Net: Concerned (f)         | Net: Unconcerned (g)    |
| Unweighted Base                   | 2044                                      | 243                          | 658                        | 426                                   | 461                     | 242                    | 901                        | 703                     |
| Weighted Base                     | 1826                                      | 214                          | 577                        | 385                                   | 425                     | 214                    | 791                        | 638                     |
| Don't know                        | 62<br>3%                                  | 4<br>2%                      | 10<br>2%                   | 16<br>4% <sup>bf</sup>                | 14<br>3%                | 11<br>5% <sup>bf</sup> | 14<br>2%                   | 26<br>4% <sup>bf</sup>  |
| <b>Average number of mentions</b> | <b>7.91</b>                               | <b>10.72<sup>bcdef</sup></b> | <b>8.62<sup>cdeg</sup></b> | <b>7.46<sup>deg</sup></b>             | <b>6.68<sup>e</sup></b> | <b>5.34</b>            | <b>9.20<sup>cdeg</sup></b> | <b>6.30<sup>e</sup></b> |
| <b>Standard deviation</b>         | <b>5.24</b>                               | <b>5.37</b>                  | <b>5.24</b>                | <b>4.84</b>                           | <b>4.78</b>             | <b>4.78</b>            | <b>5.36</b>                | <b>4.81</b>             |
| <b>Standard error</b>             | <b>0.13</b>                               | <b>0.35</b>                  | <b>0.21</b>                | <b>0.26</b>                           | <b>0.24</b>             | <b>0.39</b>            | <b>0.19</b>                | <b>0.21</b>             |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|  | FSA AWARE (Q.4) |         | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |         | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |           |
|--|-----------------|---------|-----------------|---------|---------------------|---------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|-----------|
|  | Total           | Yes (a) | No (b)          | Yes (c) | No (d)              | Yes (e) | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n) |
| Unweighted Base  | 2044            | 1564    | 480             | -       | 2044                | 1564    | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256       |
| Weighted Base  | 1826            | 1421    | 405             | **      | 1826                | 1421    | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240       |
| Animal welfare   | 826             | 709     | 117             | -       | 826                 | 709     | 117                                       | 471                              | 89                                | 114                              | 118                     | 216                     | 207             | 193                   | 133       |
|  | 45%             | 50%b    | 29%             | -       | 45%                 | 50%f    | 29%                                       | 52%                              | 50%                               | 53%                              | 60%                     | 57%                     | 56%             | 62%ghi                | 55%       |
| BSE ('mad cow disease')                                | 255             | 221     | 34              | -       | 255                 | 221     | 34  | 166                              | 29                                | 42                               | 46                      | 76                      | 73              | 71                    | 37        |
|  | 14%             | 16%b    | 8%              | -       | 14%                 | 16%f    | 8%  | 18%                              | 16%                               | 19%                              | 23%n                    | 20%                     | 20%             | 23%n                  | 15%       |
| Date labels, such as "best before" and "use by" labels | 436             | 359     | 77              | -       | 436                 | 359     | 77  | 252                              | 50                                | 69                               | 71                      | 119                     | 119             | 97                    | 57        |
|  | 24%             | 25%b    | 19%             | -       | 24%                 | 25%f    | 19%                                       | 28%                              | 28%                               | 32%n                             | 36%gn                   | 32%n                    | 32%n            | 31%                   | 24%       |
| Food hygiene at home                                   | 354             | 294     | 60              | -       | 354                 | 294     | 60  | 204                              | 47                                | 61                               | 53                      | 82                      | 83              | 68                    | 51        |
|  | 19%             | 21%b    | 15%             | -       | 19%                 | 21%f    | 15%                                       | 23%                              | 26%                               | 28%                              | 27%                     | 22%                     | 23%             | 22%                   | 21%       |
| Food hygiene when eating out                           | 694             | 586     | 108             | -       | 694                 | 586     | 108                                       | 398                              | 72                                | 99                               | 96                      | 178                     | 165             | 138                   | 107       |
|  | 38%             | 41%b    | 27%             | -       | 38%                 | 41%f    | 27%                                       | 44%                              | 40%                               | 46%                              | 49%                     | 47%                     | 45%             | 45%                   | 44%       |
| Food miles (e.g. the distance food travels)            | 408             | 356     | 53              | -       | 408                 | 356     | 53  | 241                              | 54                                | 69                               | 63                      | 131                     | 113             | 116                   | 63        |
|  | 22%             | 25%b    | 13%             | -       | 22%                 | 25%f    | 13%                                       | 27%                              | 30%                               | 32%                              | 32%                     | 35%gn                   | 31%             | 38%gn                 | 26%       |
| Food poisoning such as Salmonella and E.Coli           | 544             | 455     | 89              | -       | 544                 | 455     | 89  | 310                              | 59                                | 86                               | 85                      | 141                     | 146             | 123                   | 69        |
|  | 30%             | 32%b    | 22%             | -       | 30%                 | 32%f    | 22%                                       | 34%                              | 33%                               | 40%n                             | 43%gn                   | 37%n                    | 40%n            | 40%n                  | 29%       |
| Food prices  | 729             | 580     | 149             | -       | 729                 | 580     | 149                                       | 399                              | 89                                | 98                               | 98                      | 176                     | 176             | 141                   | 99        |
|  | 40%             | 41%     | 37%             | -       | 40%                 | 41%     | 37%                                       | 44%                              | 50%                               | 46%                              | 50%                     | 47%                     | 48%             | 45%                   | 41%       |
| Foods aimed at children including school meals         | 498             | 440     | 58              | -       | 498                 | 440     | 58  | 303                              | 59                                | 79                               | 72                      | 141                     | 121             | 113                   | 82        |
|  | 27%             | 31%b    | 14%             | -       | 27%                 | 31%f    | 14%                                       | 33%                              | 33%                               | 37%                              | 36%                     | 38%                     | 33%             | 37%                   | 34%       |
| Food waste   | 964             | 807     | 157             | -       | 964                 | 807     | 157                                       | 540                              | 104                               | 139                              | 130                     | 242                     | 230             | 194                   | 147       |
|  | 53%             | 57%b    | 39%             | -       | 53%                 | 57%f    | 39%                                       | 59%                              | 58%                               | 65%                              | 66%                     | 64%                     | 62%             | 63%                   | 61%       |
| Genetically Modified (GM) foods                        | 426             | 365     | 62              | -       | 426                 | 365     | 62  | 255                              | 48                                | 65                               | 70                      | 129                     | 121             | 111                   | 74        |
|  | 23%             | 26%b    | 15%             | -       | 23%                 | 26%f    | 15%                                       | 28%                              | 27%                               | 30%                              | 36%g                    | 34%g                    | 33%             | 36%gh                 | 31%       |
| Hormones\steroids \antibiotics in food                 | 447             | 387     | 61              | -       | 447                 | 387     | 61  | 271                              | 48                                | 65                               | 67                      | 130                     | 117             | 116                   | 75        |
|  | 24%             | 27%b    | 15%             | -       | 24%                 | 27%f    | 15%                                       | 30%                              | 27%                               | 30%                              | 34%                     | 35%                     | 32%             | 37%gh                 | 31%       |
| The amount of fat in food                              | 747             | 608     | 140             | -       | 747                 | 608     | 140                                       | 411                              | 88                                | 110                              | 104                     | 202                     | 197             | 165                   | 110       |
|  | 41%             | 43%b    | 34%             | -       | 41%                 | 43%f    | 34%                                       | 45%                              | 49%                               | 51%                              | 53%                     | 54%g                    | 53%g            | 53%g                  | 46%       |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|   | FSA AWARE (Q.4) |              | FSS AWARE (Q.4) |         | FSS/FSA AWARE (Q.4) |              | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                         |                         |                 |                       |              |
|---|-----------------|--------------|-----------------|---------|---------------------|--------------|---|----------------------------------|-----------------------------------|----------------------------------|-------------------------|-------------------------|-----------------|-----------------------|--------------|
|   | Total           | Yes (a)      | No (b)          | Yes (c) | No (d)              | Yes (e)      | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j) | Nutrition labelling (k) | Date labels (l) | Country of origin (m) | Other (n)    |
| Unweighted Base   | 2044            | 1564         | 480             | -       | 2044                | 1564         | 480                                       | 990                              | 193                               | 229                              | 214                     | 379                     | 387             | 319                   | 256          |
| Weighted Base   | 1826            | 1421         | 405             | **      | 1826                | 1421         | 405                                       | 907                              | 179                               | 214                              | 198                     | 376                     | 369             | 310                   | 240          |
| The amount of salt in food  | 822<br>45%      | 681<br>48%b  | 141<br>35%      | -       | 822<br>45%          | 681<br>48%f  | 141<br>35%                                | 461<br>51%                       | 85<br>48%                         | 117<br>55%                       | 113<br>57%              | 212<br>56%              | 212<br>58%gh    | 174<br>56%            | 127<br>53%   |
| The amount of saturated fat in food   | 719<br>39%      | 608<br>43%b  | 111<br>27%      | -       | 719<br>39%          | 608<br>43%f  | 111<br>27%                                | 432<br>48%                       | 93<br>52%                         | 115<br>54%n                      | 103<br>52%              | 203<br>54%gn            | 195<br>53%n     | 169<br>54%gn          | 106<br>44%   |
| The amount of sugar in food   | 1011<br>55%     | 843<br>59%b  | 168<br>42%      | -       | 1011<br>55%         | 843<br>59%f  | 168<br>42%                                | 553<br>61%                       | 111<br>62%                        | 139<br>65%                       | 140<br>71%g             | 249<br>66%              | 245<br>67%      | 210<br>68%g           | 164<br>68%g  |
| The feed given to livestock   | 396<br>22%      | 346<br>24%b  | 50<br>12%       | -       | 396<br>22%          | 346<br>24%f  | 50<br>12%                                 | 244<br>27%                       | 45<br>25%                         | 65<br>30%                        | 70<br>35%gh             | 122<br>33%g             | 114<br>31%      | 111<br>36%gh          | 70<br>29%    |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%      | 466<br>33%b  | 66<br>16%       | -       | 531<br>29%          | 466<br>33%f  | 66<br>16%                                 | 325<br>36%                       | 56<br>31%                         | 84<br>39%                        | 83<br>42%h              | 164<br>44%gh            | 150<br>41%h     | 142<br>46%ghn         | 87<br>36%    |
| The use of pesticides to grow food  | 497<br>27%      | 433<br>30%b  | 64<br>16%       | -       | 497<br>27%          | 433<br>30%f  | 64<br>16%                                 | 300<br>33%                       | 59<br>33%                         | 81<br>38%                        | 87<br>44%ghn            | 148<br>39%g             | 151<br>41%g     | 136<br>44%ghn         | 80<br>33%    |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%      | 469<br>33%b  | 72<br>18%       | -       | 541<br>30%          | 469<br>33%f  | 72<br>18%                                 | 324<br>36%                       | 62<br>34%                         | 77<br>36%                        | 84<br>43%               | 162<br>43%gn            | 144<br>39%      | 137<br>44%ghn         | 82<br>34%    |
| Food not being what the label says it is                                    | 492<br>27%      | 427<br>30%b  | 65<br>16%       | -       | 492<br>27%          | 427<br>30%f  | 65<br>16%                                 | 301<br>33%                       | 59<br>33%                         | 81<br>38%                        | 68<br>34%               | 138<br>37%              | 137<br>37%      | 121<br>39%            | 83<br>35%    |
| Net: Q.1b   | 1268<br>69%     | 1042<br>73%b | 225<br>56%      | -       | 1268<br>69%         | 1042<br>73%f | 225<br>56%                                | 681<br>75%                       | 132<br>74%                        | 163<br>76%                       | 157<br>79%              | 303<br>81%g             | 285<br>77%      | 249<br>80%            | 189<br>79%   |
| Net: Q.1c   | 1270<br>70%     | 1033<br>73%b | 238<br>59%      | -       | 1270<br>70%         | 1033<br>73%f | 238<br>59%                                | 679<br>75%                       | 134<br>75%                        | 166<br>77%                       | 158<br>80%              | 302<br>80%g             | 289<br>78%      | 240<br>77%            | 197<br>82%g  |
| Net: Q.1d   | 1383<br>76%     | 1122<br>79%b | 262<br>65%      | -       | 1383<br>76%         | 1122<br>79%f | 262<br>65%                                | 734<br>81%                       | 139<br>78%                        | 176<br>82%                       | 169<br>86%              | 318<br>85%h             | 308<br>84%      | 264<br>85%h           | 209<br>87%gh |
| Net: Any  | 1563<br>86%     | 1255<br>88%b | 307<br>76%      | -       | 1563<br>86%         | 1255<br>88%f | 307<br>76%                                | 814<br>90%                       | 160<br>90%                        | 195<br>91%                       | 183<br>93%              | 345<br>92%              | 334<br>91%      | 282<br>91%            | 226<br>94%g  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|                                   | FSA AWARE (Q.4) |                         | FSS AWARE (Q.4)  |         | FSS/FSA AWARE (Q.4) |                         | ISSUES FSA/FSS ARE RESPONSIBLE FOR (Q.5a) |                                  |                                   |                                  |                          |                          |                          |                            |             |
|-----------------------------------|-----------------|-------------------------|------------------|---------|---------------------|-------------------------|---|----------------------------------|-----------------------------------|----------------------------------|--------------------------|--------------------------|--------------------------|----------------------------|-------------|
|                                   | Total           | Yes (a)                 | No (b)           | Yes (c) | No (d)              | Yes (e)                 | No (f)                                    | Ensuring food bought is safe (g) | Promoting food safety in home (h) | Healthy eating and Lifestyle (i) | Food sustainability (j)  | Nutrition labelling (k)  | Date labels (l)          | Country of origin (m)      | Other (n)   |
| Unweighted Base                   | 2044            | 1564                    | 480              | -       | 2044                | 1564                    | 480                                       | 990                              | 193                               | 229                              | 214                      | 379                      | 387                      | 319                        | 256         |
| Weighted Base                     | 1826            | 1421                    | 405              | -**     | 1826                | 1421                    | 405                                       | 907                              | 179                               | 214                              | 198                      | 376                      | 369                      | 310                        | 240         |
| None                              | 201             | 132                     | 69               | -       | 201                 | 132                     | 69  | 74                               | 16                                | 17                               | 11                       | 25                       | 28                       | 20                         | 10          |
|                                   | 11%             | 9%                      | 17% <sup>a</sup> | -       | 11%                 | 9%                      | 17% <sup>e</sup>                          | 8% <sup>n</sup>                  | 9%                                | 8%                               | 5%                       | 7%                       | 7%                       | 7%                         | 4%          |
| Don't know                        | 62              | 34                      | 28               | -       | 62                  | 34                      | 28  | 19                               | 2                                 | 3                                | 4                        | 6                        | 7                        | 7                          | 4           |
|                                   | 3%              | 2%                      | 7% <sup>a</sup>  | -       | 3%                  | 2%                      | 7% <sup>e</sup>                           | 2%                               | 1%                                | 1%                               | 2%                       | 2%                       | 2%                       | 2%                         | 2%          |
| <b>Average number of mentions</b> | <b>7.91</b>     | <b>8.33<sup>b</sup></b> | <b>6.19</b>      | -       | <b>7.91</b>         | <b>8.33<sup>f</sup></b> | <b>6.19</b>                               | <b>8.80</b>                      | <b>8.77</b>                       | <b>9.53<sup>n</sup></b>          | <b>9.96<sup>gn</sup></b> | <b>9.76<sup>gn</sup></b> | <b>9.63<sup>gn</sup></b> | <b>10.08<sup>ghn</sup></b> | <b>8.48</b> |
| <b>Standard deviation</b>         | <b>5.24</b>     | <b>5.31</b>             | <b>4.54</b>      | -       | <b>5.24</b>         | <b>5.31</b>             | <b>4.54</b>                               | <b>5.46</b>                      | <b>5.48</b>                       | <b>5.69</b>                      | <b>5.65</b>              | <b>5.40</b>              | <b>5.53</b>              | <b>5.58</b>                | <b>4.87</b> |
| <b>Standard error</b>             | <b>0.13</b>     | <b>0.14</b>             | <b>0.24</b>      | -       | <b>0.13</b>         | <b>0.14</b>             | <b>0.24</b>                               | <b>0.18</b>                      | <b>0.42</b>                       | <b>0.39</b>                      | <b>0.40</b>              | <b>0.29</b>              | <b>0.30</b>              | <b>0.33</b>                | <b>0.32</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Q.1b-Q.1d Food issues concerned about - Summary**  
**Base: All adults England/Wales and NI**

|  | Total      | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|--|------------|-----------------------------------|--------------------------|-------------------|--------------|
|  |            | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base  | 2044       | 1077                              | 647                      | 1724              | 320          |
| Weighted Base  | 1826       | 950                               | 606                      | 1556              | 270          |
| Animal welfare   | 826<br>45% | 461<br>48%d                       | 278<br>46%d              | 739<br>47%d       | 87<br>32%    |
| BSE ('mad cow disease')                                      | 255<br>14% | 169<br>18%bd                      | 63<br>10%                | 232<br>15%bd      | 22<br>8%     |
| Date labels, such as<br>"best before" and "use<br>by" labels | 436<br>24% | 275<br>29%bd                      | 121<br>20%               | 396<br>25%bd      | 40<br>15%    |
| Food hygiene at home   | 354<br>19% | 224<br>24%bd                      | 100<br>17%d              | 324<br>21%bd      | 30<br>11%    |
| Food hygiene when eating<br>out                              | 694<br>38% | 449<br>47%bcd                     | 193<br>32%d              | 642<br>41%bd      | 52<br>19%    |
| Food miles (e.g. the<br>distance food travels)               | 408<br>22% | 246<br>26%bd                      | 122<br>20%               | 368<br>24%d       | 40<br>15%    |
| Food poisoning such as<br>Salmonella and E.Coli              | 544<br>30% | 329<br>35%bd                      | 159<br>26%               | 489<br>31%bd      | 56<br>21%    |
| Food prices  | 729<br>40% | 418<br>44%bd                      | 234<br>39%d              | 652<br>42%d       | 77<br>29%    |
| Foods aimed at children<br>including school meals            | 498<br>27% | 309<br>32%bd                      | 150<br>25%d              | 458<br>29%bd      | 40<br>15%    |
| Food waste   | 964<br>53% | 555<br>58%bd                      | 316<br>52%d              | 871<br>56%d       | 93<br>34%    |
| Genetically Modified<br>(GM) foods                           | 426<br>23% | 252<br>27%d                       | 134<br>22%d              | 387<br>25%d       | 40<br>15%    |
| Hormones\steroids<br>\antibiotics in food                    | 447<br>24% | 264<br>28%d                       | 143<br>24%d              | 407<br>26%d       | 40<br>15%    |
| The amount of fat in<br>food                                 | 747<br>41% | 428<br>45%bd                      | 241<br>40%d              | 669<br>43%d       | 78<br>29%    |
| The amount of salt in<br>food                                | 822<br>45% | 496<br>52%bcd                     | 247<br>41%d              | 743<br>48%bd      | 79<br>29%    |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total       | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|---|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|   |             | Yes- always<br>(a)                | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base   | 2044        | 1077                              | 647                      | 1724              | 320          |
| Weighted Base   | 1826        | 950                               | 606                      | 1556              | 270          |
| The amount of saturated fat in food   | 719<br>39%  | 424<br>45%bd                      | 232<br>38%d              | 656<br>42%d       | 62<br>23%    |
| The amount of sugar in food   | 1011<br>55% | 576<br>61%bd                      | 335<br>55%d              | 911<br>59%d       | 99<br>37%    |
| The feed given to livestock   | 396<br>22%  | 244<br>26%bd                      | 115<br>19%d              | 360<br>23%bd      | 36<br>13%    |
| The use of additives (such as preservatives and colouring) in food products | 531<br>29%  | 319<br>34%bd                      | 164<br>27%d              | 483<br>31%d       | 48<br>18%    |
| The use of pesticides to grow food  | 497<br>27%  | 301<br>32%bd                      | 148<br>24%d              | 449<br>29%bd      | 47<br>18%    |
| Chemicals from the environment, such as lead, in food                       | 541<br>30%  | 317<br>33%bd                      | 171<br>28%d              | 488<br>31%d       | 53<br>20%    |
| Food not being what the label says it is                                    | 492<br>27%  | 301<br>32%bd                      | 146<br>24%d              | 447<br>29%bd      | 45<br>17%    |
| Net: Q.1b   | 1268<br>69% | 720<br>76%bd                      | 414<br>68%d              | 1134<br>73%bd     | 134<br>50%   |
| Net: Q.1c   | 1270<br>70% | 720<br>76%bd                      | 422<br>70%d              | 1142<br>73%d      | 128<br>48%   |
| Net: Q.1d   | 1383<br>76% | 759<br>80%d                       | 474<br>78%d              | 1234<br>79%d      | 150<br>56%   |
| Net: Any  | 1563<br>86% | 849<br>89%d                       | 531<br>88%d              | 1380<br>89%d      | 183<br>68%   |
| None  | 201<br>11%  | 81<br>9%                          | 58<br>9%                 | 139<br>9%         | 62<br>23%abc |
| Don't know  | 62<br>3%    | 20<br>2%                          | 18<br>3%                 | 38<br>2%          | 24<br>9%abc  |
| <b>Average number of mentions</b>   | <b>7.91</b> | <b>8.67bcd</b>                    | <b>7.21d</b>             | <b>8.11bd</b>     | <b>6.37</b>  |



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.1b-Q.1d Food issues concerned about - Summary****Base: All adults England/Wales and NI**

|                           | AWARE OF HYGIENE STANDARDS (Q.3a) |                    |                          |                   |              |
|---------------------------|-----------------------------------|--------------------|--------------------------|-------------------|--------------|
|                           | Total                             | Yes- always<br>(a) | Yes-<br>sometimes<br>(b) | Total- Yes<br>(c) | No/DK<br>(d) |
| Unweighted Base           | 2044                              | 1077               | 647                      | 1724              | 320          |
| Weighted Base             | 1826                              | 950                | 606                      | 1556              | 270          |
| <b>Standard deviation</b> | <b>5.24</b>                       | <b>5.33</b>        | <b>4.96</b>              | <b>5.24</b>       | <b>4.96</b>  |
| <b>Standard error</b>     | <b>0.13</b>                       | <b>0.17</b>        | <b>0.21</b>              | <b>0.13</b>       | <b>0.34</b>  |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  | Total       | GENDER      |                         | AGE                     |                         |                         |                          |                          | SOCIAL GRADE             |                         |             |                         | MARITAL STATUS         |                         |                    |            |
|--|-------------|-------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------|-------------------------|------------------------|-------------------------|--------------------|------------|
|  |             | Male<br>(a) | Female<br>(b)           | 16-25<br>(c)            | 26-35<br>(d)            | 36-49<br>(e)            | 50-65<br>(f)             | 66+<br>(g)               | AB<br>(h)                | C1<br>(i)               | C2<br>(j)   | DE<br>(k)               | Married<br>(l)         | Single<br>(m)           | Sep/Wid/div<br>(n) |            |
| Unweighted Base                        | 2044        | 984         | 1060                    | 308                     | 320                     | 408                     | 491                      | 517                      | 347                      | 546                     | 383         | 768                     | 1140                   | 558                     | 346                |            |
| Weighted Base                          | 1826        | 887         | 939                     | 266                     | 338                     | 434                     | 452                      | 335                      | 357                      | 564                     | 365         | 539                     | 1073                   | 495                     | 257                |            |
| I am very concerned                    | (5)         | 256<br>14%  | 116<br>13%              | 139<br>15%              | 26<br>10%               | 41<br>12%               | 55<br>13%                | 85<br>19% <sup>cde</sup> | 48<br>14%                | 39<br>11%               | 76<br>14%   | 50<br>14%               | 90<br>17% <sup>h</sup> | 148<br>14%              | 72<br>15%          | 36<br>14%  |
| I am fairly concerned                  | (4)         | 633<br>35%  | 288<br>33%              | 344<br>37%              | 79<br>30%               | 108<br>32%              | 163<br>38% <sup>c</sup>  | 155<br>34%               | 127<br>38% <sup>c</sup>  | 131<br>37% <sup>k</sup> | 198<br>35%  | 140<br>38% <sup>k</sup> | 163<br>30%             | 395<br>37% <sup>m</sup> | 153<br>31%         | 85<br>33%  |
| I am neither concerned nor unconcerned | (3)         | 391<br>21%  | 195<br>22%              | 196<br>21%              | 67<br>25% <sup>fg</sup> | 76<br>23%               | 101<br>23%               | 82<br>18%                | 64<br>19%                | 81<br>23%               | 120<br>21%  | 73<br>20%               | 117<br>22%             | 223<br>21%              | 115<br>23%         | 54<br>21%  |
| I am fairly unconcerned                | (2)         | 343<br>19%  | 173<br>20%              | 170<br>18%              | 53<br>20%               | 68<br>20%               | 71<br>16%                | 93<br>21%                | 57<br>17%                | 70<br>20%               | 113<br>20%  | 65<br>18%               | 95<br>18%              | 195<br>18%              | 97<br>20%          | 51<br>20%  |
| I am very unconcerned                  | (1)         | 191<br>10%  | 108<br>12% <sup>b</sup> | 84<br>9%                | 38<br>14% <sup>f</sup>  | 40<br>12%               | 42<br>10%                | 35<br>8%                 | 36<br>11%                | 36<br>10%               | 53<br>9%    | 35<br>10%               | 67<br>12%              | 105<br>10%              | 56<br>11%          | 31<br>12%  |
| Net: Concerned                         |             | 888<br>49%  | 405<br>46%              | 484<br>51% <sup>a</sup> | 105<br>40%              | 149<br>44%              | 218<br>50% <sup>c</sup>  | 240<br>53% <sup>cd</sup> | 175<br>52% <sup>cd</sup> | 170<br>48%              | 274<br>49%  | 190<br>52%              | 254<br>47%             | 543<br>51%              | 225<br>45%         | 120<br>47% |
| Net: Unconcerned                       |             | 534<br>29%  | 281<br>32% <sup>b</sup> | 253<br>27%              | 91<br>34% <sup>e</sup>  | 108<br>32%              | 113<br>26%               | 128<br>28%               | 93<br>28%                | 106<br>30%              | 166<br>29%  | 101<br>28%              | 162<br>30%             | 300<br>28%              | 152<br>31%         | 82<br>32%  |
| Don't know                             |             | 13<br>1%    | 6<br>1%                 | 7<br>1%                 | 2<br>1%                 | 4<br>1%                 | 2<br>*                   | 2<br>1%                  | 3<br>1%                  | 1<br>*                  | 3<br>1%     | 1<br>*                  | 8<br>1%                | 8<br>1%                 | 3<br>1%            | 2<br>1%    |
| <b>Mean score</b>                      | <b>3.23</b> | <b>3.15</b> | <b>3.31<sup>a</sup></b> | <b>3.01</b>             | <b>3.13</b>             | <b>3.27<sup>c</sup></b> | <b>3.36<sup>cd</sup></b> | <b>3.28<sup>c</sup></b>  | <b>3.19</b>              | <b>3.23</b>             | <b>3.29</b> | <b>3.22</b>             | <b>3.27</b>            | <b>3.18</b>             | <b>3.17</b>        |            |
| <b>Standard deviation</b>              | <b>1.21</b> | <b>1.23</b> | <b>1.19</b>             | <b>1.22</b>             | <b>1.22</b>             | <b>1.17</b>             | <b>1.22</b>              | <b>1.22</b>              | <b>1.17</b>              | <b>1.19</b>             | <b>1.19</b> | <b>1.27</b>             | <b>1.20</b>            | <b>1.23</b>             | <b>1.25</b>        |            |
| <b>Standard error</b>                  | <b>0.03</b> | <b>0.04</b> | <b>0.04</b>             | <b>0.07</b>             | <b>0.07</b>             | <b>0.06</b>             | <b>0.06</b>              | <b>0.05</b>              | <b>0.06</b>              | <b>0.05</b>             | <b>0.06</b> | <b>0.05</b>             | <b>0.04</b>            | <b>0.05</b>             | <b>0.07</b>        |            |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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 England/Wales and NI

|  | Total          | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |                     | PRINCIPAL SHOPPER       |                     | TYPE OF AREA |             | COUNTRY                 |              |                     |                         | ADDITIONAL COUNTRY   |              |
|--|----------------|----------------|---------------|-------------|-----------------------|---------------------|-------------------------|---------------------|--------------|-------------|-------------------------|--------------|---------------------|-------------------------|----------------------|--------------|
|  |                | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)            | Yes (f)                 | No (g)              | Rural (h)    | Urban (i)   | England (j)             | Scotland (k) | Wales (l)           | NI (m)                  | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                        | 2044           | 693            | 244           | 1107        | 584                   | 1460                | 1608                    | 436                 | 497          | 1547        | 1808                    | -            | 110                 | 126                     | 2044                 | -            |
| Weighted Base                          | 1826           | 741            | 233           | 852         | 577                   | 1249                | 1433                    | 393                 | 441          | 1385        | 1678                    | **           | 88*                 | 60                      | 1826                 | **           |
| I am very concerned                    | (5) 256<br>14% | 98<br>13%      | 31<br>13%     | 127<br>15%  | 81<br>14%             | 175<br>14%          | 212<br>15%              | 44<br>11%           | 54<br>12%    | 201<br>15%  | 229<br>14%              | -            | 14<br>16%           | 12<br>20%               | 256<br>14%           | -            |
| I am fairly concerned                  | (4) 633<br>35% | 268<br>36%     | 88<br>38%     | 277<br>33%  | 213<br>37%            | 420<br>34%          | 510<br>36%              | 122<br>31%          | 155<br>35%   | 478<br>35%  | 589<br>35%l             | -            | 20<br>23%           | 23<br>38%l              | 633<br>35%           | -            |
| I am neither concerned nor unconcerned | (3) 391<br>21% | 158<br>21%     | 50<br>21%     | 183<br>21%  | 131<br>23%            | 260<br>21%          | 305<br>21%              | 86<br>22%           | 95<br>22%    | 296<br>21%  | 370<br>22% <i>m</i>     | -            | 15<br>17%           | 7<br>11%                | 391<br>21%           | -            |
| I am fairly unconcerned                | (2) 343<br>19% | 141<br>19%     | 44<br>19%     | 158<br>19%  | 93<br>16%             | 250<br>20% <i>d</i> | 261<br>18%              | 82<br>21%           | 83<br>19%    | 260<br>19%  | 318<br>19%              | -            | 13<br>15%           | 12<br>19%               | 343<br>19%           | -            |
| I am very unconcerned                  | (1) 191<br>10% | 74<br>10%      | 19<br>8%      | 98<br>12%   | 54<br>9%              | 137<br>11%          | 133<br>9%               | 58<br>15% <i>f</i>  | 53<br>12%    | 138<br>10%  | 160<br>10%              | -            | 25<br>28% <i>jm</i> | 7<br>11%                | 191<br>10%           | -            |
| Net: Concerned                         | 888<br>49%     | 366<br>49%     | 119<br>51%    | 404<br>47%  | 294<br>51%            | 594<br>48%          | 722<br>50% <i>g</i>     | 166<br>42%          | 209<br>47%   | 679<br>49%  | 818<br>49%              | -            | 35<br>40%           | 35<br>58% <i>l</i>      | 888<br>49%           | -            |
| Net: Unconcerned                       | 534<br>29%     | 214<br>29%     | 64<br>27%     | 256<br>30%  | 147<br>25%            | 387<br>31% <i>d</i> | 394<br>27%              | 140<br>36% <i>f</i> | 136<br>31%   | 398<br>29%  | 477<br>28%              | -            | 38<br>44% <i>j</i>  | 18<br>31%               | 534<br>29%           | -            |
| Don't know                             | 13<br>1%       | 3<br>*         | 1<br>*        | 9<br>1%     | 6<br>1%               | 7<br>1%             | 12<br>1%                | 1<br>*              | 1<br>*       | 12<br>1%    | 13<br>1%                | -            | -                   | -                       | 13<br>1%             | -            |
| <b>Mean score</b>                      | <b>3.23</b>    | <b>3.24</b>    | <b>3.29</b>   | <b>3.21</b> | <b>3.30</b>           | <b>3.20</b>         | <b>3.29<sup>g</sup></b> | <b>3.03</b>         | <b>3.17</b>  | <b>3.25</b> | <b>3.25<sup>l</sup></b> | -            | <b>2.84</b>         | <b>3.36<sup>l</sup></b> | <b>3.23</b>          | -            |
| <b>Standard deviation</b>              | <b>1.21</b>    | <b>1.20</b>    | <b>1.16</b>   | <b>1.24</b> | <b>1.18</b>           | <b>1.23</b>         | <b>1.20</b>             | <b>1.25</b>         | <b>1.22</b>  | <b>1.21</b> | <b>1.19</b>             | -            | <b>1.48</b>         | <b>1.31</b>             | <b>1.21</b>          | -            |
| <b>Standard error</b>                  | <b>0.03</b>    | <b>0.05</b>    | <b>0.07</b>   | <b>0.04</b> | <b>0.05</b>           | <b>0.03</b>         | <b>0.03</b>             | <b>0.06</b>         | <b>0.05</b>  | <b>0.03</b> | <b>0.03</b>             | -            | <b>0.14</b>         | <b>0.12</b>             | <b>0.03</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  | Total          | GOVERNMENT REGION |                   |                              |                         |                         |                           |                 |                   |                   | ETHNICITY    |                           |
|--|----------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|-----------------|-------------------|-------------------|--------------|---------------------------|
|  |                | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)   | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                        | 2044           | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274             | 284               | 195               | 1810         | 225                       |
| Weighted Base                          | 1826           | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242             | 270               | 188               | 1599         | 218                       |
| I am very concerned                    | (5) 256<br>14% | 14<br>16%         | 37<br>17%i        | 19<br>12%                    | 23<br>15%               | 17<br>11%               | 24<br>13%                 | 50<br>21%cefhi  | 29<br>11%         | 16<br>9%          | 211<br>13%   | 43<br>20%j                |
| I am fairly concerned                  | (4) 633<br>35% | 26<br>30%         | 84<br>37%         | 57<br>35%                    | 56<br>37%               | 52<br>32%               | 59<br>31%                 | 75<br>31%       | 119<br>44%aefgi   | 61<br>33%         | 553<br>35%   | 78<br>36%                 |
| I am neither concerned nor unconcerned | (3) 391<br>21% | 25<br>28%bd       | 37<br>16%         | 31<br>19%                    | 18<br>12%               | 40<br>25%bd             | 53<br>28%bcdh             | 64<br>26%bd     | 53<br>20%d        | 49<br>26%bd       | 341<br>21%   | 47<br>22%                 |
| I am fairly unconcerned                | (2) 343<br>19% | 18<br>20%g        | 41<br>18%g        | 32<br>20%g                   | 40<br>26%gh             | 36<br>22%g              | 36<br>19%g                | 26<br>11%       | 48<br>18%g        | 41<br>22%g        | 312<br>20%k  | 28<br>13%                 |
| I am very unconcerned                  | (1) 191<br>10% | 5<br>6%           | 26<br>11%         | 23<br>14%h                   | 11<br>7%                | 17<br>10%               | 16<br>8%                  | 21<br>9%        | 21<br>8%          | 20<br>11%         | 177<br>11%   | 15<br>7%                  |
| Net: Concerned                         | 888<br>49%     | 40<br>45%         | 121<br>54%ei      | 76<br>47%                    | 79<br>52%               | 69<br>42%               | 83<br>44%                 | 125<br>52%i     | 148<br>55%efi     | 78<br>42%         | 764<br>48%   | 121<br>56%j               |
| Net: Unconcerned                       | 534<br>29%     | 23<br>26%         | 67<br>29%g        | 54<br>34%g                   | 51<br>34%g              | 54<br>33%g              | 52<br>28%g                | 47<br>19%       | 68<br>25%         | 61<br>33%g        | 489<br>31%k  | 43<br>20%                 |
| Don't know                             | 13<br>1%       | 1<br>1%           | 2<br>1%           | *<br>*                       | 3<br>2%                 | 1<br>*                  | -<br>-                    | 6<br>2%fhi      | 1<br>*            | -<br>-            | 5<br>*       | 6<br>3%j                  |
| <b>Mean score</b>                      | <b>3.23</b>    | <b>3.29</b>       | <b>3.30</b>       | <b>3.11</b>                  | <b>3.27</b>             | <b>3.10</b>             | <b>3.20</b>               | <b>3.45cefi</b> | <b>3.33ei</b>     | <b>3.07</b>       | <b>3.19</b>  | <b>3.51j</b>              |
| <b>Standard deviation</b>              | <b>1.21</b>    | <b>1.14</b>       | <b>1.26</b>       | <b>1.26</b>                  | <b>1.23</b>             | <b>1.18</b>             | <b>1.14</b>               | <b>1.20</b>     | <b>1.12</b>       | <b>1.15</b>       | <b>1.22</b>  | <b>1.16</b>               |
| <b>Standard error</b>                  | <b>0.03</b>    | <b>0.12</b>       | <b>0.08</b>       | <b>0.09</b>                  | <b>0.10</b>             | <b>0.09</b>             | <b>0.08</b>               | <b>0.07</b>     | <b>0.07</b>       | <b>0.08</b>       | <b>0.03</b>  | <b>0.08</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|   |     | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |   |                           |                         |                          |                            |
|---|-----|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|   |     | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                           |     | 2044  | 301                   | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base                             |     | 1826  | 256                   | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| I am very concerned                       | (5) | 256<br>14%                                      | 256<br>100%bcdefg     | -                       | -   | -                         | -                       | 256<br>29%bcdeg          | -                          |
| I am fairly concerned                     | (4) | 633<br>35%                                      | -                     | 633<br>100%acdefg       | -   | -                         | -                       | 633<br>71%acdeg          | -                          |
| I am neither concerned nor<br>unconcerned | (3) | 391<br>21%                                      | -                     | -                       | 391<br>100%abdefg                           | -                         | -                       | -                        | -                          |
| I am fairly unconcerned                   | (2) | 343<br>19%                                      | -                     | -                       | -   | 343<br>100%abcefg         | -                       | -                        | 343<br>64%abcef            |
| I am very unconcerned                     | (1) | 191<br>10%                                      | -                     | -                       | -   | -                         | 191<br>100%abcdfg       | -                        | 191<br>36%abcdf            |
| Net: Concerned                            |     | 888<br>49%                                      | 256<br>100%cdeg       | 633<br>100%cdeg         | -   | -                         | -                       | 888<br>100%cdeg          | -                          |
| Net: Unconcerned                          |     | 534<br>29%                                      | -                     | -                       | -   | 343<br>100%abcf           | 191<br>100%abcf         | -                        | 534<br>100%abcf            |
| Don't know                                |     | 13<br>1%  | -                     | -                       | -   | -                         | -                       | -                        | -                          |
| <b>Mean score</b>                         |     | <b>3.23</b>                                     | <b>5.00fg</b>         | <b>4.00g</b>            | <b>3.00g</b>                                | <b>2.00g</b>              | <b>1.00</b>             | <b>4.29bcdeg</b>         | <b>1.64e</b>               |
| <b>Standard deviation</b>                 |     | <b>1.21</b>                                     | <b>0.00</b>           | <b>0.00</b>             | <b>0.00</b>                                 | <b>0.00</b>               | <b>0.00</b>             | <b>0.45</b>              | <b>0.48</b>                |
| <b>Standard error</b>                     |     | <b>0.03</b>                                     | <b>0.00</b>           | <b>0.00</b>             | <b>0.00</b>                                 | <b>0.00</b>               | <b>0.00</b>             | <b>0.01</b>              | <b>0.02</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  |     | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|--|-----|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|  |     | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                        |     | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base                          |     | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| I am very concerned                    | (5) | 256<br>14%                                | 166<br>78%bcdefg      | 72<br>12%cdeg           | 6<br>2%                                     | 8<br>2%                   | 3<br>1%                 | 238<br>30%bcdeg          | 12<br>2%                   |
| I am fairly concerned                  | (4) | 633<br>35%                                | 31<br>14%             | 417<br>72%acdefg        | 83<br>22%aeg                                | 75<br>18%e                | 24<br>11%               | 448<br>57%acdeg          | 99<br>16%                  |
| I am neither concerned nor unconcerned | (3) | 391<br>21%                                | 7<br>3%               | 52<br>9%a               | 253<br>66%abdefg                            | 63<br>15%abef             | 17<br>8%a               | 58<br>7%a                | 80<br>13%abf               |
| I am fairly unconcerned                | (2) | 343<br>19%                                | 6<br>3%               | 27<br>5%                | 33<br>9%abf                                 | 251<br>59%abcefg          | 25<br>12%abf            | 33<br>4%                 | 276<br>43%abcef            |
| I am very unconcerned                  | (1) | 191<br>10%                                | 4<br>2%               | 9<br>2%                 | 7<br>2%                                     | 25<br>6%abcf              | 145<br>68%abcdfg        | 13<br>2%                 | 170<br>27%abcdf            |
| Net: Concerned                         |     | 888<br>49%                                | 196<br>92%bcdefg      | 489<br>85%cdeg          | 90<br>23%eg                                 | 84<br>20%e                | 27<br>13%               | 686<br>87%cdeg           | 111<br>17%                 |
| Net: Unconcerned                       |     | 534<br>29%                                | 10<br>5%              | 36<br>6%                | 40<br>10%abf                                | 276<br>65%abcf            | 170<br>80%abcdfg        | 46<br>6%                 | 446<br>70%abcf             |
| Don't know                             |     | 13<br>1%                                  | 1<br>*                | -<br>-                  | 2<br>1%                                     | 1<br>*                    | -<br>-                  | 1<br>*                   | 1<br>*                     |
| <b>Mean score</b>                      |     | <b>3.23</b>                               | <b>4.64bcdef</b>      | <b>3.89cdeg</b>         | <b>3.13deg</b>                              | <b>2.51eg</b>             | <b>1.67</b>             | <b>4.09bcdeg</b>         | <b>2.22e</b>               |
| <b>Standard deviation</b>              |     | <b>1.21</b>                               | <b>0.83</b>           | <b>0.73</b>             | <b>0.65</b>                                 | <b>0.92</b>               | <b>1.11</b>             | <b>0.83</b>              | <b>1.06</b>                |
| <b>Standard error</b>                  |     | <b>0.03</b>                               | <b>0.05</b>           | <b>0.03</b>             | <b>0.03</b>                                 | <b>0.04</b>               | <b>0.07</b>             | <b>0.03</b>              | <b>0.04</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  | Total          | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |               |
|--|----------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|-------------------|----------------|---------------|
|  |                | Yes (a)         | No (b)      | Yes (c)         | No (d)      | Yes (e)             | No (f)      | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)     |
| Unweighted Base                        | 2044           | 1564            | 480         | -               | 2044        | 1564                | 480         | 1077                              | 647               | 1724           | 320           |
| Weighted Base                          | 1826           | 1421            | 405         | -**             | 1826        | 1421                | 405         | 950                               | 606               | 1556           | 270           |
| I am very concerned                    | (5) 256<br>14% | 206<br>15%      | 49<br>12%   | -<br>-          | 256<br>14%  | 206<br>15%          | 49<br>12%   | 200<br>21%hij                     | 45<br>7%          | 244<br>16%hj   | 11<br>4%      |
| I am fairly concerned                  | (4) 633<br>35% | 516<br>36%b     | 117<br>29%  | -<br>-          | 633<br>35%  | 516<br>36%f         | 117<br>29%  | 365<br>38%j                       | 212<br>35%j       | 577<br>37%j    | 56<br>21%     |
| I am neither concerned nor unconcerned | (3) 391<br>21% | 281<br>20%      | 110<br>27%a | -<br>-          | 391<br>21%  | 281<br>20%          | 110<br>27%e | 151<br>16%                        | 166<br>27%gi      | 317<br>20%g    | 74<br>27%gi   |
| I am fairly unconcerned                | (2) 343<br>19% | 274<br>19%      | 69<br>17%   | -<br>-          | 343<br>19%  | 274<br>19%          | 69<br>17%   | 153<br>16%                        | 125<br>21%g       | 278<br>18%     | 64<br>24%gi   |
| I am very unconcerned                  | (1) 191<br>10% | 143<br>10%      | 48<br>12%   | -<br>-          | 191<br>10%  | 143<br>10%          | 48<br>12%   | 80<br>8%                          | 58<br>10%         | 138<br>9%      | 53<br>20%ghi  |
| Net: Concerned                         | 888<br>49%     | 722<br>51%b     | 166<br>41%  | -<br>-          | 888<br>49%  | 722<br>51%f         | 166<br>41%  | 564<br>59%hij                     | 257<br>42%j       | 821<br>53%hj   | 67<br>25%     |
| Net: Unconcerned                       | 534<br>29%     | 417<br>29%      | 117<br>29%  | -<br>-          | 534<br>29%  | 417<br>29%          | 117<br>29%  | 233<br>25%                        | 184<br>30%g       | 417<br>27%     | 117<br>44%ghi |
| Don't know                             | 13<br>1%       | 2<br>*          | 11<br>3%a   | -<br>-          | 13<br>1%    | 2<br>*              | 11<br>3%e   | 1<br>*                            | -<br>-            | 1<br>*         | 11<br>4%ghi   |
| <b>Mean score</b>                      | <b>3.23</b>    | <b>3.26b</b>    | <b>3.13</b> | -               | <b>3.23</b> | <b>3.26f</b>        | <b>3.13</b> | <b>3.48hij</b>                    | <b>3.10j</b>      | <b>3.33hj</b>  | <b>2.64</b>   |
| <b>Standard deviation</b>              | <b>1.21</b>    | <b>1.21</b>     | <b>1.20</b> | -               | <b>1.21</b> | <b>1.21</b>         | <b>1.20</b> | <b>1.22</b>                       | <b>1.11</b>       | <b>1.19</b>    | <b>1.16</b>   |
| <b>Standard error</b>                  | <b>0.03</b>    | <b>0.03</b>     | <b>0.06</b> | -               | <b>0.03</b> | <b>0.03</b>         | <b>0.06</b> | <b>0.04</b>                       | <b>0.04</b>       | <b>0.03</b>    | <b>0.07</b>   |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  | Total       | GENDER           |                         | AGE               |              |                  |                          |                         | SOCIAL GRADE     |             |                         |                  | MARITAL STATUS   |               |                    |
|--|-------------|------------------|-------------------------|-------------------|--------------|------------------|--------------------------|-------------------------|------------------|-------------|-------------------------|------------------|------------------|---------------|--------------------|
|  |             | Male<br>(a)      | Female<br>(b)           | 16-25<br>(c)      | 26-35<br>(d) | 36-49<br>(e)     | 50-65<br>(f)             | 66+<br>(g)              | AB<br>(h)        | C1<br>(i)   | C2<br>(j)               | DE<br>(k)        | Married<br>(l)   | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base                        | 2044        | 984              | 1060                    | 308               | 320          | 408              | 491                      | 517                     | 347              | 546         | 383                     | 768              | 1140             | 558           | 346                |
| Weighted Base                          | 1826        | 887              | 939                     | 266               | 338          | 434              | 452                      | 335                     | 357              | 564         | 365                     | 539              | 1073             | 495           | 257                |
| I am very concerned                    | (5) 214     | 100              | 114                     | 22                | 41           | 52               | 63                       | 34                      | 37               | 61          | 46                      | 69               | 120              | 66            | 28                 |
|  | 12%         | 11%              | 12%                     | 8%                | 12%          | 12%              | 14% <sup>c</sup>         | 10%                     | 10%              | 11%         | 13%                     | 13%              | 11%              | 13%           | 11%                |
| I am fairly concerned                  | (4) 577     | 265              | 312                     | 79                | 96           | 117              | 160                      | 124                     | 103              | 181         | 133                     | 160              | 354              | 131           | 92                 |
|  | 32%         | 30%              | 33%                     | 30%               | 28%          | 27%              | 35% <sup>de</sup>        | 37% <sup>cde</sup>      | 29%              | 32%         | 36% <sup>hk</sup>       | 30%              | 33% <sup>m</sup> | 26%           | 36% <sup>m</sup>   |
| I am neither concerned nor unconcerned | (3) 385     | 183              | 202                     | 60                | 70           | 107              | 79                       | 68                      | 75               | 125         | 68                      | 116              | 227              | 108           | 50                 |
|  | 21%         | 21%              | 21%                     | 23%               | 21%          | 25% <sup>f</sup> | 18%                      | 20%                     | 21%              | 22%         | 19%                     | 22%              | 21%              | 22%           | 19%                |
| I am fairly unconcerned                | (2) 425     | 210              | 215                     | 59                | 81           | 109              | 101                      | 74                      | 94               | 139         | 76                      | 116              | 247              | 121           | 57                 |
|  | 23%         | 24%              | 23%                     | 22%               | 24%          | 25%              | 22%                      | 22%                     | 26%              | 25%         | 21%                     | 21%              | 23%              | 24%           | 22%                |
| I am very unconcerned                  | (1) 214     | 124              | 90                      | 41                | 46           | 48               | 46                       | 32                      | 45               | 55          | 39                      | 74               | 122              | 63            | 29                 |
|  | 12%         | 14% <sup>b</sup> | 10%                     | 16% <sup>fg</sup> | 14%          | 11%              | 10%                      | 10%                     | 13%              | 10%         | 11%                     | 14% <sup>i</sup> | 11%              | 13%           | 11%                |
| Net: Concerned                         | 791         | 365              | 426                     | 101               | 138          | 170              | 224                      | 158                     | 140              | 242         | 179                     | 229              | 473              | 197           | 120                |
|  | 43%         | 41%              | 45%                     | 38%               | 41%          | 39%              | 49% <sup>cde</sup>       | 47% <sup>ce</sup>       | 39%              | 43%         | 49% <sup>hk</sup>       | 42%              | 44%              | 40%           | 47%                |
| Net: Unconcerned                       | 638         | 334              | 304                     | 100               | 128          | 157              | 147                      | 107                     | 140              | 194         | 116                     | 189              | 368              | 184           | 86                 |
|  | 35%         | 38% <sup>b</sup> | 32%                     | 38%               | 38%          | 36%              | 32%                      | 32%                     | 39% <sup>j</sup> | 34%         | 32%                     | 35%              | 34%              | 37%           | 34%                |
| Don't know                             | 12          | 5                | 7                       | 4                 | 3            | 1                | 3                        | 2                       | 2                | 3           | 2                       | 5                | 5                | 6             | 1                  |
|  | 1%          | 1%               | 1%                      | 2% <sup>e</sup>   | 1%           | *                | 1%                       | *                       | 1%               | 1%          | 1%                      | 1%               | *                | 1%            | *                  |
| <b>Mean score</b>                      | <b>3.08</b> | <b>3.01</b>      | <b>3.16<sup>a</sup></b> | <b>2.93</b>       | <b>3.02</b>  | <b>3.04</b>      | <b>3.21<sup>cd</sup></b> | <b>3.16<sup>c</sup></b> | <b>2.98</b>      | <b>3.10</b> | <b>3.19<sup>h</sup></b> | <b>3.07</b>      | <b>3.10</b>      | <b>3.04</b>   | <b>3.13</b>        |
| <b>Standard deviation</b>              | <b>1.22</b> | <b>1.25</b>      | <b>1.19</b>             | <b>1.23</b>       | <b>1.26</b>  | <b>1.20</b>      | <b>1.23</b>              | <b>1.17</b>             | <b>1.22</b>      | <b>1.18</b> | <b>1.22</b>             | <b>1.26</b>      | <b>1.21</b>      | <b>1.25</b>   | <b>1.21</b>        |
| <b>Standard error</b>                  | <b>0.03</b> | <b>0.04</b>      | <b>0.04</b>             | <b>0.07</b>       | <b>0.07</b>  | <b>0.06</b>      | <b>0.06</b>              | <b>0.05</b>             | <b>0.07</b>      | <b>0.05</b> | <b>0.06</b>             | <b>0.05</b>      | <b>0.04</b>      | <b>0.05</b>   | <b>0.07</b>        |



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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 England/Wales and NI

|  | Total       | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |              | COUNTRY     |              |             |              | ADDITIONAL COUNTRY   |              |
|--|-------------|----------------|---------------|-------------|-----------------------|-------------|-------------------|-------------|--------------|--------------|-------------|--------------|-------------|--------------|----------------------|--------------|
|  |             | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)    | Yes (f)           | No (g)      | Rural (h)    | Urban (i)    | England (j) | Scotland (k) | Wales (l)   | NI (m)       | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                        | 2044        | 693            | 244           | 1107        | 584                   | 1460        | 1608              | 436         | 497          | 1547         | 1808        | -            | 110         | 126          | 2044                 | -            |
| Weighted Base                          | 1826        | 741            | 233           | 852         | 577                   | 1249        | 1433              | 393         | 441          | 1385         | 1678        | **           | 88*         | 60           | 1826                 | **           |
| I am very concerned                    | (5) 214     | 87             | 27            | 101         | 68                    | 146         | 183               | 31          | 43           | 170          | 193         | -            | 12          | 9            | 214                  | -            |
|  | 12%         | 12%            | 11%           | 12%         | 12%                   | 12%         | 13%g              | 8%          | 10%          | 12%          | 12%         | -            | 13%         | 14%          | 12%                  | -            |
| I am fairly concerned                  | (4) 577     | 230            | 76            | 271         | 177                   | 400         | 458               | 119         | 132          | 446          | 531         | -            | 22          | 23           | 577                  | -            |
|  | 32%         | 31%            | 33%           | 32%         | 31%                   | 32%         | 32%               | 30%         | 30%          | 32%          | 32%         | -            | 26%         | 39%l         | 32%                  | -            |
| I am neither concerned nor unconcerned | (3) 385     | 157            | 55            | 173         | 134                   | 251         | 299               | 85          | 88           | 297          | 360         | -            | 16          | 8            | 385                  | -            |
|  | 21%         | 21%            | 24%           | 20%         | 23%                   | 20%         | 21%               | 22%         | 20%          | 21%          | 21%         | -            | 19%         | 14%          | 21%                  | -            |
| I am fairly unconcerned                | (2) 425     | 182            | 48            | 194         | 134                   | 291         | 335               | 90          | 115          | 310          | 395         | -            | 17          | 13           | 425                  | -            |
|  | 23%         | 25%            | 21%           | 23%         | 23%                   | 23%         | 23%               | 23%         | 26%          | 22%          | 24%         | -            | 19%         | 22%          | 23%                  | -            |
| I am very unconcerned                  | (1) 214     | 83             | 26            | 105         | 60                    | 154         | 146               | 67          | 63           | 150          | 187         | -            | 20          | 7            | 214                  | -            |
|  | 12%         | 11%            | 11%           | 12%         | 10%                   | 12%         | 10%               | 17%f        | 14%i         | 11%          | 11%         | -            | 23%jm       | 11%          | 12%                  | -            |
| Net: Concerned                         | 791         | 317            | 103           | 371         | 245                   | 546         | 641               | 149         | 175          | 616          | 725         | -            | 34          | 32           | 791                  | -            |
|  | 43%         | 43%            | 44%           | 44%         | 42%                   | 44%         | 45%g              | 38%         | 40%          | 44%          | 43%         | -            | 39%         | 53%jl        | 43%                  | -            |
| Net: Unconcerned                       | 638         | 265            | 74            | 300         | 194                   | 444         | 481               | 157         | 178          | 460          | 581         | -            | 37          | 20           | 638                  | -            |
|  | 35%         | 36%            | 32%           | 35%         | 34%                   | 36%         | 34%               | 40%f        | 40%i         | 33%          | 35%         | -            | 42%         | 33%          | 35%                  | -            |
| Don't know                             | 12          | 3              | 1             | 8           | 5                     | 8           | 11                | 1           | -            | 12           | 12          | -            | -           | -            | 12                   | -            |
|  | 1%          | *              | 1%            | 1%          | 1%                    | 1%          | 1%                | *           | -            | 1%h          | 1%          | -            | -           | -            | 1%                   | -            |
| <b>Mean score</b>                      | <b>3.08</b> | <b>3.08</b>    | <b>3.13</b>   | <b>3.08</b> | <b>3.10</b>           | <b>3.08</b> | <b>3.14g</b>      | <b>2.89</b> | <b>2.95</b>  | <b>3.13h</b> | <b>3.09</b> | -            | <b>2.87</b> | <b>3.24l</b> | <b>3.08</b>          | -            |
| <b>Standard deviation</b>              | <b>1.22</b> | <b>1.21</b>    | <b>1.19</b>   | <b>1.23</b> | <b>1.20</b>           | <b>1.23</b> | <b>1.21</b>       | <b>1.23</b> | <b>1.24</b>  | <b>1.21</b>  | <b>1.21</b> | -            | <b>1.39</b> | <b>1.26</b>  | <b>1.22</b>          | -            |
| <b>Standard error</b>                  | <b>0.03</b> | <b>0.05</b>    | <b>0.08</b>   | <b>0.04</b> | <b>0.05</b>           | <b>0.03</b> | <b>0.03</b>       | <b>0.06</b> | <b>0.06</b>  | <b>0.03</b>  | <b>0.03</b> | -            | <b>0.13</b> | <b>0.11</b>  | <b>0.03</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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 England/Wales and NI

|  | Total          | GOVERNMENT REGION |                   |                              |                         |                         |                           |                    |                   |                   | ETHNICITY    |                           |
|--|----------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|--------------------|-------------------|-------------------|--------------|---------------------------|
|  |                | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)      | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                        | 2044           | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274                | 284               | 195               | 1810         | 225                       |
| Weighted Base                          | 1826           | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242                | 270               | 188               | 1599         | 218                       |
| I am very concerned                    | (5) 214<br>12% | 7<br>7%           | 31<br>14%         | 16<br>10%                    | 17<br>11%               | 17<br>11%               | 20<br>11%                 | 45<br>19%acefhi    | 26<br>9%          | 15<br>8%          | 173<br>11%   | 41<br>19%j                |
| I am fairly concerned                  | (4) 577<br>32% | 28<br>31%         | 82<br>36%ei       | 48<br>30%                    | 43<br>29%               | 42<br>26%               | 60<br>32%                 | 76<br>32%          | 101<br>38%ei      | 50<br>27%         | 494<br>31%   | 80<br>36%                 |
| I am neither concerned nor unconcerned | (3) 385<br>21% | 22<br>24%         | 44<br>19%         | 32<br>20%                    | 29<br>19%               | 44<br>27%h              | 43<br>23%                 | 62<br>26%h         | 45<br>17%         | 40<br>21%         | 339<br>21%   | 42<br>19%                 |
| I am fairly unconcerned                | (2) 425<br>23% | 25<br>28%bg       | 39<br>17%         | 40<br>25%g                   | 47<br>31%bg             | 42<br>25%g              | 47<br>25%g                | 31<br>13%          | 65<br>24%g        | 60<br>32%bg       | 390<br>24%k  | 32<br>15%                 |
| I am very unconcerned                  | (1) 214<br>12% | 7<br>8%           | 28<br>13%         | 25<br>15%                    | 14<br>9%                | 17<br>10%               | 17<br>9%                  | 24<br>10%          | 33<br>12%         | 23<br>12%         | 196<br>12%   | 18<br>8%                  |
| Net: Concerned                         | 791<br>43%     | 34<br>39%         | 113<br>50%cei     | 64<br>40%                    | 60<br>40%               | 60<br>36%               | 80<br>42%                 | 121<br>50%cei      | 127<br>47%ei      | 65<br>35%         | 667<br>42%   | 120<br>55%j               |
| Net: Unconcerned                       | 638<br>35%     | 32<br>36%g        | 68<br>30%         | 64<br>40%bg                  | 60<br>40%bg             | 58<br>35%g              | 64<br>34%g                | 55<br>23%          | 97<br>36%g        | 83<br>44%bg       | 586<br>37%k  | 50<br>23%                 |
| Don't know                             | 12<br>1%       | 1<br>1%           | 2<br>1%           | *<br>*                       | 1<br>1%                 | 2<br>1%                 | 1<br>1%                   | 4<br>2%            | 1<br>*            | -<br>-            | 7<br>*       | 6<br>3%j                  |
| <b>Mean score</b>                      | <b>3.08</b>    | <b>3.02</b>       | <b>3.22ci</b>     | <b>2.94</b>                  | <b>3.02</b>             | <b>3.01</b>             | <b>3.10</b>               | <b>3.37acdefhi</b> | <b>3.08</b>       | <b>2.87</b>       | <b>3.04</b>  | <b>3.44j</b>              |
| <b>Standard deviation</b>              | <b>1.22</b>    | <b>1.10</b>       | <b>1.25</b>       | <b>1.25</b>                  | <b>1.20</b>             | <b>1.17</b>             | <b>1.17</b>               | <b>1.22</b>        | <b>1.22</b>       | <b>1.18</b>       | <b>1.22</b>  | <b>1.20</b>               |
| <b>Standard error</b>                  | <b>0.03</b>    | <b>0.11</b>       | <b>0.08</b>       | <b>0.09</b>                  | <b>0.09</b>             | <b>0.09</b>             | <b>0.08</b>               | <b>0.07</b>        | <b>0.07</b>       | <b>0.08</b>       | <b>0.03</b>  | <b>0.08</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  |     | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|--|-----|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  |     | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                        |     | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base                          |     | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| I am very concerned                    | (5) | 214<br>12%                                      | 166<br>65%bcdefg   | 31<br>5%cdg          | 7<br>2%                               | 6<br>2%                | 4<br>2%              | 196<br>22%bcdeg    | 10<br>2%             |
| I am fairly concerned                  | (4) | 577<br>32%                                      | 72<br>28%cddeg     | 417<br>66%acdefg     | 52<br>13%deg                          | 27<br>8%               | 9<br>5%              | 489<br>55%acdeg    | 36<br>7%             |
| I am neither concerned nor unconcerned | (3) | 385<br>21%                                      | 6<br>2%            | 83<br>13%aeg         | 253<br>65%abdefg                      | 33<br>10%ae            | 7<br>3%              | 90<br>10%ae        | 40<br>7%ae           |
| I am fairly unconcerned                | (2) | 425<br>23%                                      | 8<br>3%            | 75<br>12%a           | 63<br>16%af                           | 251<br>73%abcefg       | 25<br>13%a           | 84<br>9%a          | 276<br>52%abcef      |
| I am very unconcerned                  | (1) | 214<br>12%                                      | 3<br>1%            | 24<br>4%a            | 17<br>4%a                             | 25<br>7%abf            | 145<br>76%abcdfg     | 27<br>3%           | 170<br>32%abcdf      |
| Net: Concerned                         |     | 791<br>43%                                      | 238<br>93%bcdefg   | 448<br>71%cdeg       | 58<br>15%deg                          | 33<br>10%              | 13<br>7%             | 686<br>77%bcdeg    | 46<br>9%             |
| Net: Unconcerned                       |     | 638<br>35%                                      | 12<br>5%           | 99<br>16%a           | 80<br>20%af                           | 276<br>81%abcf         | 170<br>89%abcdf      | 111<br>12%a        | 446<br>84%abcf       |
| Don't know                             |     | 12<br>1%  | -                  | 2<br>*               | -                                     | -                      | 1<br>1%              | 2<br>*             | 1<br>*               |
| <b>Mean score</b>                      |     | <b>3.08</b>                                     | <b>4.52bcdef</b>   | <b>3.56cdeg</b>      | <b>2.92deg</b>                        | <b>2.23eg</b>          | <b>1.43</b>          | <b>3.84bcdeg</b>   | <b>1.95e</b>         |
| <b>Standard deviation</b>              |     | <b>1.22</b>                                     | <b>0.80</b>        | <b>0.90</b>          | <b>0.73</b>                           | <b>0.77</b>            | <b>0.93</b>          | <b>0.97</b>        | <b>0.91</b>          |
| <b>Standard error</b>                  |     | <b>0.03</b>                                     | <b>0.05</b>        | <b>0.03</b>          | <b>0.04</b>                           | <b>0.04</b>            | <b>0.06</b>          | <b>0.03</b>        | <b>0.04</b>          |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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 England/Wales and NI

|  |     | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |   |                           |                         |                          |                            |
|--|-----|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|  |     | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                        |     | 2044                                      | 243                   | 658                     | 426   | 461                       | 242                     | 901                      | 703                        |
| Weighted Base                          |     | 1826                                      | 214                   | 577                     | 385   | 425                       | 214                     | 791                      | 638                        |
| I am very concerned                    | (5) | 214<br>12%                                | 214<br>100%bcdefg     | -                       | -   | -                         | -                       | 214<br>27%bcdeg          | -                          |
| I am fairly concerned                  | (4) | 577<br>32%                                | -                     | 577<br>100%acdefg       | -   | -                         | -                       | 577<br>73%acdeg          | -                          |
| I am neither concerned nor unconcerned | (3) | 385<br>21%                                | -                     | -                       | 385<br>100%abdefg                           | -                         | -                       | -                        | -                          |
| I am fairly unconcerned                | (2) | 425<br>23%                                | -                     | -                       | -   | 425<br>100%abcefg         | -                       | -                        | 425<br>67%abcef            |
| I am very unconcerned                  | (1) | 214<br>12%                                | -                     | -                       | -   | -                         | 214<br>100%abcdfg       | -                        | 214<br>33%abcdf            |
| Net: Concerned                         |     | 791<br>43%                                | 214<br>100%cdeg       | 577<br>100%cdeg         | -   | -                         | -                       | 791<br>100%cdeg          | -                          |
| Net: Unconcerned                       |     | 638<br>35%                                | -                     | -                       | -   | 425<br>100%abcf           | 214<br>100%abcf         | -                        | 638<br>100%abcf            |
| Don't know                             |     | 12<br>1%                                  | -                     | -                       | -   | -                         | -                       | -                        | -                          |
| <b>Mean score</b>                      |     | <b>3.08</b>                               | <b>5.00fg</b>         | <b>4.00g</b>            | <b>3.00g</b>                                | <b>2.00g</b>              | <b>1.00</b>             | <b>4.27bcdeg</b>         | <b>1.67e</b>               |
| <b>Standard deviation</b>              |     | <b>1.22</b>                               | <b>0.00</b>           | <b>0.00</b>             | <b>0.00</b>                                 | <b>0.00</b>               | <b>0.00</b>             | <b>0.44</b>              | <b>0.47</b>                |
| <b>Standard error</b>                  |     | <b>0.03</b>                               | <b>0.00</b>           | <b>0.00</b>             | <b>0.00</b>                                 | <b>0.00</b>               | <b>0.00</b>             | <b>0.01</b>              | <b>0.02</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|  | Total          | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |               |
|--|----------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|--------------------------|-------------------|---------------|
|  |                | Yes<br>(a)      | No<br>(b)   | Yes<br>(c)      | No<br>(d)   | Yes<br>(e)          | No<br>(f)   | Yes- always<br>(g)                | Yes-<br>sometimes<br>(h) | Total- Yes<br>(i) | No/DK<br>(j)  |
| Unweighted Base                        | 2044           | 1564            | 480         | -               | 2044        | 1564                | 480         | 1077                              | 647                      | 1724              | 320           |
| Weighted Base                          | 1826           | 1421            | 405         | -**             | 1826        | 1421                | 405         | 950                               | 606                      | 1556              | 270           |
| I am very concerned                    | (5) 214<br>12% | 166<br>12%      | 48<br>12%   | -<br>-          | 214<br>12%  | 166<br>12%          | 48<br>12%   | 154<br>16%hij                     | 46<br>8%                 | 200<br>13%hj      | 14<br>5%      |
| I am fairly concerned                  | (4) 577<br>32% | 456<br>32%      | 121<br>30%  | -<br>-          | 577<br>32%  | 456<br>32%          | 121<br>30%  | 344<br>36%hj                      | 178<br>29%j              | 522<br>34%j       | 55<br>20%     |
| I am neither concerned nor unconcerned | (3) 385<br>21% | 283<br>20%      | 101<br>25%a | -<br>-          | 385<br>21%  | 283<br>20%          | 101<br>25%e | 160<br>17%                        | 161<br>27%gi             | 321<br>21%g       | 64<br>24%g    |
| I am fairly unconcerned                | (2) 425<br>23% | 350<br>25%b     | 75<br>18%   | -<br>-          | 425<br>23%  | 350<br>25%f         | 75<br>18%   | 199<br>21%                        | 153<br>25%g              | 353<br>23%        | 72<br>27%g    |
| I am very unconcerned                  | (1) 214<br>12% | 162<br>11%      | 52<br>13%   | -<br>-          | 214<br>12%  | 162<br>11%          | 52<br>13%   | 90<br>9%                          | 68<br>11%                | 158<br>10%        | 56<br>21%ghi  |
| Net: Concerned                         | 791<br>43%     | 622<br>44%      | 168<br>42%  | -<br>-          | 791<br>43%  | 622<br>44%          | 168<br>42%  | 498<br>52%hij                     | 224<br>37%j              | 722<br>46%hj      | 69<br>26%     |
| Net: Unconcerned                       | 638<br>35%     | 512<br>36%      | 126<br>31%  | -<br>-          | 638<br>35%  | 512<br>36%          | 126<br>31%  | 289<br>30%                        | 222<br>37%g              | 511<br>33%        | 128<br>47%ghi |
| Don't know                             | 12<br>1%       | 4<br>*          | 9<br>2%a    | -<br>-          | 12<br>1%    | 4<br>*              | 9<br>2%e    | 3<br>*                            | -<br>-                   | 3<br>*            | 9<br>3%ghi    |
| <b>Mean score</b>                      | <b>3.08</b>    | <b>3.08</b>     | <b>3.10</b> | -               | <b>3.08</b> | <b>3.08</b>         | <b>3.10</b> | <b>3.29hij</b>                    | <b>2.97j</b>             | <b>3.16hj</b>     | <b>2.61</b>   |
| <b>Standard deviation</b>              | <b>1.22</b>    | <b>1.22</b>     | <b>1.22</b> | -               | <b>1.22</b> | <b>1.22</b>         | <b>1.22</b> | <b>1.23</b>                       | <b>1.14</b>              | <b>1.21</b>       | <b>1.19</b>   |
| <b>Standard error</b>                  | <b>0.03</b>    | <b>0.03</b>     | <b>0.06</b> | -               | <b>0.03</b> | <b>0.03</b>         | <b>0.06</b> | <b>0.04</b>                       | <b>0.04</b>              | <b>0.03</b>       | <b>0.07</b>   |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|                 | Total       | GENDER      |                         | AGE                      |                          |                          |                           | SOCIAL GRADE             |                         |                         |                         | MARITAL STATUS            |                          |                         |                         |
|-----------------|-------------|-------------|-------------------------|--------------------------|--------------------------|--------------------------|---------------------------|--------------------------|-------------------------|-------------------------|-------------------------|---------------------------|--------------------------|-------------------------|-------------------------|
|                 |             | Male<br>(a) | Female<br>(b)           | 16-25<br>(c)             | 26-35<br>(d)             | 36-49<br>(e)             | 50-65<br>(f)              | 66+<br>(g)               | AB<br>(h)               | C1<br>(i)               | C2<br>(j)               | DE<br>(k)                 | Married<br>(l)           | Single<br>(m)           | Sep/Wid/div<br>(n)      |
| Unweighted Base | 2044        | 984         | 1060                    | 308                      | 320                      | 408                      | 491                       | 517                      | 347                     | 546                     | 383                     | 768                       | 1140                     | 558                     | 346                     |
| Weighted Base   | 1826        | 887         | 939                     | 266                      | 338                      | 434                      | 452                       | 335                      | 357                     | 564                     | 365                     | 539                       | 1073                     | 495                     | 257                     |
| Yes - always    | 950<br>52%  | 440<br>50%  | 510<br>54% <sup>a</sup> | 105<br>39%               | 171<br>51% <sup>c</sup>  | 220<br>51% <sup>c</sup>  | 264<br>58% <sup>cde</sup> | 190<br>57% <sup>c</sup>  | 184<br>52%              | 298<br>53%              | 198<br>54%              | 269<br>50%                | 575<br>54% <sup>m</sup>  | 227<br>46%              | 148<br>57% <sup>m</sup> |
| Yes - sometimes | 606<br>33%  | 306<br>34%  | 301<br>32%              | 108<br>41% <sup>fg</sup> | 123<br>36% <sup>fg</sup> | 167<br>38% <sup>fg</sup> | 127<br>28%                | 82<br>24%                | 129<br>36% <sup>k</sup> | 202<br>36% <sup>k</sup> | 122<br>33%              | 154<br>29%                | 367<br>34% <sup>n</sup>  | 174<br>35% <sup>n</sup> | 65<br>25%               |
| Net: Yes        | 1556<br>85% | 746<br>84%  | 810<br>86%              | 213<br>80%               | 294<br>87% <sup>cg</sup> | 386<br>89% <sup>cg</sup> | 391<br>86% <sup>cg</sup>  | 272<br>81%               | 313<br>88% <sup>k</sup> | 500<br>89% <sup>k</sup> | 320<br>87% <sup>k</sup> | 424<br>79%                | 942<br>88% <sup>mn</sup> | 402<br>81%              | 213<br>83%              |
| No              | 258<br>14%  | 137<br>15%  | 121<br>13%              | 51<br>19% <sup>def</sup> | 40<br>12%                | 46<br>10%                | 60<br>13%                 | 61<br>18% <sup>def</sup> | 43<br>12%               | 62<br>11%               | 45<br>12%               | 109<br>20% <sup>hij</sup> | 125<br>12%               | 91<br>18% <sup>l</sup>  | 42<br>17% <sup>l</sup>  |
| Don't know      | 11<br>1%    | 3<br>*      | 8<br>1%                 | 2<br>1%                  | 4<br>1%                  | 2<br>1%                  | 2<br>*                    | 1<br>*                   | 1<br>*                  | 2<br>*                  | 1<br>*                  | 7<br>1%                   | 7<br>1%                  | 3<br>1%                 | 2<br>1%                 |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|                 | Total | WORKING STATUS |               |           | CHILDREN IN HOUSEHOLD |          | PRINCIPAL SHOPPER |        | TYPE OF AREA |           | COUNTRY     |              |           |        | ADDITIONAL COUNTRY   |              |
|-----------------|-------|----------------|---------------|-----------|-----------------------|----------|-------------------|--------|--------------|-----------|-------------|--------------|-----------|--------|----------------------|--------------|
|                 |       | Full time (a)  | Part time (b) | Other (c) | Any (d)               | None (e) | Yes (f)           | No (g) | Rural (h)    | Urban (i) | England (j) | Scotland (k) | Wales (l) | NI (m) | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base | 2044  | 693            | 244           | 1107      | 584                   | 1460     | 1608              | 436    | 497          | 1547      | 1808        | -            | 110       | 126    | 2044                 | -            |
| Weighted Base   | 1826  | 741            | 233           | 852       | 577                   | 1249     | 1433              | 393    | 441          | 1385      | 1678        | **           | 88*       | 60     | 1826                 | **           |
| Yes - always    | 950   | 383            | 113           | 454       | 282                   | 668      | 783               | 167    | 224          | 726       | 859         | -            | 49        | 42     | 950                  | -            |
|                 | 52%   | 52%            | 49%           | 53%       | 49%                   | 53%      | 55%g              | 43%    | 51%          | 52%       | 51%         | -            | 56%       | 70%j   | 52%                  | -            |
| Yes - sometimes | 606   | 257            | 92            | 258       | 228                   | 378      | 456               | 150    | 152          | 454       | 571         | -            | 24        | 12     | 606                  | -            |
|                 | 33%   | 35%            | 39%c          | 30%       | 40%e                  | 30%      | 32%               | 38%f   | 34%          | 33%       | 34%m        | -            | 27%       | 19%    | 33%                  | -            |
| Net: Yes        | 1556  | 639            | 205           | 712       | 510                   | 1046     | 1238              | 318    | 376          | 1180      | 1430        | -            | 73        | 54     | 1556                 | -            |
|                 | 85%   | 86%            | 88%           | 84%       | 88%e                  | 84%      | 86%g              | 81%    | 85%          | 85%       | 85%         | -            | 83%       | 89%    | 85%                  | -            |
| No              | 258   | 99             | 28            | 132       | 62                    | 197      | 184               | 74     | 64           | 194       | 237         | -            | 15        | 6      | 258                  | -            |
|                 | 14%   | 13%            | 12%           | 15%       | 11%                   | 16%d     | 13%               | 19%f   | 15%          | 14%       | 14%         | -            | 17%       | 11%    | 14%                  | -            |
| Don't know      | 11    | 3              | -             | 8         | 5                     | 6        | 10                | 1      | 1            | 11        | 11          | -            | -         | -      | 11                   | -            |
|                 | 1%    | *              | -             | 1%        | 1%                    | *        | 1%                | *      | *            | 1%        | 1%          | -            | -         | -      | 1%                   | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|                 | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   | ETHNICITY         |              |                           |
|-----------------|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|                 |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195               | 1810         | 225                       |
| Weighted Base   | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188               | 1599         | 218                       |
| Yes - always    | 950<br>52%  | 46<br>52%         | 123<br>54%        | 85<br>53%                    | 67<br>45%               | 88<br>53%               | 104<br>55%                | 114<br>47%    | 138<br>51%        | 94<br>50%         | 845<br>53%   | 100<br>46%                |
| Yes - sometimes | 606<br>33%  | 27<br>31%         | 67<br>30%         | 55<br>34%                    | 57<br>38%               | 57<br>35%               | 58<br>31%                 | 99<br>41%bf   | 89<br>33%         | 62<br>33%         | 519<br>32%   | 85<br>39%                 |
| Net: Yes        | 1556<br>85% | 74<br>83%         | 191<br>84%        | 140<br>87%                   | 124<br>82%              | 144<br>88%              | 162<br>86%                | 213<br>88%    | 227<br>84%        | 156<br>83%        | 1364<br>85%  | 185<br>85%                |
| No              | 258<br>14%  | 14<br>16%         | 34<br>15%         | 20<br>12%                    | 25<br>17%               | 19<br>11%               | 27<br>14%                 | 24<br>10%     | 42<br>16%         | 32<br>17%g        | 232<br>15%   | 25<br>12%                 |
| Don't know      | 11<br>1%    | 1<br>1%           | 2<br>1%           | 1<br>1%                      | 1<br>1%                 | 1<br>*                  | -<br>-                    | 5<br>2%hi     | 1<br>*            | -<br>-            | 3<br>*       | 8<br>4%j                  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|                 | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |  |                              |                            |                          |                            |
|-----------------|---|-----------------------|-------------------------|--|------------------------------|----------------------------|--------------------------|----------------------------|
|                 | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned<br>nor<br>unconcerned<br>(c) | Fairly<br>unconcerned<br>(d) | Very<br>unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base | 2044  | 301                   | 703                     | 425  | 377                          | 221                        | 1004                     | 598                        |
| Weighted Base   | 1826  | 256                   | 633                     | 391  | 343                          | 191                        | 888                      | 534                        |
| Yes - always    | 950<br>52%                                      | 200<br>78%bcdefg      | 365<br>58%cdeg          | 151<br>39%                                     | 153<br>45%                   | 80<br>42%                  | 564<br>64%bcdeg          | 233<br>44%                 |
| Yes - sometimes | 606<br>33%                                      | 45<br>17%             | 212<br>34%a             | 166<br>42%abefg                                | 125<br>37%af                 | 58<br>31%a                 | 257<br>29%a              | 184<br>34%af               |
| Net: Yes        | 1556<br>85%                                     | 244<br>96%bcdeg       | 577<br>91%cdeg          | 317<br>81%e                                    | 278<br>81%e                  | 138<br>72%                 | 821<br>92%cdeg           | 417<br>78%                 |
| No              | 258<br>14%                                      | 11<br>4%              | 55<br>9%a               | 73<br>19%abf                                   | 64<br>19%abf                 | 53<br>28%abcdf             | 66<br>7%                 | 117<br>22%abf              |
| Don't know      | 11<br>1%  | -                     | 1<br>*                  | 1<br>*   | -                            | -                          | 1<br>*                   | -                          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|                 | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |  |                              |                            |                          |                            |
|-----------------|---|-----------------------|-------------------------|--|------------------------------|----------------------------|--------------------------|----------------------------|
|                 | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned<br>nor<br>unconcerned<br>(c) | Fairly<br>unconcerned<br>(d) | Very<br>unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base | 2044                                      | 243                   | 658                     | 426  | 461                          | 242                        | 901                      | 703                        |
| Weighted Base   | 1826                                      | 214                   | 577                     | 385  | 425                          | 214                        | 791                      | 638                        |
| Yes - always    | 950<br>52%                                | 154<br>72%bcdefg      | 344<br>60%cdeg          | 160<br>42%                                     | 199<br>47%                   | 90<br>42%                  | 498<br>63%cdeg           | 289<br>45%                 |
| Yes - sometimes | 606<br>33%                                | 46<br>21%             | 178<br>31%a             | 161<br>42%abefg                                | 153<br>36%af                 | 68<br>32%a                 | 224<br>28%a              | 222<br>35%af               |
| Net: Yes        | 1556<br>85%                               | 200<br>94%cdeg        | 522<br>90%cdeg          | 321<br>83%e                                    | 353<br>83%e                  | 158<br>74%                 | 722<br>91%cdeg           | 511<br>80%                 |
| No              | 258<br>14%                                | 14<br>6%              | 54<br>9%                | 61<br>16%abf                                   | 72<br>17%abf                 | 56<br>26%abcdf             | 68<br>9%                 | 128<br>20%abf              |
| Don't know      | 11<br>1%                                  | -                     | 1<br>*                  | 3<br>1%g                                       | -                            | -                          | 1<br>*                   | -                          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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 England/Wales and NI**

|                 | Total       | FSA AWARE (Q.4) |            | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |            | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |               |
|-----------------|-------------|-----------------|------------|-----------------|-------------|---------------------|------------|-----------------------------------|--------------------------|-------------------|---------------|
|                 |             | Yes<br>(a)      | No<br>(b)  | Yes<br>(c)      | No<br>(d)   | Yes<br>(e)          | No<br>(f)  | Yes- always<br>(g)                | Yes-<br>sometimes<br>(h) | Total- Yes<br>(i) | No/DK<br>(j)  |
| Unweighted Base | 2044        | 1564            | 480        | -               | 2044        | 1564                | 480        | 1077                              | 647                      | 1724              | 320           |
| Weighted Base   | 1826        | 1421            | 405        | -**             | 1826        | 1421                | 405        | 950                               | 606                      | 1556              | 270           |
| Yes - always    | 950<br>52%  | 791<br>56%b     | 159<br>39% | -               | 950<br>52%  | 791<br>56%f         | 159<br>39% | 950<br>100%hij                    | -                        | 950<br>61%hj      | -             |
| Yes - sometimes | 606<br>33%  | 463<br>33%      | 144<br>35% | -               | 606<br>33%  | 463<br>33%          | 144<br>35% | -                                 | 606<br>100%gij           | 606<br>39%gj      | -             |
| Net: Yes        | 1556<br>85% | 1254<br>88%b    | 302<br>75% | -               | 1556<br>85% | 1254<br>88%f        | 302<br>75% | 950<br>100%j                      | 606<br>100%j             | 1556<br>100%j     | -             |
| No              | 258<br>14%  | 166<br>12%      | 92<br>23%a | -               | 258<br>14%  | 166<br>12%          | 92<br>23%e | -                                 | -                        | -                 | 258<br>96%ghi |
| Don't know      | 11<br>1%    | 1<br>*          | 11<br>3%a  | -               | 11<br>1%    | 1<br>*              | 11<br>3%e  | -                                 | -                        | -                 | 11<br>4%ghi   |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | Total       | GENDER      |               | AGE          |              |              |               |               | SOCIAL GRADE  |             |             |             | MARITAL STATUS |               |                    |
|--|-------------|-------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|-------------|-------------|-------------|----------------|---------------|--------------------|
|  |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f)  | 66+<br>(g)    | AB<br>(h)     | C1<br>(i)   | C2<br>(j)   | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 1724        | 818         | 906           | 244          | 273          | 362          | 426           | 419           | 304           | 481         | 334         | 605         | 995            | 447           | 282                |
| Weighted Base  | 1556        | 746         | 810           | 213          | 294          | 386          | 391           | 272           | 313           | 500         | 320         | 424         | 942            | 402           | 213                |
| General appearance of<br>shop/restaurant/cafe/pub<br>\takeaway | 936<br>60%  | 433<br>58%  | 503<br>62%    | 112<br>52%   | 152<br>52%   | 231<br>60%   | 249<br>64%cd  | 192<br>70%cde | 200<br>64%    | 291<br>58%  | 188<br>59%  | 257<br>61%  | 580<br>62%m    | 205<br>51%    | 150<br>71%lm       |
| Appearance of people<br>working there                          | 742<br>48%  | 327<br>44%  | 415<br>51%a   | 71<br>34%    | 114<br>39%   | 177<br>46%c  | 216<br>55%cde | 164<br>60%cde | 148<br>47%    | 230<br>46%  | 152<br>47%  | 212<br>50%  | 461<br>49%m    | 152<br>38%    | 129<br>61%lm       |
| Hygiene certificate  | 728<br>47%  | 306<br>41%  | 422<br>52%a   | 100<br>47%g  | 158<br>54%g  | 200<br>52%g  | 193<br>49%g   | 78<br>29%     | 154<br>49%    | 248<br>50%k | 143<br>45%  | 184<br>43%  | 451<br>48%n    | 200<br>50%n   | 77<br>36%          |
| Hygiene sticker  | 604<br>39%  | 277<br>37%  | 327<br>40%    | 85<br>40%g   | 132<br>45%g  | 156<br>40%g  | 158<br>40%g   | 74<br>27%     | 140<br>45%jk  | 200<br>40%  | 108<br>34%  | 155<br>37%  | 386<br>41%n    | 150<br>37%    | 67<br>32%          |
| Reputation   | 603<br>39%  | 279<br>37%  | 324<br>40%    | 85<br>40%    | 105<br>36%   | 151<br>39%   | 163<br>42%    | 100<br>37%    | 128<br>41%k   | 206<br>41%k | 126<br>39%  | 143<br>34%  | 363<br>39%     | 159<br>40%    | 81<br>38%          |
| Word of mouth  | 501<br>32%  | 222<br>30%  | 279<br>34%a   | 52<br>24%    | 87<br>30%    | 133<br>34%c  | 140<br>36%c   | 90<br>33%c    | 108<br>35%    | 169<br>34%  | 95<br>30%   | 129<br>30%  | 300<br>32%     | 126<br>31%    | 75<br>35%          |
| Websites   | 212<br>14%  | 101<br>14%  | 111<br>14%    | 27<br>13%g   | 54<br>18%fg  | 67<br>17%fg  | 44<br>11%     | 21<br>8%      | 66<br>21%ijk  | 70<br>14%   | 34<br>11%   | 43<br>10%   | 141<br>15%n    | 56<br>14%n    | 15<br>7%           |
| Other  | 31<br>2%    | 19<br>3%    | 12<br>2%      | 1<br>*       | 3<br>1%      | 7<br>2%      | 9<br>2%       | 11<br>4%cd    | 10<br>3%      | 6<br>1%     | 8<br>3%     | 7<br>2%     | 17<br>2%       | 9<br>2%       | 5<br>2%            |
| Don't know   | 15<br>1%    | 8<br>1%     | 7<br>1%       | 3<br>1%      | -<br>-       | 4<br>1%      | 3<br>1%       | 5<br>2%cd     | -<br>-        | 4<br>1%     | 3<br>1%     | 8<br>2%h    | 6<br>1%        | 4<br>1%       | 4<br>2%l           |
| <b>Average number of<br/>mentions</b>                          | <b>2.83</b> | <b>2.66</b> | <b>2.98a</b>  | <b>2.53</b>  | <b>2.74</b>  | <b>2.93c</b> | <b>3.03cd</b> | <b>2.72</b>   | <b>3.05jk</b> | <b>2.87</b> | <b>2.70</b> | <b>2.71</b> | <b>2.89m</b>   | <b>2.66</b>   | <b>2.88</b>        |
| <b>Standard deviation</b>                                      | <b>1.61</b> | <b>1.50</b> | <b>1.68</b>   | <b>1.58</b>  | <b>1.53</b>  | <b>1.62</b>  | <b>1.68</b>   | <b>1.54</b>   | <b>1.71</b>   | <b>1.62</b> | <b>1.55</b> | <b>1.54</b> | <b>1.59</b>    | <b>1.59</b>   | <b>1.68</b>        |
| <b>Standard error</b>  | <b>0.04</b> | <b>0.05</b> | <b>0.06</b>   | <b>0.10</b>  | <b>0.09</b>  | <b>0.09</b>  | <b>0.08</b>   | <b>0.08</b>   | <b>0.10</b>   | <b>0.07</b> | <b>0.09</b> | <b>0.06</b> | <b>0.05</b>    | <b>0.08</b>   | <b>0.10</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | WORKING STATUS |               |              | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |             | COUNTRY      |              |             |              | ADDITIONAL COUNTRY   |              |
|---|-------------|----------------|---------------|--------------|-----------------------|-------------|-------------------|-------------|--------------|-------------|--------------|--------------|-------------|--------------|----------------------|--------------|
|   |             | Full time (a)  | Part time (b) | Other (c)    | Any (d)               | None (e)    | Yes (f)           | No (g)      | Rural (h)    | Urban (i)   | England (j)  | Scotland (k) | Wales (l)   | NI (m)       | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 1724        | 595            | 211           | 918          | 511                   | 1213        | 1376              | 348         | 419          | 1305        | 1521         | -            | 91          | 112          | 1724                 | -            |
| Weighted Base   | 1556        | 639            | 205           | 712          | 510                   | 1046        | 1238              | 318         | 376          | 1180        | 1430         | -**          | 73*         | 54           | 1556                 | -**          |
| General appearance of shop/restaurant/cafe/pub/takeaway | 936<br>60%  | 364<br>57%     | 114<br>56%    | 458<br>64%ab | 296<br>58%            | 640<br>61%  | 757<br>61%        | 179<br>56%  | 244<br>65%i  | 691<br>59%  | 858<br>60%   | -            | 39<br>54%   | 39<br>73%jl  | 936<br>60%           | -            |
| Appearance of people working there                      | 742<br>48%  | 282<br>44%     | 95<br>46%     | 365<br>51%a  | 234<br>46%            | 508<br>49%  | 608<br>49%g       | 134<br>42%  | 190<br>50%   | 552<br>47%  | 680<br>48%   | -            | 31<br>43%   | 31<br>57%    | 742<br>48%           | -            |
| Hygiene certificate                                     | 728<br>47%  | 320<br>50%c    | 105<br>51%c   | 303<br>43%   | 271<br>53%e           | 458<br>44%  | 592<br>48%        | 136<br>43%  | 165<br>44%   | 563<br>48%  | 681<br>48%l  | -            | 23<br>31%   | 24<br>45%    | 728<br>47%           | -            |
| Hygiene sticker   | 604<br>39%  | 273<br>43%c    | 78<br>38%     | 253<br>36%   | 209<br>41%            | 395<br>38%  | 484<br>39%        | 120<br>38%  | 157<br>42%   | 447<br>38%  | 549<br>38%   | -            | 31<br>42%   | 24<br>45%    | 604<br>39%           | -            |
| Reputation  | 603<br>39%  | 241<br>38%     | 80<br>39%     | 282<br>40%   | 189<br>37%            | 414<br>40%  | 493<br>40%        | 110<br>35%  | 148<br>39%   | 455<br>39%  | 570<br>40%lm | -            | 18<br>25%   | 15<br>28%    | 603<br>39%           | -            |
| Word of mouth   | 501<br>32%  | 204<br>32%     | 68<br>33%     | 230<br>32%   | 155<br>30%            | 346<br>33%  | 416<br>34%g       | 85<br>27%   | 133<br>35%   | 368<br>31%  | 471<br>33%l  | -            | 15<br>20%   | 15<br>29%    | 501<br>32%           | -            |
| Websites  | 212<br>14%  | 112<br>18%c    | 27<br>13%     | 72<br>10%    | 83<br>16%e            | 129<br>12%  | 173<br>14%        | 39<br>12%   | 50<br>13%    | 162<br>14%  | 203<br>14%m  | -            | 8<br>11%m   | 1<br>3%      | 212<br>14%           | -            |
| Other   | 31<br>2%    | 15<br>2%       | 2<br>1%       | 14<br>2%     | 4<br>1%               | 28<br>3%d   | 27<br>2%          | 4<br>1%     | 8<br>2%      | 24<br>2%    | 31<br>2%     | -            | 1<br>1%     | -            | 31<br>2%             | -            |
| Don't know  | 15<br>1%    | 2<br>*         | 3<br>1%       | 10<br>1%a    | 3<br>1%               | 12<br>1%    | 11<br>1%          | 4<br>1%     | 2<br>*       | 13<br>1%    | 13<br>1%     | -            | 1<br>2%     | *<br>1%      | 15<br>1%             | -            |
| <b>Average number of mentions</b>                       | <b>2.83</b> | <b>2.84</b>    | <b>2.81</b>   | <b>2.82</b>  | <b>2.84</b>           | <b>2.82</b> | <b>2.89g</b>      | <b>2.57</b> | <b>2.93</b>  | <b>2.80</b> | <b>2.85l</b> | -            | <b>2.31</b> | <b>2.81l</b> | <b>2.83</b>          | -            |
| <b>Standard deviation</b>                               | <b>1.61</b> | <b>1.63</b>    | <b>1.56</b>   | <b>1.60</b>  | <b>1.59</b>           | <b>1.61</b> | <b>1.63</b>       | <b>1.49</b> | <b>1.63</b>  | <b>1.60</b> | <b>1.62</b>  | -            | <b>1.35</b> | <b>1.40</b>  | <b>1.61</b>          | -            |
| <b>Standard error</b>                                   | <b>0.04</b> | <b>0.07</b>    | <b>0.11</b>   | <b>0.05</b>  | <b>0.07</b>           | <b>0.05</b> | <b>0.04</b>       | <b>0.08</b> | <b>0.08</b>  | <b>0.04</b> | <b>0.04</b>  | -            | <b>0.14</b> | <b>0.13</b>  | <b>0.04</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|  | Total       | GOVERNMENT REGION        |                         |                              |                         |                         |                           |               |                         |                                  | ETHNICITY               |                           |
|--|-------------|--------------------------|-------------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------------|----------------------------------|-------------------------|---------------------------|
|  |             | North East<br>(a)        | North West<br>(b)       | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h)       | South West<br>(i)                | White<br>(j)            | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 1724        | 80                       | 200                     | 157                          | 133                     | 151                     | 163                       | 239           | 237                     | 161                              | 1526                    | 191                       |
| Weighted Base  | 1556        | 74*                      | 191                     | 140                          | 124                     | 144                     | 162                       | 213           | 227                     | 156                              | 1364                    | 185                       |
| General appearance of<br>shop\restaurant\cafe\pub<br>\takeaway | 936<br>60%  | 41<br>56%                | 103<br>54%              | 68<br>49%                    | 75<br>61%               | 90<br>62% <sup>c</sup>  | 106<br>65% <sup>bc</sup>  | 123<br>58%    | 137<br>60% <sup>c</sup> | 114<br>73% <sup>abc</sup><br>dgh | 834<br>61% <sup>k</sup> | 98<br>53%                 |
| Appearance of people<br>working there                          | 742<br>48%  | 40<br>55% <sup>h</sup>   | 86<br>45%               | 57<br>41%                    | 64<br>52%               | 67<br>46%               | 83<br>51%                 | 101<br>47%    | 94<br>41%               | 88<br>56% <sup>bch</sup>         | 669<br>49% <sup>k</sup> | 70<br>38%                 |
| Hygiene certificate  | 728<br>47%  | 43<br>59% <sup>fhi</sup> | 97<br>51% <sup>i</sup>  | 76<br>54% <sup>fhi</sup>     | 66<br>53% <sup>i</sup>  | 75<br>52% <sup>i</sup>  | 68<br>42%                 | 100<br>47%    | 97<br>43%               | 59<br>38%                        | 631<br>46%              | 94<br>51%                 |
| Hygiene sticker  | 604<br>39%  | 26<br>36%                | 80<br>42%               | 61<br>44% <sup>d</sup>       | 39<br>31%               | 56<br>39%               | 61<br>38%                 | 72<br>34%     | 92<br>40%               | 62<br>40%                        | 535<br>39%              | 67<br>36%                 |
| Reputation   | 603<br>39%  | 30<br>41%                | 72<br>38%               | 50<br>36%                    | 49<br>40%               | 63<br>43%               | 61<br>37%                 | 84<br>40%     | 94<br>41%               | 66<br>42%                        | 520<br>38%              | 80<br>43%                 |
| Word of mouth  | 501<br>32%  | 30<br>41% <sup>cd</sup>  | 64<br>34%               | 37<br>27%                    | 33<br>27%               | 52<br>36%               | 51<br>32%                 | 69<br>32%     | 70<br>31%               | 64<br>41% <sup>cd</sup>          | 442<br>32%              | 57<br>31%                 |
| Websites   | 212<br>14%  | 13<br>17%                | 37<br>19% <sup>cd</sup> | 15<br>11%                    | 11<br>9%                | 22<br>15%               | 26<br>16%                 | 30<br>14%     | 30<br>13%               | 18<br>12%                        | 187<br>14%              | 25<br>14%                 |
| Other  | 31<br>2%    | 2<br>3%                  | 4<br>2%                 | 4<br>3%                      | 3<br>3%                 | 5<br>3%                 | 3<br>2%                   | 3<br>1%       | 5<br>2%                 | 3<br>2%                          | 29<br>2%                | 2<br>1%                   |
| Don't know   | 15<br>1%    | -                        | 3<br>2%                 | -                            | 2<br>2%                 | 1<br>*                  | -                         | 2<br>1%       | 5<br>2%                 | 1<br>1%                          | 12<br>1%                | 3<br>1%                   |
| <b>Average number of<br/>mentions</b>                          | <b>2.83</b> | <b>3.08</b>              | <b>2.89</b>             | <b>2.64</b>                  | <b>2.80</b>             | <b>2.99</b>             | <b>2.84</b>               | <b>2.76</b>   | <b>2.78</b>             | <b>3.06<sup>c</sup></b>          | <b>2.85</b>             | <b>2.71</b>               |
| <b>Standard deviation</b>                                      | <b>1.61</b> | <b>1.78</b>              | <b>1.68</b>             | <b>1.50</b>                  | <b>1.54</b>             | <b>1.71</b>             | <b>1.58</b>               | <b>1.53</b>   | <b>1.69</b>             | <b>1.61</b>                      | <b>1.62</b>             | <b>1.55</b>               |
| <b>Standard error</b>  | <b>0.04</b> | <b>0.20</b>              | <b>0.12</b>             | <b>0.12</b>                  | <b>0.14</b>             | <b>0.14</b>             | <b>0.12</b>               | <b>0.10</b>   | <b>0.11</b>             | <b>0.13</b>                      | <b>0.04</b>             | <b>0.11</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                              |                            |                                       |                        |                      |                            |                      |
|---|---|------------------------------|----------------------------|---------------------------------------|------------------------|----------------------|----------------------------|----------------------|
|   | Total   | Very concerned (a)           | Fairly concerned (b)       | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f)         | Net: Unconcerned (g) |
| Unweighted Base   | 1724  | 288                          | 638                        | 337                                   | 303                    | 156                  | 926                        | 459                  |
| Weighted Base   | 1556  | 244                          | 577                        | 317                                   | 278                    | 138                  | 821                        | 417                  |
| General appearance of shop/restaurant/cafe/pub/takeaway | 936<br>60%                                      | 142<br>58%                   | 358<br>62%                 | 192<br>60%                            | 162<br>58%             | 81<br>58%            | 501<br>61%                 | 243<br>58%           |
| Appearance of people working there                      | 742<br>48%                                      | 128<br>52% <sup>dg</sup>     | 288<br>50% <sup>d</sup>    | 142<br>45%                            | 115<br>41%             | 68<br>50%            | 416<br>51% <sup>dg</sup>   | 183<br>44%           |
| Hygiene certificate                                     | 728<br>47%                                      | 140<br>57% <sup>bcdefg</sup> | 266<br>46%                 | 143<br>45%                            | 123<br>44%             | 56<br>40%            | 406<br>50% <sup>eg</sup>   | 178<br>43%           |
| Hygiene sticker   | 604<br>39%                                      | 110<br>45% <sup>cdg</sup>    | 237<br>41% <sup>c</sup>    | 106<br>33%                            | 99<br>35%              | 52<br>37%            | 348<br>42% <sup>cdg</sup>  | 150<br>36%           |
| Reputation  | 603<br>39%                                      | 119<br>49% <sup>bcdefg</sup> | 222<br>39%                 | 124<br>39%                            | 93<br>33%              | 45<br>32%            | 341<br>42% <sup>deg</sup>  | 138<br>33%           |
| Word of mouth   | 501<br>32%                                      | 90<br>37% <sup>dg</sup>      | 205<br>35% <sup>deg</sup>  | 100<br>31% <sup>d</sup>               | 66<br>24%              | 40<br>29%            | 295<br>36% <sup>dg</sup>   | 106<br>26%           |
| Websites  | 212<br>14%                                      | 37<br>15% <sup>c</sup>       | 97<br>17% <sup>cg</sup>    | 27<br>9%                              | 37<br>13%              | 14<br>10%            | 134<br>16% <sup>c</sup>    | 51<br>12%            |
| Other   | 31<br>2%  | 11<br>5% <sup>bcdeg</sup>    | 12<br>2%                   | 4<br>1%                               | 4<br>1%                | 1<br>1%              | 23<br>3%                   | 5<br>1%              |
| Don't know  | 15<br>1%  | 2<br>1%                      | 4<br>1%                    | 4<br>1%                               | 3<br>1%                | 2<br>1%              | 6<br>1%                    | 5<br>1%              |
| <b>Average number of mentions</b>                       | <b>2.83</b>                                     | <b>3.20<sup>bcdeg</sup></b>  | <b>2.95<sup>cdeg</sup></b> | <b>2.67</b>                           | <b>2.54</b>            | <b>2.62</b>          | <b>3.02<sup>cdeg</sup></b> | <b>2.56</b>          |
| <b>Standard deviation</b>                               | <b>1.61</b>                                     | <b>1.75</b>                  | <b>1.61</b>                | <b>1.49</b>                           | <b>1.53</b>            | <b>1.59</b>          | <b>1.65</b>                | <b>1.55</b>          |
| <b>Standard error</b>                                   | <b>0.04</b>                                     | <b>0.10</b>                  | <b>0.06</b>                | <b>0.08</b>                           | <b>0.09</b>            | <b>0.13</b>          | <b>0.05</b>                | <b>0.07</b>          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 1724                                      | 226                | 593                  | 349                                   | 378                    | 175                  | 819                | 553                  |
| Weighted Base   | 1556                                      | 200                | 522                  | 321                                   | 353                    | 158                  | 722                | 511                  |
| General appearance of shop\restaurant\cafe\pub\takeaway | 936<br>60%                                | 108<br>54%         | 321<br>61%           | 195<br>61%                            | 223<br>63%a            | 87<br>55%            | 429<br>59%         | 310<br>61%           |
| Appearance of people working there                      | 742<br>48%                                | 97<br>48%          | 257<br>49%           | 149<br>47%                            | 165<br>47%             | 72<br>45%            | 354<br>49%         | 237<br>46%           |
| Hygiene certificate                                     | 728<br>47%                                | 99<br>49%          | 263<br>50%eg         | 142<br>44%                            | 160<br>45%             | 62<br>39%            | 362<br>50%eg       | 222<br>44%           |
| Hygiene sticker   | 604<br>39%                                | 87<br>43%          | 204<br>39%           | 123<br>38%                            | 132<br>37%             | 59<br>37%            | 291<br>40%         | 190<br>37%           |
| Reputation  | 603<br>39%                                | 99<br>49%bcdeg     | 204<br>39%e          | 128<br>40%e                           | 124<br>35%             | 48<br>30%            | 303<br>42%deg      | 172<br>34%           |
| Word of mouth   | 501<br>32%                                | 72<br>36%eg        | 170<br>33%           | 118<br>37%deg                         | 100<br>28%             | 41<br>26%            | 242<br>34%g        | 140<br>27%           |
| Websites  | 212<br>14%                                | 35<br>18%c         | 76<br>15%            | 34<br>11%                             | 49<br>14%              | 17<br>11%            | 111<br>15%c        | 67<br>13%            |
| Other   | 31<br>2%                                  | 9<br>4%cg          | 10<br>2%             | 4<br>1%                               | 6<br>2%                | 2<br>2%              | 19<br>3%           | 9<br>2%              |
| Don't know  | 15<br>1%                                  | 2<br>1%            | 5<br>1%              | 2<br>*                                | 5<br>1%                | 2<br>1%              | 7<br>1%            | 7<br>1%              |
| <b>Average number of mentions</b>                       | <b>2.83</b>                               | <b>3.05deg</b>     | <b>2.91eg</b>        | <b>2.80e</b>                          | <b>2.76</b>            | <b>2.49</b>          | <b>2.95eg</b>      | <b>2.67</b>          |
| <b>Standard deviation</b>                               | <b>1.61</b>                               | <b>1.71</b>        | <b>1.62</b>          | <b>1.57</b>                           | <b>1.57</b>            | <b>1.54</b>          | <b>1.65</b>        | <b>1.56</b>          |
| <b>Standard error</b>                                   | <b>0.04</b>                               | <b>0.11</b>        | <b>0.07</b>          | <b>0.08</b>                           | <b>0.08</b>            | <b>0.12</b>          | <b>0.06</b>        | <b>0.07</b>          |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | Total       | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |           |
|---|-------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|-------------------|----------------|-----------|
|   |             | Yes (a)         | No (b)      | Yes (c)         | No (d)      | Yes (e)             | No (f)      | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j) |
| Unweighted Base   | 1724        | 1374            | 350         | -               | 1724        | 1374                | 350         | 1077                              | 647               | 1724           | -         |
| Weighted Base   | 1556        | 1254            | 302         | -**             | 1556        | 1254                | 302         | 950                               | 606               | 1556           | -**       |
| General appearance of shop\restaurant\cafe\pub\takeaway | 936<br>60%  | 778<br>62%b     | 158<br>52%  | -<br>-          | 936<br>60%  | 778<br>62%f         | 158<br>52%  | 605<br>64%h                       | 331<br>55%        | 936<br>60%h    | -<br>-    |
| Appearance of people working there                      | 742<br>48%  | 628<br>50%b     | 114<br>38%  | -<br>-          | 742<br>48%  | 628<br>50%f         | 114<br>38%  | 506<br>53%hi                      | 236<br>39%        | 742<br>48%h    | -<br>-    |
| Hygiene certificate                                     | 728<br>47%  | 620<br>49%b     | 108<br>36%  | -<br>-          | 728<br>47%  | 620<br>49%f         | 108<br>36%  | 496<br>52%hi                      | 232<br>38%        | 728<br>47%h    | -<br>-    |
| Hygiene sticker   | 604<br>39%  | 521<br>42%b     | 83<br>27%   | -<br>-          | 604<br>39%  | 521<br>42%f         | 83<br>27%   | 414<br>44%hi                      | 190<br>31%        | 604<br>39%h    | -<br>-    |
| Reputation  | 603<br>39%  | 501<br>40%b     | 102<br>34%  | -<br>-          | 603<br>39%  | 501<br>40%f         | 102<br>34%  | 393<br>41%h                       | 210<br>35%        | 603<br>39%     | -<br>-    |
| Word of mouth   | 501<br>32%  | 418<br>33%      | 83<br>28%   | -<br>-          | 501<br>32%  | 418<br>33%          | 83<br>28%   | 329<br>35%h                       | 172<br>28%        | 501<br>32%     | -<br>-    |
| Websites  | 212<br>14%  | 178<br>14%      | 34<br>11%   | -<br>-          | 212<br>14%  | 178<br>14%          | 34<br>11%   | 141<br>15%                        | 71<br>12%         | 212<br>14%     | -<br>-    |
| Other   | 31<br>2%    | 27<br>2%        | 5<br>2%     | -<br>-          | 31<br>2%    | 27<br>2%            | 5<br>2%     | 25<br>3%h                         | 7<br>1%           | 31<br>2%       | -<br>-    |
| Don't know  | 15<br>1%    | 9<br>1%         | 6<br>2%a    | -<br>-          | 15<br>1%    | 9<br>1%             | 6<br>2%e    | 3<br>*                            | 12<br>2%g         | 15<br>1%       | -<br>-    |
| <b>Average number of mentions</b>                       | <b>2.83</b> | <b>2.95b</b>    | <b>2.32</b> | -               | <b>2.83</b> | <b>2.95f</b>        | <b>2.32</b> | <b>3.07hi</b>                     | <b>2.44</b>       | <b>2.83h</b>   | -         |
| <b>Standard deviation</b>                               | <b>1.61</b> | <b>1.65</b>     | <b>1.31</b> | -               | <b>1.61</b> | <b>1.65</b>         | <b>1.31</b> | <b>1.69</b>                       | <b>1.38</b>       | <b>1.61</b>    | -         |
| <b>Standard error</b>                                   | <b>0.04</b> | <b>0.04</b>     | <b>0.07</b> | -               | <b>0.04</b> | <b>0.04</b>         | <b>0.07</b> | <b>0.05</b>                       | <b>0.06</b>       | <b>0.04</b>    | -         |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | GENDER      |               | AGE          |              |               |               |              | SOCIAL GRADE  |              |             |            | MARITAL STATUS |               |                    |
|--|-------------|-------------|---------------|--------------|--------------|---------------|---------------|--------------|---------------|--------------|-------------|------------|----------------|---------------|--------------------|
|  |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e)  | 50-65<br>(f)  | 66+<br>(g)   | AB<br>(h)     | C1<br>(i)    | C2<br>(j)   | DE<br>(k)  | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 2044        | 984         | 1060          | 308          | 320          | 408           | 491           | 517          | 347           | 546          | 383         | 768        | 1140           | 558           | 346                |
| Weighted Base  | 1826        | 887         | 939           | 266          | 338          | 434           | 452           | 335          | 357           | 564          | 365         | 539        | 1073           | 495           | 257                |
| Food Standards Agency<br>(only show if England,<br>Wales or NI)                            | 1421<br>78% | 689<br>78%  | 732<br>78%    | 165<br>62%   | 232<br>69%   | 381<br>88%cdg | 388<br>86%cdg | 255<br>76%cd | 317<br>89%ijk | 459<br>81%k  | 292<br>80%k | 354<br>66% | 886<br>83%mn   | 339<br>68%    | 196<br>76%mn       |
| Department of Health<br>(only show if England)   | 1320<br>72% | 641<br>72%  | 679<br>72%    | 130<br>49%   | 209<br>62%c  | 354<br>81%cd  | 369<br>81%cd  | 259<br>77%cd | 296<br>83%ijk | 423<br>75%k  | 259<br>71%k | 342<br>63% | 829<br>77%mn   | 299<br>60%    | 192<br>75%mn       |
| The British Medical<br>Association   | 1258<br>69% | 634<br>71%b | 624<br>66%    | 109<br>41%   | 194<br>57%c  | 333<br>77%cd  | 370<br>82%cdg | 253<br>75%cd | 294<br>82%ijk | 422<br>75%jk | 251<br>69%k | 291<br>54% | 792<br>74%mn   | 276<br>56%    | 190<br>74%mn       |
| World Health<br>Organisation (WHO)   | 1252<br>69% | 638<br>72%b | 614<br>65%    | 137<br>52%   | 210<br>62%c  | 320<br>74%cd  | 353<br>78%cdg | 232<br>69%cd | 297<br>83%ijk | 442<br>78%jk | 244<br>67%k | 268<br>50% | 781<br>73%mn   | 297<br>60%    | 174<br>68%mn       |
| Office of Fair Trading   | 1245<br>68% | 619<br>70%  | 626<br>67%    | 95<br>36%    | 183<br>54%c  | 333<br>77%cd  | 378<br>84%cdg | 255<br>76%cd | 292<br>82%ijk | 391<br>69%k  | 255<br>70%k | 307<br>57% | 795<br>74%mn   | 260<br>52%    | 190<br>74%mn       |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 1235<br>68% | 617<br>70%  | 619<br>66%    | 112<br>42%   | 200<br>59%c  | 336<br>77%cdg | 351<br>78%cdg | 237<br>71%cd | 286<br>80%ijk | 412<br>73%k  | 250<br>68%k | 287<br>53% | 797<br>74%mn   | 262<br>53%    | 176<br>69%mn       |
| Health & Safety<br>Executive   | 1210<br>66% | 623<br>70%b | 588<br>63%    | 113<br>43%   | 174<br>52%c  | 319<br>73%cd  | 365<br>81%cdg | 240<br>71%cd | 271<br>76%ijk | 383<br>68%k  | 251<br>69%k | 306<br>57% | 769<br>72%mn   | 262<br>53%    | 179<br>70%mn       |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 970<br>53%  | 493<br>56%b | 477<br>51%    | 76<br>29%    | 141<br>42%c  | 254<br>58%cd  | 303<br>67%cdg | 196<br>59%cd | 255<br>71%ijk | 327<br>58%k  | 197<br>54%k | 192<br>36% | 635<br>59%mn   | 198<br>40%    | 137<br>53%mn       |
| Office of Communications<br>(OFCOM)  | 918<br>50%  | 487<br>55%b | 432<br>46%    | 72<br>27%    | 139<br>41%c  | 252<br>58%cd  | 280<br>62%cdg | 175<br>52%cd | 233<br>65%ijk | 317<br>56%jk | 180<br>49%k | 189<br>35% | 609<br>57%mn   | 186<br>38%    | 122<br>48%mn       |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                         | 826<br>45%  | 426<br>48%b | 401<br>43%    | 71<br>27%    | 116<br>34%c  | 212<br>49%cd  | 264<br>58%cdg | 164<br>49%cd | 228<br>64%ijk | 278<br>49%k  | 160<br>44%k | 160<br>30% | 537<br>50%mn   | 163<br>33%    | 127<br>49%mn       |
| British Dietetic<br>Association (BDA)  | 695<br>38%  | 332<br>37%  | 363<br>39%    | 57<br>21%    | 101<br>30%c  | 183<br>42%cd  | 226<br>50%cdg | 128<br>38%cd | 170<br>48%jk  | 231<br>41%k  | 130<br>36%  | 164<br>30% | 441<br>41%mn   | 145<br>29%    | 109<br>42%mn       |
| Public Health Agency<br>(PHA) (only show if NI)  | 47<br>3%    | 24<br>3%    | 23<br>2%      | 5<br>2%      | 8<br>2%      | 11<br>2%      | 15<br>3%      | 8<br>2%      | 5<br>1%       | 10<br>2%     | 9<br>2%     | 24<br>4%hi | 29<br>3%       | 12<br>2%      | 6<br>2%            |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total    | GENDER      |               | AGE           |              |              |              |            | SOCIAL GRADE |           |           |             | MARITAL STATUS |               |                    |
|---|----------|-------------|---------------|---------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-------------|----------------|---------------|--------------------|
|   |          | Male<br>(a) | Female<br>(b) | 16-25<br>(c)  | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g) | AB<br>(h)    | C1<br>(i) | C2<br>(j) | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base   | 2044     | 984         | 1060          | 308           | 320          | 408          | 491          | 517        | 347          | 546       | 383       | 768         | 1140           | 558           | 346                |
| Weighted Base   | 1826     | 887         | 939           | 266           | 338          | 434          | 452          | 335        | 357          | 564       | 365       | 539         | 1073           | 495           | 257                |
| Safefood (only show if NI)  | 45<br>2% | 22<br>2%    | 23<br>2%      | 3<br>1%       | 8<br>2%      | 11<br>3%     | 13<br>3%     | 9<br>3%    | 5<br>1%      | 8<br>1%   | 9<br>2%   | 23<br>4%hi  | 29<br>3%       | 12<br>2%      | 4<br>2%            |
| Department for Public Health and Health Professions (only show if Wales)            | 44<br>2% | 19<br>2%    | 24<br>3%      | 4<br>2%       | 7<br>2%      | 7<br>2%      | 13<br>3%     | 12<br>4%e  | 10<br>3%     | 9<br>2%   | 13<br>3%  | 12<br>2%    | 25<br>2%       | 9<br>2%       | 10<br>4%           |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 41<br>2% | 20<br>2%    | 20<br>2%      | 4<br>1%       | 6<br>2%      | 9<br>2%      | 15<br>3%     | 7<br>2%    | 5<br>1%      | 9<br>2%   | 9<br>2%   | 18<br>3%hi  | 24<br>2%       | 11<br>2%      | 5<br>2%            |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 40<br>2% | 21<br>2%    | 18<br>2%      | 4<br>1%       | 5<br>2%      | 10<br>2%     | 15<br>3%     | 6<br>2%    | 5<br>1%      | 9<br>2%   | 8<br>2%   | 17<br>3%    | 25<br>2%       | 10<br>2%      | 4<br>2%            |
| Department for Rural Affairs (only show if Wales)                                   | 34<br>2% | 17<br>2%    | 17<br>2%      | 3<br>1%       | 5<br>1%      | 5<br>1%      | 9<br>2%      | 12<br>4%ce | 8<br>2%      | 7<br>1%   | 11<br>3%  | 8<br>1%     | 21<br>2%       | 5<br>1%       | 8<br>3%m           |
| Audit Scotland (only show if Scotland)  | -        | -           | -             | -             | -            | -            | -            | -          | -            | -         | -         | -           | -              | -             | -                  |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)               | -        | -           | -             | -             | -            | -            | -            | -          | -            | -         | -         | -           | -              | -             | -                  |
| Scottish Government Rural Directorate (only show if Scotland)                       | -        | -           | -             | -             | -            | -            | -            | -          | -            | -         | -         | -           | -              | -             | -                  |
| Scottish Government Health Improvement Directorate (only show if Scotland)          | -        | -           | -             | -             | -            | -            | -            | -          | -            | -         | -         | -           | -              | -             | -                  |
| Food Standards Scotland (only show if Scotland)                                     | -        | -           | -             | -             | -            | -            | -            | -          | -            | -         | -         | -           | -              | -             | -                  |
| None  | 74<br>4% | 37<br>4%    | 37<br>4%      | 26<br>10%defg | 13<br>4%f    | 17<br>4%f    | 3<br>1%      | 15<br>4%f  | 3<br>1%      | 11<br>2%  | 14<br>4%h | 45<br>8%hij | 30<br>3%       | 32<br>6%l     | 12<br>5%           |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | GENDER      |                         | AGE           |                      |                         |                          |                          | SOCIAL GRADE             |                          |                         |                         | MARITAL STATUS         |                         |               |                         |
|-----------------------------------|-------------|-------------------------|---------------|----------------------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|------------------------|-------------------------|---------------|-------------------------|
|                                   | Total       | Male<br>(a)             | Female<br>(b) | 16-25<br>(c)         | 26-35<br>(d)            | 36-49<br>(e)             | 50-65<br>(f)             | 66+<br>(g)               | AB<br>(h)                | C1<br>(i)               | C2<br>(j)               | DE<br>(k)              | Married<br>(l)          | Single<br>(m) | Sep/Wid/div<br>(n)      |
| Unweighted Base                   | 2044        | 984                     | 1060          | 308                  | 320                     | 408                      | 491                      | 517                      | 347                      | 546                     | 383                     | 768                    | 1140                    | 558           | 346                     |
| Weighted Base                     | 1826        | 887                     | 939           | 266                  | 338                     | 434                      | 452                      | 335                      | 357                      | 564                     | 365                     | 539                    | 1073                    | 495           | 257                     |
| Don't know                        | 25<br>1%    | 10<br>1%                | 15<br>2%      | 5<br>2% <sup>e</sup> | 10<br>3% <sup>ef</sup>  | 1<br>*                   | 3<br>1%                  | 6<br>2% <sup>e</sup>     | -                        | 5<br>1%                 | 5<br>1% <sup>h</sup>    | 15<br>3% <sup>hi</sup> | 11<br>1%                | 8<br>2%       | 5<br>2%                 |
| <b>Average number of mentions</b> | <b>7.29</b> | <b>7.52<sup>b</sup></b> | <b>7.08</b>   | <b>4.94</b>          | <b>6.15<sup>c</sup></b> | <b>7.98<sup>cd</sup></b> | <b>8.34<sup>cd</sup></b> | <b>7.79<sup>cd</sup></b> | <b>8.41<sup>ij</sup></b> | <b>7.55<sup>k</sup></b> | <b>7.28<sup>k</sup></b> | <b>6.19</b>            | <b>7.78<sup>m</sup></b> | <b>6.03</b>   | <b>7.62<sup>m</sup></b> |
| <b>Standard deviation</b>         | <b>3.28</b> | <b>3.26</b>             | <b>3.28</b>   | <b>3.14</b>          | <b>3.22</b>             | <b>2.91</b>              | <b>2.99</b>              | <b>3.08</b>              | <b>2.85</b>              | <b>3.14</b>             | <b>3.27</b>             | <b>3.39</b>            | <b>3.12</b>             | <b>3.32</b>   | <b>3.22</b>             |
| <b>Standard error</b>             | <b>0.07</b> | <b>0.11</b>             | <b>0.10</b>   | <b>0.19</b>          | <b>0.19</b>             | <b>0.15</b>              | <b>0.14</b>              | <b>0.14</b>              | <b>0.15</b>              | <b>0.14</b>             | <b>0.17</b>             | <b>0.13</b>            | <b>0.09</b>             | <b>0.15</b>   | <b>0.18</b>             |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | WORKING STATUS      |                     |            | CHILDREN IN HOUSEHOLD |                     | PRINCIPAL SHOPPER    |            | TYPE OF AREA        |             | COUNTRY               |              |                    |                    | ADDITIONAL COUNTRY   |              |
|--|-------------|---------------------|---------------------|------------|-----------------------|---------------------|----------------------|------------|---------------------|-------------|-----------------------|--------------|--------------------|--------------------|----------------------|--------------|
|  |             | Full time (a)       | Part time (b)       | Other (c)  | Any (d)               | None (e)            | Yes (f)              | No (g)     | Rural (h)           | Urban (i)   | England (j)           | Scotland (k) | Wales (l)          | NI (m)             | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base  | 2044        | 693                 | 244                 | 1107       | 584                   | 1460                | 1608                 | 436        | 497                 | 1547        | 1808                  | -            | 110                | 126                | 2044                 | -            |
| Weighted Base  | 1826        | 741                 | 233                 | 852        | 577                   | 1249                | 1433                 | 393        | 441                 | 1385        | 1678                  | **           | 88*                | 60                 | 1826                 | **           |
| Food Standards Agency<br>(only show if England, Wales or NI)                         | 1421<br>78% | 606<br>82% <i>c</i> | 190<br>82% <i>c</i> | 625<br>73% | 435<br>75%            | 986<br>79%          | 1127<br>79%          | 294<br>75% | 379<br>86% <i>i</i> | 1042<br>75% | 1304<br>78%           | -            | 69<br>79%          | 49<br>81%          | 1421<br>78%          | -            |
| Department of Health<br>(only show if England)                                       | 1320<br>72% | 552<br>74%          | 172<br>74%          | 597<br>70% | 386<br>67%            | 934<br>75% <i>d</i> | 1059<br>74% <i>g</i> | 261<br>66% | 312<br>71%          | 1008<br>73% | 1320<br>79% <i>lm</i> | -            | -                  | -                  | 1320<br>72%          | -            |
| The British Medical Association  | 1258<br>69% | 534<br>72% <i>c</i> | 162<br>70%          | 562<br>66% | 356<br>62%            | 902<br>72% <i>d</i> | 1016<br>71% <i>g</i> | 241<br>61% | 329<br>75% <i>i</i> | 928<br>67%  | 1157<br>69%           | -            | 57<br>65%          | 44<br>73%          | 1258<br>69%          | -            |
| World Health Organisation (WHO)  | 1252<br>69% | 540<br>73% <i>c</i> | 165<br>71%          | 547<br>64% | 363<br>63%            | 889<br>71% <i>d</i> | 995<br>69%           | 257<br>65% | 303<br>69%          | 949<br>68%  | 1153<br>69%           | -            | 53<br>60%          | 46<br>76% <i>l</i> | 1252<br>69%          | -            |
| Office of Fair Trading   | 1245<br>68% | 534<br>72% <i>c</i> | 155<br>66%          | 556<br>65% | 353<br>61%            | 892<br>71% <i>d</i> | 999<br>70% <i>g</i>  | 246<br>63% | 344<br>78% <i>i</i> | 901<br>65%  | 1138<br>68%           | -            | 60<br>69%          | 46<br>77% <i>j</i> | 1245<br>68%          | -            |
| The Environment Agency<br>(only show if England or Wales)                            | 1235<br>68% | 529<br>71% <i>c</i> | 168<br>72% <i>c</i> | 538<br>63% | 361<br>62%            | 875<br>70% <i>d</i> | 996<br>69% <i>g</i>  | 240<br>61% | 338<br>77% <i>i</i> | 897<br>65%  | 1178<br>70% <i>m</i>  | -            | 57<br>66% <i>m</i> | -                  | 1235<br>68%          | -            |
| Health & Safety Executive  | 1210<br>66% | 528<br>71% <i>c</i> | 151<br>65%          | 532<br>62% | 351<br>61%            | 859<br>69% <i>d</i> | 962<br>67%           | 249<br>63% | 336<br>76% <i>i</i> | 874<br>63%  | 1106<br>66%           | -            | 61<br>69%          | 43<br>72%          | 1210<br>66%          | -            |
| Department for Environment, Food and Rural Affairs (DEFRA)<br>(only show if England) | 970<br>53%  | 421<br>57% <i>c</i> | 133<br>57% <i>c</i> | 416<br>49% | 251<br>44%            | 719<br>58% <i>d</i> | 784<br>55% <i>g</i>  | 186<br>47% | 239<br>54%          | 731<br>53%  | 970<br>58% <i>lm</i>  | -            | -                  | -                  | 970<br>53%           | -            |
| Office of Communications (OFCOM)   | 918<br>50%  | 411<br>55% <i>c</i> | 118<br>50%          | 390<br>46% | 260<br>45%            | 658<br>53% <i>d</i> | 743<br>52% <i>g</i>  | 175<br>45% | 241<br>55% <i>i</i> | 678<br>49%  | 839<br>50%            | -            | 40<br>45%          | 40<br>66% <i>j</i> | 918<br>50%           | -            |
| National Institute for Health and Clinical Excellence (NICE)                         | 826<br>45%  | 366<br>49% <i>c</i> | 111<br>47%          | 349<br>41% | 229<br>40%            | 598<br>48% <i>d</i> | 665<br>46%           | 161<br>41% | 207<br>47%          | 619<br>45%  | 765<br>46%            | -            | 38<br>44%          | 23<br>39%          | 826<br>45%           | -            |
| British Dietetic Association (BDA)   | 695<br>38%  | 307<br>41% <i>c</i> | 96<br>41% <i>c</i>  | 292<br>34% | 184<br>32%            | 511<br>41% <i>d</i> | 564<br>39% <i>g</i>  | 132<br>34% | 188<br>43% <i>i</i> | 507<br>37%  | 630<br>38%            | -            | 31<br>35%          | 34<br>57% <i>j</i> | 695<br>38%           | -            |
| Public Health Agency (PHA) (only show if NI)   | 47<br>3%    | 20<br>3%            | 2<br>1%             | 25<br>3%   | 15<br>3%              | 32<br>3%            | 40<br>3%             | 7<br>2%    | 13<br>3%            | 34<br>2%    | -                     | -            | -                  | 47<br>78% <i>j</i> | 47<br>3%             | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total    | WORKING STATUS |               |           | CHILDREN IN HOUSEHOLD |          | PRINCIPAL SHOPPER |         | TYPE OF AREA          |           | COUNTRY     |              |                         |                         | ADDITIONAL COUNTRY   |              |
|---|----------|----------------|---------------|-----------|-----------------------|----------|-------------------|---------|-----------------------|-----------|-------------|--------------|-------------------------|-------------------------|----------------------|--------------|
|   |          | Full time (a)  | Part time (b) | Other (c) | Any (d)               | None (e) | Yes (f)           | No (g)  | Rural (h)             | Urban (i) | England (j) | Scotland (k) | Wales (l)               | NI (m)                  | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 2044     | 693            | 244           | 1107      | 584                   | 1460     | 1608              | 436     | 497                   | 1547      | 1808        | -            | 110                     | 126                     | 2044                 | -            |
| Weighted Base   | 1826     | 741            | 233           | 852       | 577                   | 1249     | 1433              | 393     | 441                   | 1385      | 1678        | -**          | 88*                     | 60                      | 1826                 | -**          |
| Safefood (only show if NI)  | 45<br>2% | 19<br>3%       | 3<br>1%       | 22<br>3%  | 16<br>3%              | 29<br>2% | 39<br>3%          | 5<br>1% | 9<br>2%               | 35<br>3%  | -           | -            | -                       | 45<br>74% <sup>j </sup> | 45<br>2%             | -            |
| Department for Public Health and Health Professions (only show if Wales)            | 44<br>2% | 14<br>2%       | 6<br>2%       | 23<br>3%  | 13<br>2%              | 31<br>2% | 36<br>3%          | 7<br>2% | 36<br>8% <sup>i</sup> | 8<br>1%   | -           | -            | 44<br>50% <sup>jm</sup> | -                       | 44<br>2%             | -            |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 41<br>2% | 17<br>2%       | 3<br>1%       | 20<br>2%  | 13<br>2%              | 27<br>2% | 35<br>2%          | 5<br>1% | 14<br>3%              | 27<br>2%  | -           | -            | -                       | 41<br>68% <sup>j </sup> | 41<br>2%             | -            |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 40<br>2% | 19<br>3%       | 2<br>1%       | 19<br>2%  | 12<br>2%              | 28<br>2% | 35<br>2%          | 5<br>1% | 13<br>3%              | 27<br>2%  | -           | -            | -                       | 40<br>66% <sup>j </sup> | 40<br>2%             | -            |
| Department for Rural Affairs (only show if Wales)                                   | 34<br>2% | 14<br>2%       | 3<br>1%       | 17<br>2%  | 7<br>1%               | 27<br>2% | 27<br>2%          | 7<br>2% | 30<br>7% <sup>i</sup> | 4<br>*    | -           | -            | 34<br>39% <sup>jm</sup> | -                       | 34<br>2%             | -            |
| Audit Scotland (only show if Scotland)  | -        | -              | -             | -         | -                     | -        | -                 | -       | -                     | -         | -           | -            | -                       | -                       | -                    | -            |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)               | -        | -              | -             | -         | -                     | -        | -                 | -       | -                     | -         | -           | -            | -                       | -                       | -                    | -            |
| Scottish Government Rural Directorate (only show if Scotland)                       | -        | -              | -             | -         | -                     | -        | -                 | -       | -                     | -         | -           | -            | -                       | -                       | -                    | -            |
| Scottish Government Health Improvement Directorate (only show if Scotland)          | -        | -              | -             | -         | -                     | -        | -                 | -       | -                     | -         | -           | -            | -                       | -                       | -                    | -            |
| Food Standards Scotland (only show if Scotland)                                     | -        | -              | -             | -         | -                     | -        | -                 | -       | -                     | -         | -           | -            | -                       | -                       | -                    | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                                   | Total       | WORKING STATUS          |               |                 | CHILDREN IN HOUSEHOLD |                         | PRINCIPAL SHOPPER       |                 | TYPE OF AREA            |                 | COUNTRY     |              |             |                         | ADDITIONAL COUNTRY   |              |
|-----------------------------------|-------------|-------------------------|---------------|-----------------|-----------------------|-------------------------|-------------------------|-----------------|-------------------------|-----------------|-------------|--------------|-------------|-------------------------|----------------------|--------------|
|                                   |             | Full time (a)           | Part time (b) | Other (c)       | Any (d)               | None (e)                | Yes (f)                 | No (g)          | Rural (h)               | Urban (i)       | England (j) | Scotland (k) | Wales (l)   | NI (m)                  | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                   | 2044        | 693                     | 244           | 1107            | 584                   | 1460                    | 1608                    | 436             | 497                     | 1547            | 1808        | -            | 110         | 126                     | 2044                 | -            |
| Weighted Base                     | 1826        | 741                     | 233           | 852             | 577                   | 1249                    | 1433                    | 393             | 441                     | 1385            | 1678        | -**          | 88*         | 60                      | 1826                 | -**          |
| None                              | 74          | 26                      | 7             | 42              | 29                    | 45                      | 51                      | 23              | 13                      | 61              | 67          | -            | 5           | 2                       | 74                   | -            |
|                                   | 4%          | 3%                      | 3%            | 5%              | 5%                    | 4%                      | 4%                      | 6% <sup>f</sup> | 3%                      | 4%              | 4%          | -            | 5%          | 4%                      | 4%                   | -            |
| Don't know                        | 25          | 3                       | 2             | 19              | 11                    | 13                      | 17                      | 7               | 1                       | 23              | 23          | -            | 2           | -                       | 25                   | -            |
|                                   | 1%          | *                       | 1%            | 2% <sup>a</sup> | 2%                    | 1%                      | 1%                      | 2%              | *                       | 2% <sup>h</sup> | 1%          | -            | 2%          | -                       | 1%                   | -            |
| <b>Average number of mentions</b> | <b>7.29</b> | <b>7.63<sup>c</sup></b> | <b>7.31</b>   | <b>6.99</b>     | <b>6.71</b>           | <b>7.56<sup>d</sup></b> | <b>7.42<sup>g</sup></b> | <b>6.84</b>     | <b>7.81<sup>i</sup></b> | <b>7.13</b>     | <b>7.28</b> | -            | <b>6.69</b> | <b>8.60<sup>l</sup></b> | <b>7.29</b>          | -            |
| <b>Standard deviation</b>         | <b>3.28</b> | <b>3.21</b>             | <b>3.31</b>   | <b>3.30</b>     | <b>3.38</b>           | <b>3.20</b>             | <b>3.22</b>             | <b>3.43</b>     | <b>3.07</b>             | <b>3.32</b>     | <b>3.24</b> | -            | <b>3.55</b> | <b>3.56</b>             | <b>3.28</b>          | -            |
| <b>Standard error</b>             | <b>0.07</b> | <b>0.12</b>             | <b>0.22</b>   | <b>0.10</b>     | <b>0.15</b>           | <b>0.09</b>             | <b>0.08</b>             | <b>0.17</b>     | <b>0.14</b>             | <b>0.09</b>     | <b>0.08</b> | -            | <b>0.35</b> | <b>0.32</b>             | <b>0.07</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|  | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   |                      | ETHNICITY    |                           |
|--|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|----------------------|--------------|---------------------------|
|  |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i)    | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 2044        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195                  | 1810         | 225                       |
| Weighted Base  | 1826        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188                  | 1599         | 218                       |
| Food Standards Agency<br>(only show if England,<br>Wales or NI)                            | 1421<br>78% | 74<br>84%dg       | 177<br>78%g       | 126<br>78%g                  | 108<br>72%g             | 127<br>77%g             | 143<br>76%g               | 148<br>61%    | 245<br>91%bcdefgi | 157<br>84%dg         | 1292<br>81%k | 125<br>57%                |
| Department of Health<br>(only show if England)   | 1320<br>72% | 73<br>83%g        | 173<br>76%g       | 126<br>78%g                  | 126<br>83%g             | 124<br>76%g             | 150<br>80%g               | 153<br>63%    | 234<br>87%bceg    | 161<br>86%beg        | 1194<br>75%k | 123<br>57%                |
| The British Medical<br>Association   | 1258<br>69% | 60<br>68%g        | 158<br>70%g       | 115<br>71%g                  | 93<br>62%               | 113<br>69%g             | 128<br>68%g               | 134<br>55%    | 216<br>80%abcdefg | 141<br>75%dg         | 1144<br>72%k | 109<br>50%                |
| World Health<br>Organisation (WHO)   | 1252<br>69% | 60<br>68%         | 150<br>66%        | 109<br>68%                   | 86<br>57%               | 101<br>62%              | 127<br>67%                | 160<br>66%    | 218<br>81%abcdefg | 142<br>76%bde<br>g   | 1115<br>70%k | 130<br>60%                |
| Office of Fair Trading   | 1245<br>68% | 60<br>68%g        | 155<br>69%g       | 115<br>71%g                  | 107<br>71%g             | 103<br>63%g             | 121<br>64%g               | 125<br>52%    | 210<br>78%abefg   | 142<br>75%efg        | 1151<br>72%k | 89<br>41%                 |
| The Environment Agency<br>(only show if England or<br>Wales)                               | 1235<br>68% | 63<br>71%g        | 159<br>70%g       | 112<br>70%g                  | 104<br>69%g             | 112<br>68%g             | 137<br>73%g               | 120<br>50%    | 222<br>82%abcdefg | 149<br>79%bcd<br>eg  | 1139<br>71%k | 93<br>43%                 |
| Health & Safety<br>Executive   | 1210<br>66% | 57<br>64%         | 145<br>64%g       | 103<br>64%g                  | 99<br>66%g              | 111<br>68%g             | 125<br>66%g               | 130<br>54%    | 196<br>73%bcg     | 141<br>75%bcg        | 1110<br>69%k | 96<br>44%                 |
| Department for<br>Environment, Food and<br>Rural Affairs (DEFRA)<br>(only show if England) | 970<br>53%  | 50<br>56%         | 118<br>52%        | 107<br>66%bdeg               | 78<br>52%               | 82<br>50%               | 115<br>61%eg              | 109<br>45%    | 178<br>66%bdeg    | 133<br>71%abd<br>efg | 890<br>56%k  | 76<br>35%                 |
| Office of Communications<br>(OFCOM)  | 918<br>50%  | 47<br>53%eg       | 112<br>49%g       | 83<br>51%eg                  | 69<br>46%               | 64<br>39%               | 102<br>54%eg              | 96<br>40%     | 154<br>57%deg     | 112<br>60%bde<br>g   | 839<br>53%k  | 75<br>34%                 |
| National Institute for<br>Health and Clinical<br>Excellence (NICE)                         | 826<br>45%  | 37<br>42%         | 103<br>45%g       | 80<br>50%dg                  | 54<br>36%               | 77<br>47%dg             | 93<br>49%dg               | 85<br>35%     | 149<br>55%abd     | 87<br>46%g           | 761<br>48%k  | 63<br>29%                 |
| British Dietetic<br>Association (BDA)  | 695<br>38%  | 40<br>45%g        | 81<br>36%         | 73<br>45%deg                 | 49<br>33%               | 56<br>34%               | 81<br>43%g                | 73<br>30%     | 109<br>40%g       | 70<br>37%            | 636<br>40%k  | 57<br>26%                 |
| Public Health Agency<br>(PHA) (only show if NI)  | 47<br>3%    | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                    | 47<br>3%k    | -                         |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total    | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   |                   | ETHNICITY    |                           |
|---|----------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|   |          | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base   | 2044     | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195               | 1810         | 225                       |
| Weighted Base   | 1826     | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188               | 1599         | 218                       |
| Safefood (only show if NI)  | 45<br>2% | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | 45           | -                         |
| Department for Public Health and Health Professions (only show if Wales)            | 44<br>2% | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | 44           | -                         |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 41<br>2% | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | 41           | -                         |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 40<br>2% | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | 40           | -                         |
| Department for Rural Affairs (only show if Wales)                                   | 34<br>2% | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | 34           | -                         |
| Audit Scotland (only show if Scotland)  | -        | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | -            | -                         |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)               | -        | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | -            | -                         |
| Scottish Government Rural Directorate (only show if Scotland)                       | -        | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | -            | -                         |
| Scottish Government Health Improvement Directorate (only show if Scotland)          | -        | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | -            | -                         |
| Food Standards Scotland (only show if Scotland)                                     | -        | -                 | -                 | -                            | -                       | -                       | -                         | -             | -                 | -                 | -            | -                         |
| None  | 74<br>4% | 3<br>3%           | 14<br>6%hi        | 6<br>3%                      | 7<br>4%h                | 5<br>3%                 | 10<br>5%h                 | 17<br>7%hi    | 3<br>1%           | 3<br>1%           | 54<br>3%     | 20<br>9%j                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                            | GOVERNMENT REGION |                   |                   |                              |                         |                         |                           |               |                   | ETHNICITY         |              |                           |
|----------------------------|-------------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|                            | Total             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base            | 2044              | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195               | 1810         | 225                       |
| Weighted Base              | 1826              | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188               | 1599         | 218                       |
| Don't know                 | 25<br>1%          | 2<br>2%i          | 2<br>1%           | 2<br>1%                      | 2<br>1%                 | -<br>-                  | 2<br>1%                   | 10<br>4%behi  | 1<br>1%           | -<br>-            | 12<br>1%     | 11<br>5%j                 |
| Average number of mentions | 7.29              | 7.43g             | 7.28g             | 7.50eg                       | 6.86                    | 6.75                    | 7.48g                     | 6.20          | 8.05bdeg          | 7.76de<br>g       | 7.52k        | 5.55                      |
| Standard deviation         | 3.28              | 3.41              | 3.34              | 3.29                         | 3.06                    | 3.37                    | 3.43                      | 3.29          | 2.86              | 2.90              | 3.19         | 3.42                      |
| Standard error             | 0.07              | 0.36              | 0.22              | 0.25                         | 0.25                    | 0.26                    | 0.26                      | 0.21          | 0.17              | 0.21              | 0.08         | 0.25                      |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                        |                        |                                       |                        |                      |                       |                      |
|---|---|------------------------|------------------------|---------------------------------------|------------------------|----------------------|-----------------------|----------------------|
|   | Total   | Very concerned (a)     | Fairly concerned (b)   | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f)    | Net: Unconcerned (g) |
| Unweighted Base   | 2044  | 301                    | 703                    | 425                                   | 377                    | 221                  | 1004                  | 598                  |
| Weighted Base   | 1826  | 256                    | 633                    | 391                                   | 343                    | 191                  | 888                   | 534                  |
| Food Standards Agency (only show if England, Wales or NI)                         | 1421<br>78%                                     | 206<br>81% <i>c</i>    | 516<br>82% <i>ce</i>   | 281<br>72%                            | 274<br>80% <i>c</i>    | 143<br>75%           | 722<br>81% <i>ce</i>  | 417<br>78% <i>c</i>  |
| Department of Health (only show if England)                                       | 1320<br>72%                                     | 180<br>70%             | 490<br>77% <i>adeg</i> | 284<br>73% <i>e</i>                   | 242<br>70%             | 123<br>64%           | 670<br>75% <i>eg</i>  | 364<br>68%           |
| The British Medical Association   | 1258<br>69%                                     | 181<br>71% <i>e</i>    | 463<br>73% <i>ceg</i>  | 258<br>66%                            | 237<br>69%             | 119<br>62%           | 643<br>72% <i>ceg</i> | 356<br>67%           |
| World Health Organisation (WHO)   | 1252<br>69%                                     | 170<br>67%             | 458<br>72% <i>eg</i>   | 275<br>70% <i>e</i>                   | 235<br>69% <i>ee</i>   | 111<br>58%           | 628<br>71% <i>eg</i>  | 346<br>65%           |
| Office of Fair Trading  | 1245<br>68%                                     | 183<br>71% <i>c</i>    | 459<br>73% <i>ceg</i>  | 251<br>64%                            | 230<br>67%             | 121<br>63%           | 642<br>72% <i>ceg</i> | 351<br>66%           |
| The Environment Agency (only show if England or Wales)                            | 1235<br>68%                                     | 170<br>66%             | 456<br>72% <i>eg</i>   | 263<br>67%                            | 226<br>66%             | 118<br>62%           | 626<br>70% <i>eg</i>  | 345<br>65%           |
| Health & Safety Executive   | 1210<br>66%                                     | 186<br>73% <i>cdg</i>  | 424<br>67%             | 255<br>65%                            | 219<br>64%             | 124<br>65%           | 610<br>69%            | 343<br>64%           |
| Department for Environment, Food and Rural Affairs (DEFRA) (only show if England) | 970<br>53%                                      | 124<br>49%             | 367<br>58% <i>aeg</i>  | 210<br>54% <i>e</i>                   | 183<br>53%             | 86<br>45%            | 491<br>55% <i>e</i>   | 268<br>50%           |
| Office of Communications (OFCOM)  | 918<br>50%                                      | 117<br>46%             | 327<br>52%             | 192<br>49%                            | 182<br>53%             | 100<br>52%           | 444<br>50%            | 282<br>53%           |
| National Institute for Health and Clinical Excellence (NICE)                      | 826<br>45%                                      | 108<br>42%             | 311<br>49% <i>eg</i>   | 177<br>45%                            | 154<br>45%             | 75<br>39%            | 419<br>47% <i>e</i>   | 229<br>43%           |
| British Dietetic Association (BDA)  | 695<br>38%                                      | 115<br>45% <i>bceg</i> | 241<br>38%             | 144<br>37%                            | 128<br>37%             | 66<br>35%            | 356<br>40%            | 194<br>36%           |
| Public Health Agency (PHA) (only show if NI)                                      | 47<br>3%  | 11<br>4% <i>c</i>      | 17<br>3%               | 4<br>1%                               | 9<br>3%                | 5<br>3%              | 28<br>3% <i>c</i>     | 14<br>3%             |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 2044  | 301                | 703                  | 425                                   | 377                    | 221                  | 1004               | 598                  |
| Weighted Base   | 1826  | 256                | 633                  | 391                                   | 343                    | 191                  | 888                | 534                  |
| Safefood (only show if NI)  | 45<br>2%  | 10<br>4%c          | 16<br>3%             | 5<br>1%                               | 9<br>3%                | 4<br>2%              | 26<br>3%           | 13<br>2%             |
| Department for Public Health and Health Professions (only show if Wales)            | 44<br>2%  | 8<br>3%c           | 10<br>2%             | 4<br>1%                               | 8<br>2%                | 14<br>7%abcd         | 17<br>2%           | 23<br>4%bcf          |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 41<br>2%  | 11<br>4%c          | 14<br>2%             | 5<br>1%                               | 7<br>2%                | 4<br>2%              | 24<br>3%           | 11<br>2%             |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 40<br>2%  | 9<br>4%c           | 15<br>2%             | 3<br>1%                               | 9<br>3%                | 4<br>2%              | 24<br>3%c          | 13<br>2%             |
| Department for Rural Affairs (only show if Wales)                                   | 34<br>2%  | 5<br>2%            | 6<br>1%              | 5<br>1%                               | 5<br>1%                | 13<br>7%abcdfg       | 11<br>1%           | 18<br>3%bcf          |
| Audit Scotland (only show if Scotland)  | -   | -                  | -                    | -                                     | -                      | -                    | -                  | -                    |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)               | -   | -                  | -                    | -                                     | -                      | -                    | -                  | -                    |
| Scottish Government Rural Directorate (only show if Scotland)                       | -   | -                  | -                    | -                                     | -                      | -                    | -                  | -                    |
| Scottish Government Health Improvement Directorate (only show if Scotland)          | -   | -                  | -                    | -                                     | -                      | -                    | -                  | -                    |
| Food Standards Scotland (only show if Scotland)                                     | -   | -                  | -                    | -                                     | -                      | -                    | -                  | -                    |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - UK****Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |   |                           |                         |                          |                            |
|-----------------------------------|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|                                   | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                   | 2044  | 301                   | 703                     | 425   | 377                       | 221                     | 1004                     | 598                        |
| Weighted Base                     | 1826  | 256                   | 633                     | 391   | 343                       | 191                     | 888                      | 534                        |
| None                              | 74<br>4%  | 5<br>2%               | 14<br>2%                | 21<br>5%abf                                 | 17<br>5%bf                | 13<br>7%abf             | 19<br>2%                 | 30<br>6%abf                |
| Don't know                        | 25<br>1%  | 2<br>1%               | 4<br>1%                 | 4<br>1%                                     | 4<br>1%                   | 4<br>2%                 | 6<br>1%                  | 7<br>1%                    |
| <b>Average number of mentions</b> | <b>7.29</b>                                     | <b>7.23</b>           | <b>7.46</b>             | <b>7.16</b>                                 | <b>7.32</b>               | <b>7.07</b>             | <b>7.40</b>              | <b>7.23</b>                |
| <b>Standard deviation</b>         | <b>3.28</b>                                     | <b>3.25</b>           | <b>3.15</b>             | <b>3.30</b>                                 | <b>3.43</b>               | <b>3.40</b>             | <b>3.18</b>              | <b>3.42</b>                |
| <b>Standard error</b>             | <b>0.07</b>                                     | <b>0.19</b>           | <b>0.12</b>             | <b>0.17</b>                                 | <b>0.18</b>               | <b>0.24</b>             | <b>0.10</b>              | <b>0.15</b>                |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                          |                                       |                             |                      |                          |                           |
|---|---|--------------------|--------------------------|---------------------------------------|-----------------------------|----------------------|--------------------------|---------------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b)     | Neither concerned nor unconcerned (c) | Fairly unconcerned (d)      | Very unconcerned (e) | Net: Concerned (f)       | Net: Unconcerned (g)      |
| Unweighted Base   | 2044                                      | 243                | 658                      | 426                                   | 461                         | 242                  | 901                      | 703                       |
| Weighted Base   | 1826                                      | 214                | 577                      | 385                                   | 425                         | 214                  | 791                      | 638                       |
| Food Standards Agency (only show if England, Wales or NI)                         | 1421<br>78%                               | 166<br>78%         | 456<br>79% <sup>c</sup>  | 283<br>74%                            | 350<br>82% <sup>c</sup>     | 162<br>76%           | 622<br>79%               | 512<br>80% <sup>c</sup>   |
| Department of Health (only show if England)                                       | 1320<br>72%                               | 143<br>67%         | 431<br>75% <sup>ae</sup> | 280<br>73%                            | 319<br>75% <sup>ae</sup>    | 145<br>68%           | 574<br>73%               | 464<br>73%                |
| The British Medical Association   | 1258<br>69%                               | 141<br>66%         | 419<br>73% <sup>c</sup>  | 256<br>67%                            | 298<br>70%                  | 143<br>67%           | 560<br>71%               | 440<br>69%                |
| World Health Organisation (WHO)   | 1252<br>69%                               | 133<br>62%         | 410<br>71% <sup>ae</sup> | 274<br>71% <sup>ae</sup>              | 311<br>73% <sup>ae</sup>    | 122<br>57%           | 543<br>69% <sup>ae</sup> | 434<br>68% <sup>ae</sup>  |
| Office of Fair Trading  | 1245<br>68%                               | 146<br>68%         | 395<br>68%               | 261<br>68%                            | 310<br>73% <sup>e</sup>     | 132<br>62%           | 541<br>68%               | 442<br>69% <sup>e</sup>   |
| The Environment Agency (only show if England or Wales)                            | 1235<br>68%                               | 142<br>66%         | 391<br>68%               | 269<br>70%                            | 299<br>70% <sup>e</sup>     | 133<br>62%           | 533<br>67%               | 432<br>68%                |
| Health & Safety Executive   | 1210<br>66%                               | 148<br>69%         | 381<br>66%               | 257<br>67%                            | 282<br>66%                  | 142<br>66%           | 529<br>67%               | 424<br>66%                |
| Department for Environment, Food and Rural Affairs (DEFRA) (only show if England) | 970<br>53%                                | 95<br>45%          | 313<br>54% <sup>a</sup>  | 220<br>57% <sup>ae</sup>              | 237<br>56% <sup>a</sup>     | 104<br>49%           | 408<br>52%               | 341<br>53% <sup>a</sup>   |
| Office of Communications (OFCOM)  | 918<br>50%                                | 96<br>45%          | 289<br>50%               | 183<br>48%                            | 244<br>57% <sup>abcef</sup> | 105<br>49%           | 385<br>49%               | 348<br>55% <sup>acf</sup> |
| National Institute for Health and Clinical Excellence (NICE)                      | 826<br>45%                                | 89<br>42%          | 271<br>47%               | 177<br>46%                            | 195<br>46%                  | 91<br>43%            | 361<br>46%               | 287<br>45%                |
| British Dietetic Association (BDA)  | 695<br>38%                                | 92<br>43%          | 219<br>38%               | 149<br>39%                            | 158<br>37%                  | 77<br>36%            | 311<br>39%               | 235<br>37%                |
| Public Health Agency (PHA) (only show if NI)                                      | 47<br>3%                                  | 8<br>4%            | 19<br>3% <sup>c</sup>    | 5<br>1%                               | 11<br>2%                    | 4<br>2%              | 27<br>3% <sup>c</sup>    | 15<br>2%                  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                         |                    |                       |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|-------------------------|--------------------|-----------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e)    | Net: Concerned (f) | Net: Unconcerned (g)  |
| Unweighted Base   | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                     | 901                | 703                   |
| Weighted Base   | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                     | 791                | 638                   |
| Safefood (only show if NI)  | 45<br>2%                                  | 8<br>4%            | 16<br>3%             | 7<br>2%                               | 10<br>2%               | 4<br>2%                 | 24<br>3%           | 14<br>2%              |
| Department for Public Health and Health Professions (only show if Wales)            | 44<br>2%                                  | 6<br>3%            | 13<br>2%             | 5<br>1%                               | 11<br>2%               | 10<br>5% <sup>c</sup>   | 18<br>2%           | 21<br>3% <sup>c</sup> |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 41<br>2%                                  | 8<br>4%            | 17<br>3%             | 5<br>1%                               | 8<br>2%                | 3<br>1%                 | 25<br>3%           | 11<br>2%              |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 40<br>2%                                  | 7<br>3%            | 16<br>3%             | 5<br>1%                               | 8<br>2%                | 5<br>2%                 | 23<br>3%           | 12<br>2%              |
| Department for Rural Affairs (only show if Wales)                                   | 34<br>2%                                  | 4<br>2%            | 9<br>2%              | 3<br>1%                               | 7<br>2%                | 10<br>5% <sup>bcd</sup> | 13<br>2%           | 17<br>3% <sup>c</sup> |
| Audit Scotland (only show if Scotland)  | -   | -                  | -                    | -                                     | -                      | -                       | -                  | -                     |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)               | -   | -                  | -                    | -                                     | -                      | -                       | -                  | -                     |
| Scottish Government Rural Directorate (only show if Scotland)                       | -   | -                  | -                    | -                                     | -                      | -                       | -                  | -                     |
| Scottish Government Health Improvement Directorate (only show if Scotland)          | -   | -                  | -                    | -                                     | -                      | -                       | -                  | -                     |
| Food Standards Scotland (only show if Scotland)                                     | -   | -                  | -                    | -                                     | -                      | -                       | -                  | -                     |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England/Wales and NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 2044                                      | 243                | 658                  | 426                                   | 461                    | 242                  | 901                | 703                  |
| Weighted Base                     | 1826                                      | 214                | 577                  | 385                                   | 425                    | 214                  | 791                | 638                  |
| None                              | 74<br>4%                                  | 8<br>4%            | 13<br>2%             | 18<br>5%b                             | 15<br>4%               | 17<br>8%bdf          | 21<br>3%           | 32<br>5%bf           |
| Don't know                        | 25<br>1%                                  | 2<br>1%            | 3<br>1%              | 7<br>2%d                              | 1<br>*                 | 4<br>2%d             | 6<br>1%            | 6<br>1%              |
| <b>Average number of mentions</b> | <b>7.29</b>                               | <b>7.05</b>        | <b>7.25</b>          | <b>7.34</b>                           | <b>7.49</b>            | <b>7.24</b>          | <b>7.20</b>        | <b>7.41</b>          |
| <b>Standard deviation</b>         | <b>3.28</b>                               | <b>3.36</b>        | <b>3.27</b>          | <b>3.29</b>                           | <b>3.21</b>            | <b>3.32</b>          | <b>3.29</b>        | <b>3.24</b>          |
| <b>Standard error</b>             | <b>0.07</b>                               | <b>0.22</b>        | <b>0.13</b>          | <b>0.17</b>                           | <b>0.15</b>            | <b>0.23</b>          | <b>0.11</b>        | <b>0.13</b>          |



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total       | FSA AWARE (Q.4) |            | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |            | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |            |
|---|-------------|-----------------|------------|-----------------|-------------|---------------------|------------|-----------------------------------|-------------------|----------------|------------|
|   |             | Yes (a)         | No (b)     | Yes (c)         | No (d)      | Yes (e)             | No (f)     | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)  |
| Unweighted Base   | 2044        | 1564            | 480        | -               | 2044        | 1564                | 480        | 1077                              | 647               | 1724           | 320        |
| Weighted Base   | 1826        | 1421            | 405        | **              | 1826        | 1421                | 405        | 950                               | 606               | 1556           | 270        |
| Food Standards Agency (only show if England, Wales or NI)                         | 1421<br>78% | 1421<br>100%b   | -<br>-     | -<br>-          | 1421<br>78% | 1421<br>100%f       | -<br>-     | 791<br>83%hj                      | 463<br>76%j       | 1254<br>81%hj  | 167<br>62% |
| Department of Health (only show if England)                                       | 1320<br>72% | 1152<br>81%b    | 169<br>42% | -<br>-          | 1320<br>72% | 1152<br>81%f        | 169<br>42% | 722<br>76%hj                      | 423<br>70%        | 1145<br>74%j   | 175<br>65% |
| The British Medical Association   | 1258<br>69% | 1135<br>80%b    | 123<br>30% | -<br>-          | 1258<br>69% | 1135<br>80%f        | 123<br>30% | 719<br>76%hij                     | 398<br>66%j       | 1118<br>72%hj  | 140<br>52% |
| World Health Organisation (WHO)   | 1252<br>69% | 1110<br>78%b    | 142<br>35% | -<br>-          | 1252<br>69% | 1110<br>78%f        | 142<br>35% | 684<br>72%j                       | 422<br>70%j       | 1106<br>71%j   | 145<br>54% |
| Office of Fair Trading  | 1245<br>68% | 1143<br>80%b    | 102<br>25% | -<br>-          | 1245<br>68% | 1143<br>80%f        | 102<br>25% | 700<br>74%hj                      | 396<br>65%j       | 1096<br>70%hj  | 149<br>55% |
| The Environment Agency (only show if England or Wales)                            | 1235<br>68% | 1127<br>79%b    | 108<br>27% | -<br>-          | 1235<br>68% | 1127<br>79%f        | 108<br>27% | 686<br>72%hj                      | 402<br>66%j       | 1087<br>70%j   | 148<br>55% |
| Health & Safety Executive   | 1210<br>66% | 1098<br>77%b    | 112<br>28% | -<br>-          | 1210<br>66% | 1098<br>77%f        | 112<br>28% | 699<br>74%hij                     | 367<br>61%j       | 1066<br>69%hj  | 144<br>54% |
| Department for Environment, Food and Rural Affairs (DEFRA) (only show if England) | 970<br>53%  | 890<br>63%b     | 80<br>20%  | -<br>-          | 970<br>53%  | 890<br>63%f         | 80<br>20%  | 536<br>56%j                       | 319<br>53%j       | 855<br>55%j    | 115<br>43% |
| Office of Communications (OFCOM)  | 918<br>50%  | 849<br>60%b     | 69<br>17%  | -<br>-          | 918<br>50%  | 849<br>60%f         | 69<br>17%  | 526<br>55%hj                      | 286<br>47%j       | 811<br>52%hj   | 107<br>40% |
| National Institute for Health and Clinical Excellence (NICE)                      | 826<br>45%  | 772<br>54%b     | 54<br>13%  | -<br>-          | 826<br>45%  | 772<br>54%f         | 54<br>13%  | 489<br>51%hj                      | 260<br>43%j       | 749<br>48%hj   | 77<br>29%  |
| British Dietetic Association (BDA)  | 695<br>38%  | 644<br>45%b     | 52<br>13%  | -<br>-          | 695<br>38%  | 644<br>45%f         | 52<br>13%  | 434<br>46%hij                     | 196<br>32%j       | 630<br>40%hj   | 65<br>24%  |
| Public Health Agency (PHA) (only show if NI)                                      | 47<br>3%    | 44<br>3%b       | 2<br>1%    | -<br>-          | 47<br>3%    | 44<br>3%f           | 2<br>1%    | 35<br>4%h                         | 8<br>1%           | 42<br>3%h      | 4<br>2%    |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|   | Total    | FSA AWARE (Q.4) |            | FSS AWARE (Q.4) |          | FSS/FSA AWARE (Q.4) |            | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |              |
|---|----------|-----------------|------------|-----------------|----------|---------------------|------------|-----------------------------------|-------------------|----------------|--------------|
|   |          | Yes (a)         | No (b)     | Yes (c)         | No (d)   | Yes (e)             | No (f)     | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)    |
| Unweighted Base   | 2044     | 1564            | 480        | -               | 2044     | 1564                | 480        | 1077                              | 647               | 1724           | 320          |
| Weighted Base   | 1826     | 1421            | 405        | -**             | 1826     | 1421                | 405        | 950                               | 606               | 1556           | 270          |
| Safefood (only show if NI)  | 45<br>2% | 42<br>3%b       | 3<br>1%    | -<br>-          | 45<br>2% | 42<br>3%f           | 3<br>1%    | 33<br>3%h                         | 8<br>1%           | 40<br>3%       | 4<br>2%      |
| Department for Public Health and Health Professions (only show if Wales)            | 44<br>2% | 41<br>3%b       | 3<br>1%    | -<br>-          | 44<br>2% | 41<br>3%f           | 3<br>1%    | 25<br>3%                          | 12<br>2%          | 37<br>2%       | 6<br>2%      |
| Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI) | 41<br>2% | 38<br>3%b       | 3<br>1%    | -<br>-          | 41<br>2% | 38<br>3%f           | 3<br>1%    | 30<br>3%h                         | 7<br>1%           | 37<br>2%       | 3<br>1%      |
| Department of Agriculture and Rural Development (DARD) (only show if NI)            | 40<br>2% | 39<br>3%b       | 1<br>*     | -<br>-          | 40<br>2% | 39<br>3%f           | 1<br>*     | 29<br>3%h                         | 7<br>1%           | 36<br>2%       | 4<br>2%      |
| Department for Rural Affairs (only show if Wales)                                   | 34<br>2% | 32<br>2%b       | 2<br>*     | -<br>-          | 34<br>2% | 32<br>2%f           | 2<br>*     | 16<br>2%                          | 13<br>2%          | 29<br>2%       | 5<br>2%      |
| Audit Scotland (only show if Scotland)  | -        | -               | -          | -               | -        | -                   | -          | -                                 | -                 | -              | -            |
| Scottish Environment Protection Agency (SEPA) (only show if Scotland)               | -        | -               | -          | -               | -        | -                   | -          | -                                 | -                 | -              | -            |
| Scottish Government Rural Directorate (only show if Scotland)                       | -        | -               | -          | -               | -        | -                   | -          | -                                 | -                 | -              | -            |
| Scottish Government Health Improvement Directorate (only show if Scotland)          | -        | -               | -          | -               | -        | -                   | -          | -                                 | -                 | -              | -            |
| Food Standards Scotland (only show if Scotland)                                     | -        | -               | -          | -               | -        | -                   | -          | -                                 | -                 | -              | -            |
| None  | 74<br>4% | -               | 74<br>18%a | -               | 74<br>4% | -                   | 74<br>18%e | 16<br>2%                          | 32<br>5%gi        | 48<br>3%g      | 26<br>10%ghi |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England/Wales and NI

|                                   | Total       | FSA AWARE (Q.4)         |                 | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4)     |                 | AWARE OF HYGIENE STANDARDS (Q.3a) |                         |                          |                   |
|-----------------------------------|-------------|-------------------------|-----------------|-----------------|-------------|-------------------------|-----------------|-----------------------------------|-------------------------|--------------------------|-------------------|
|                                   |             | Yes (a)                 | No (b)          | Yes (c)         | No (d)      | Yes (e)                 | No (f)          | Yes- always (g)                   | Yes-sometimes (h)       | Total- Yes (i)           | No/DK (j)         |
| Unweighted Base                   | 2044        | 1564                    | 480             | -               | 2044        | 1564                    | 480             | 1077                              | 647                     | 1724                     | 320               |
| Weighted Base                     | 1826        | 1421                    | 405             | -**             | 1826        | 1421                    | 405             | 950                               | 606                     | 1556                     | 270               |
| Don't know                        | 25          | -                       | 25              | -               | 25          | -                       | 25              | 5                                 | 5                       | 10                       | 15                |
|                                   | 1%          | -                       | 6% <sup>a</sup> | -               | 1%          | -                       | 6% <sup>e</sup> | 1%                                | 1%                      | 1%                       | 6% <sup>ghi</sup> |
| <b>Average number of mentions</b> | <b>7.29</b> | <b>8.14<sup>b</sup></b> | <b>3.35</b>     | -               | <b>7.29</b> | <b>8.14<sup>f</sup></b> | <b>3.35</b>     | <b>7.70<sup>hij</sup></b>         | <b>7.00<sup>j</sup></b> | <b>7.43<sup>hj</sup></b> | <b>6.40</b>       |
| <b>Standard deviation</b>         | <b>3.28</b> | <b>2.82</b>             | <b>2.18</b>     | -               | <b>3.28</b> | <b>2.82</b>             | <b>2.18</b>     | <b>3.18</b>                       | <b>3.28</b>             | <b>3.23</b>              | <b>3.42</b>       |
| <b>Standard error</b>             | <b>0.07</b> | <b>0.07</b>             | <b>0.12</b>     | -               | <b>0.07</b> | <b>0.07</b>             | <b>0.12</b>     | <b>0.10</b>                       | <b>0.13</b>             | <b>0.08</b>              | <b>0.21</b>       |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England

|  | Total | GENDER           |               | AGE                 |                  |                    |                    |                   | SOCIAL GRADE       |                    |                  |                   | MARITAL STATUS    |                 |                    |
|--|-------|------------------|---------------|---------------------|------------------|--------------------|--------------------|-------------------|--------------------|--------------------|------------------|-------------------|-------------------|-----------------|--------------------|
|  |       | Male<br>(a)      | Female<br>(b) | 16-25<br>(c)        | 26-35<br>(d)     | 36-49<br>(e)       | 50-65<br>(f)       | 66+<br>(g)        | AB<br>(h)          | C1<br>(i)          | C2<br>(j)        | DE<br>(k)         | Married<br>(l)    | Single<br>(m)   | Sep/Wid/div<br>(n) |
| Unweighted Base  | 1808  | 874              | 934           | 280                 | 284              | 368                | 427                | 449               | 322                | 499                | 333              | 654               | 1015              | 493             | 300                |
| Weighted Base  | 1678  | 816              | 862           | 246                 | 310              | 402                | 414                | 305               | 340                | 527                | 330              | 481               | 992               | 455             | 232                |
| Department of Health   | 1320  | 641              | 679           | 130                 | 209              | 354                | 369                | 259               | 296                | 423                | 259              | 342               | 829               | 299             | 192                |
|  | 79%   | 79%              | 79%           | 53%                 | 67% <sup>c</sup> | 88% <sup>cd</sup>  | 89% <sup>cd</sup>  | 85% <sup>cd</sup> | 87% <sup>ijk</sup> | 80% <sup>k</sup>   | 78% <sup>k</sup> | 71%               | 84% <sup>m</sup>  | 66%             | 83% <sup>m</sup>   |
| Food Standards Agency  | 1304  | 630              | 673           | 155                 | 208              | 353                | 354                | 234               | 301                | 427                | 266              | 309               | 812               | 311             | 181                |
|  | 78%   | 77%              | 78%           | 63%                 | 67%              | 88% <sup>cdg</sup> | 85% <sup>cdg</sup> | 77% <sup>cd</sup> | 89% <sup>ijk</sup> | 81% <sup>k</sup>   | 81% <sup>k</sup> | 64%               | 82% <sup>m</sup>  | 68%             | 78% <sup>m</sup>   |
| The Environment Agency                                       | 1178  | 588              | 590           | 107                 | 187              | 325                | 335                | 224               | 275                | 395                | 236              | 273               | 761               | 251             | 166                |
|  | 70%   | 72%              | 68%           | 43%                 | 60% <sup>c</sup> | 81% <sup>cdg</sup> | 81% <sup>cdg</sup> | 73% <sup>cd</sup> | 81% <sup>ijk</sup> | 75% <sup>k</sup>   | 71% <sup>k</sup> | 57%               | 77% <sup>m</sup>  | 55%             | 72% <sup>m</sup>   |
| The British Medical Association                              | 1157  | 579              | 578           | 102                 | 175              | 310                | 338                | 232               | 279                | 395                | 228              | 256               | 725               | 256             | 176                |
|  | 69%   | 71%              | 67%           | 41%                 | 57% <sup>c</sup> | 77% <sup>cd</sup>  | 82% <sup>cdg</sup> | 76% <sup>cd</sup> | 82% <sup>ijk</sup> | 75% <sup>k</sup>   | 69% <sup>k</sup> | 53%               | 73% <sup>m</sup>  | 56%             | 76% <sup>m</sup>   |
| World Health Organisation (WHO)                              | 1153  | 584              | 569           | 125                 | 194              | 299                | 324                | 211               | 283                | 415                | 219              | 237               | 720               | 274             | 159                |
|  | 69%   | 72% <sup>b</sup> | 66%           | 51%                 | 62% <sup>c</sup> | 74% <sup>cd</sup>  | 78% <sup>cdg</sup> | 69% <sup>c</sup>  | 83% <sup>ijk</sup> | 79% <sup>ijk</sup> | 66% <sup>k</sup> | 49%               | 73% <sup>m</sup>  | 60%             | 69% <sup>m</sup>   |
| Office of Fair Trading                                       | 1138  | 565              | 573           | 88                  | 162              | 311                | 344                | 233               | 276                | 365                | 230              | 268               | 725               | 240             | 174                |
|  | 68%   | 69%              | 67%           | 36%                 | 52% <sup>c</sup> | 77% <sup>cd</sup>  | 83% <sup>cde</sup> | 76% <sup>cd</sup> | 81% <sup>ijk</sup> | 69% <sup>k</sup>   | 70% <sup>k</sup> | 56%               | 73% <sup>m</sup>  | 53%             | 75% <sup>m</sup>   |
| Health & Safety Executive                                    | 1106  | 568              | 538           | 104                 | 156              | 295                | 333                | 218               | 257                | 354                | 227              | 268               | 704               | 239             | 163                |
|  | 66%   | 70% <sup>b</sup> | 62%           | 42%                 | 50%              | 73% <sup>cd</sup>  | 81% <sup>cde</sup> | 72% <sup>cd</sup> | 76% <sup>ik</sup>  | 67% <sup>k</sup>   | 69% <sup>k</sup> | 56%               | 71% <sup>m</sup>  | 52%             | 71% <sup>m</sup>   |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 970   | 493              | 477           | 76                  | 141              | 254                | 303                | 196               | 255                | 327                | 197              | 192               | 635               | 198             | 137                |
|  | 58%   | 60% <sup>b</sup> | 55%           | 31%                 | 45% <sup>c</sup> | 63% <sup>cd</sup>  | 73% <sup>cde</sup> | 64% <sup>cd</sup> | 75% <sup>ijk</sup> | 62% <sup>k</sup>   | 60% <sup>k</sup> | 40%               | 64% <sup>m</sup>  | 44%             | 59% <sup>m</sup>   |
| Office of Communications (OFCOM)                             | 839   | 447              | 392           | 66                  | 125              | 235                | 255                | 159               | 221                | 294                | 165              | 159               | 556               | 169             | 114                |
|  | 50%   | 55% <sup>b</sup> | 45%           | 27%                 | 40% <sup>c</sup> | 58% <sup>cd</sup>  | 62% <sup>cdg</sup> | 52% <sup>cd</sup> | 65% <sup>ijk</sup> | 56% <sup>k</sup>   | 50% <sup>k</sup> | 33%               | 56% <sup>mn</sup> | 37%             | 49% <sup>m</sup>   |
| National Institute for Health and Clinical Excellence (NICE) | 765   | 395              | 370           | 66                  | 104              | 197                | 246                | 151               | 217                | 262                | 145              | 141               | 499               | 148             | 117                |
|  | 46%   | 48% <sup>b</sup> | 43%           | 27%                 | 34%              | 49% <sup>cd</sup>  | 59% <sup>cde</sup> | 50% <sup>cd</sup> | 64% <sup>ijk</sup> | 50% <sup>k</sup>   | 44% <sup>k</sup> | 29%               | 50% <sup>m</sup>  | 33%             | 51% <sup>m</sup>   |
| British Dietetic Association (BDA)                           | 630   | 300              | 331           | 52                  | 90               | 170                | 205                | 114               | 157                | 218                | 119              | 137               | 398               | 131             | 101                |
|  | 38%   | 37%              | 38%           | 21%                 | 29% <sup>c</sup> | 42% <sup>cd</sup>  | 50% <sup>cde</sup> | 37% <sup>cd</sup> | 46% <sup>ijk</sup> | 41% <sup>k</sup>   | 36% <sup>k</sup> | 28%               | 40% <sup>m</sup>  | 29%             | 44% <sup>m</sup>   |
| None   | 67    | 35               | 32            | 25                  | 12               | 15                 | 2                  | 13                | 3                  | 11                 | 11               | 42                | 28                | 30              | 9                  |
|  | 4%    | 4%               | 4%            | 10% <sup>defg</sup> | 4% <sup>f</sup>  | 4% <sup>f</sup>    | *                  | 4% <sup>f</sup>   | 1%                 | 2%                 | 3% <sup>h</sup>  | 9% <sup>hij</sup> | 3%                | 7% <sup>l</sup> | 4%                 |
| Don't know   | 23    | 10               | 13            | 4                   | 9                | 1                  | 3                  | 6                 | -                  | 5                  | 4                | 15                | 9                 | 8               | 5                  |
|  | 1%    | 1%               | 1%            | 2%                  | 3% <sup>ef</sup> | *                  | 1%                 | 2% <sup>e</sup>   | -                  | 1%                 | 1%               | 3% <sup>hi</sup>  | 1%                | 2%              | 2%                 |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - England****Base: All adults England**

| Total                                 | GENDER      |               | AGE          |              |              |               |               | SOCIAL GRADE  |               |              |              | MARITAL STATUS |               |                    |              |
|---------------------------------------|-------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|--------------|--------------|----------------|---------------|--------------------|--------------|
|                                       | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f)  | 66+<br>(g)    | AB<br>(h)     | C1<br>(i)     | C2<br>(j)    | DE<br>(k)    | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |              |
| Unweighted Base<br>1808               | 874         | 934           | 280          | 284          | 368          | 427           | 449           | 322           | 499           | 333          | 654          | 1015           | 493           | 300                |              |
| Weighted Base<br>1678                 | 816         | 862           | 246          | 310          | 402          | 414           | 305           | 340           | 527           | 330          | 481          | 992            | 455           | 232                |              |
| <b>Average number of<br/>mentions</b> | <b>7.28</b> | <b>7.50b</b>  | <b>7.07</b>  | <b>4.93</b>  | <b>6.06c</b> | <b>8.02cd</b> | <b>8.32cd</b> | <b>7.80cd</b> | <b>8.38ij</b> | <b>7.56k</b> | <b>7.27k</b> | <b>6.07</b>    | <b>7.71m</b>  | <b>6.05</b>        | <b>7.72m</b> |
| <b>Standard deviation</b>             | <b>3.24</b> | <b>3.24</b>   | <b>3.23</b>  | <b>3.07</b>  | <b>3.18</b>  | <b>2.86</b>   | <b>2.97</b>   | <b>3.02</b>   | <b>2.82</b>   | <b>3.13</b>  | <b>3.21</b>  | <b>3.32</b>    | <b>3.12</b>   | <b>3.24</b>        | <b>3.18</b>  |
| <b>Standard error</b>                 | <b>0.08</b> | <b>0.11</b>   | <b>0.11</b>  | <b>0.20</b>  | <b>0.20</b>  | <b>0.15</b>   | <b>0.14</b>   | <b>0.15</b>   | <b>0.16</b>   | <b>0.14</b>  | <b>0.18</b>  | <b>0.14</b>    | <b>0.10</b>   | <b>0.15</b>        | <b>0.19</b>  |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England

|  | WORKING STATUS |                         |                  | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER       |                         | TYPE OF AREA |                         | ADDITIONAL COUNTRY |                             |                 |
|--|----------------|-------------------------|------------------|-----------------------|-------------|-------------------------|-------------------------|--------------|-------------------------|--------------------|-----------------------------|-----------------|
|  | Total          | Full time<br>(a)        | Part time<br>(b) | Other<br>(c)          | Any<br>(d)  | None<br>(e)             | Yes<br>(f)              | No<br>(g)    | Rural<br>(h)            | Urban<br>(i)       | England/<br>Wales/NI<br>(j) | Scotland<br>(k) |
| Unweighted Base  | 1808           | 623                     | 226              | 959                   | 509         | 1299                    | 1426                    | 382          | 387                     | 1421               | 1808                        | -               |
| Weighted Base  | 1678           | 686                     | 221              | 771                   | 523         | 1156                    | 1322                    | 356          | 363                     | 1315               | 1678                        | **              |
| Department of Health   | 1320           | 552                     | 172              | 597                   | 386         | 934                     | 1059                    | 261          | 312                     | 1008               | 1320                        | -               |
|  | 79%            | 80%                     | 78%              | 77%                   | 74%         | 81% <sup>d</sup>        | 80% <sup>g</sup>        | 73%          | 86% <sup>i</sup>        | 77%                | 79%                         | -               |
| Food Standards Agency  | 1304           | 557                     | 183              | 564                   | 392         | 912                     | 1036                    | 268          | 313                     | 991                | 1304                        | -               |
|  | 78%            | 81% <sup>c</sup>        | 83% <sup>c</sup> | 73%                   | 75%         | 79%                     | 78%                     | 75%          | 86% <sup>i</sup>        | 75%                | 78%                         | -               |
| The Environment Agency                                       | 1178           | 508                     | 163              | 506                   | 343         | 835                     | 953                     | 225          | 292                     | 885                | 1178                        | -               |
|  | 70%            | 74% <sup>c</sup>        | 74% <sup>c</sup> | 66%                   | 66%         | 72% <sup>d</sup>        | 72% <sup>g</sup>        | 63%          | 81% <sup>i</sup>        | 67%                | 70%                         | -               |
| The British Medical Association                              | 1157           | 492                     | 155              | 510                   | 323         | 834                     | 936                     | 221          | 272                     | 885                | 1157                        | -               |
|  | 69%            | 72% <sup>c</sup>        | 70%              | 66%                   | 62%         | 72% <sup>d</sup>        | 71% <sup>g</sup>        | 62%          | 75% <sup>i</sup>        | 67%                | 69%                         | -               |
| World Health Organisation (WHO)                              | 1153           | 499                     | 158              | 497                   | 331         | 823                     | 916                     | 237          | 249                     | 904                | 1153                        | -               |
|  | 69%            | 73% <sup>c</sup>        | 72% <sup>c</sup> | 64%                   | 63%         | 71% <sup>d</sup>        | 69%                     | 67%          | 69%                     | 69%                | 69%                         | -               |
| Office of Fair Trading                                       | 1138           | 491                     | 147              | 500                   | 316         | 823                     | 912                     | 226          | 280                     | 858                | 1138                        | -               |
|  | 68%            | 72% <sup>c</sup>        | 67%              | 65%                   | 60%         | 71% <sup>d</sup>        | 69%                     | 64%          | 77% <sup>i</sup>        | 65%                | 68%                         | -               |
| Health & Safety Executive                                    | 1106           | 483                     | 144              | 479                   | 315         | 791                     | 882                     | 224          | 278                     | 828                | 1106                        | -               |
|  | 66%            | 70% <sup>c</sup>        | 65%              | 62%                   | 60%         | 68% <sup>d</sup>        | 67%                     | 63%          | 77% <sup>i</sup>        | 63%                | 66%                         | -               |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 970            | 421                     | 133              | 416                   | 251         | 719                     | 784                     | 186          | 239                     | 731                | 970                         | -               |
|  | 58%            | 61% <sup>c</sup>        | 60%              | 54%                   | 48%         | 62% <sup>d</sup>        | 59% <sup>g</sup>        | 52%          | 66% <sup>i</sup>        | 56%                | 58%                         | -               |
| Office of Communications (OFCOM)                             | 839            | 379                     | 112              | 348                   | 236         | 603                     | 676                     | 164          | 200                     | 639                | 839                         | -               |
|  | 50%            | 55% <sup>c</sup>        | 51%              | 45%                   | 45%         | 52% <sup>d</sup>        | 51%                     | 46%          | 55% <sup>i</sup>        | 49%                | 50%                         | -               |
| National Institute for Health and Clinical Excellence (NICE) | 765            | 340                     | 106              | 318                   | 209         | 556                     | 614                     | 150          | 171                     | 593                | 765                         | -               |
|  | 46%            | 50% <sup>c</sup>        | 48%              | 41%                   | 40%         | 48% <sup>d</sup>        | 46%                     | 42%          | 47%                     | 45%                | 46%                         | -               |
| British Dietetic Association (BDA)                           | 630            | 282                     | 93               | 255                   | 165         | 465                     | 508                     | 122          | 153                     | 478                | 630                         | -               |
|  | 38%            | 41% <sup>c</sup>        | 42% <sup>c</sup> | 33%                   | 32%         | 40% <sup>d</sup>        | 38%                     | 34%          | 42% <sup>i</sup>        | 36%                | 38%                         | -               |
| None   | 67             | 25                      | 7                | 36                    | 26          | 41                      | 46                      | 21           | 10                      | 57                 | 67                          | -               |
|  | 4%             | 4%                      | 3%               | 5%                    | 5%          | 4%                      | 4%                      | 6%           | 3%                      | 4%                 | 4%                          | -               |
| Don't know   | 23             | 3                       | 2                | 18                    | 9           | 13                      | 17                      | 6            | 1                       | 22                 | 23                          | -               |
|  | 1%             | *                       | 1%               | 2% <sup>a</sup>       | 2%          | 1%                      | 1%                      | 2%           | *                       | 2% <sup>h</sup>    | 1%                          | -               |
| <b>Average number of mentions</b>                            | <b>7.28</b>    | <b>7.61<sup>c</sup></b> | <b>7.35</b>      | <b>6.95</b>           | <b>6.70</b> | <b>7.54<sup>d</sup></b> | <b>7.37<sup>g</sup></b> | <b>6.94</b>  | <b>7.84<sup>i</sup></b> | <b>7.12</b>        | <b>7.28</b>                 | -               |
| <b>Standard deviation</b>                                    | <b>3.24</b>    | <b>3.17</b>             | <b>3.28</b>      | <b>3.26</b>           | <b>3.36</b> | <b>3.15</b>             | <b>3.19</b>             | <b>3.42</b>  | <b>3.01</b>             | <b>3.29</b>        | <b>3.24</b>                 | -               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - England****Base: All adults England**

|                       | WORKING STATUS |                  |                  | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |              | ADDITIONAL COUNTRY |                             |                 |
|-----------------------|----------------|------------------|------------------|-----------------------|-------------|-------------------|-------------|--------------|--------------|--------------------|-----------------------------|-----------------|
|                       | Total          | Full time<br>(a) | Part time<br>(b) | Other<br>(c)          | Any<br>(d)  | None<br>(e)       | Yes<br>(f)  | No<br>(g)    | Rural<br>(h) | Urban<br>(i)       | England/<br>Wales/NI<br>(j) | Scotland<br>(k) |
| Unweighted Base       | 1808           | 623              | 226              | 959                   | 509         | 1299              | 1426        | 382          | 387          | 1421               | 1808                        | -               |
| Weighted Base         | 1678           | 686              | 221              | 771                   | 523         | 1156              | 1322        | 356          | 363          | 1315               | 1678                        | -**             |
| <b>Standard error</b> | <b>0.08</b>    | <b>0.13</b>      | <b>0.22</b>      | <b>0.11</b>           | <b>0.16</b> | <b>0.09</b>       | <b>0.09</b> | <b>0.18</b>  | <b>0.16</b>  | <b>0.09</b>        | <b>0.08</b>                 | -               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England

|  | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   | ETHNICITY            |              |                           |
|--|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|----------------------|--------------|---------------------------|
|  |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i)    | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 1808        | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195                  | 1577         | 222                       |
| Weighted Base  | 1678        | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188                  | 1455         | 214                       |
| Department of Health   | 1320<br>79% | 73<br>83%g        | 173<br>76%g       | 126<br>78%g                  | 126<br>83%g             | 124<br>76%g             | 150<br>80%g               | 153<br>63%    | 234<br>87%bceg    | 161<br>86%beg        | 1194<br>82%k | 123<br>58%                |
| Food Standards Agency  | 1304<br>78% | 74<br>84%dg       | 177<br>78%g       | 126<br>78%g                  | 108<br>72%g             | 127<br>77%g             | 143<br>76%g               | 148<br>61%    | 245<br>91%bcdefgi | 157<br>84%dg         | 1177<br>81%k | 123<br>57%                |
| The Environment Agency                                       | 1178<br>70% | 63<br>71%g        | 159<br>70%g       | 112<br>70%g                  | 104<br>69%g             | 112<br>68%g             | 137<br>73%g               | 120<br>50%    | 222<br>82%abcdefg | 149<br>79%bcd<br>eg  | 1083<br>74%k | 92<br>43%                 |
| The British Medical Association                              | 1157<br>69% | 60<br>68%g        | 158<br>70%g       | 115<br>71%g                  | 93<br>62%               | 113<br>69%g             | 128<br>68%g               | 134<br>55%    | 216<br>80%abcdefg | 141<br>75%dg         | 1045<br>72%k | 107<br>50%                |
| World Health Organisation (WHO)                              | 1153<br>69% | 60<br>68%         | 150<br>66%        | 109<br>68%                   | 86<br>57%               | 101<br>62%              | 127<br>67%                | 160<br>66%    | 218<br>81%bcdefg  | 142<br>76%bde<br>g   | 1019<br>70%k | 129<br>60%                |
| Office of Fair Trading                                       | 1138<br>68% | 60<br>68%g        | 155<br>69%g       | 115<br>71%g                  | 107<br>71%g             | 103<br>63%g             | 121<br>64%g               | 125<br>52%    | 210<br>78%abefg   | 142<br>75%efg        | 1047<br>72%k | 87<br>40%                 |
| Health & Safety Executive                                    | 1106<br>66% | 57<br>64%         | 145<br>64%g       | 103<br>64%g                  | 99<br>66%g              | 111<br>68%g             | 125<br>66%g               | 130<br>54%    | 196<br>73%bcg     | 141<br>75%bcg        | 1008<br>69%k | 95<br>44%                 |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 970<br>58%  | 50<br>56%         | 118<br>52%        | 107<br>66%bdeg               | 78<br>52%               | 82<br>50%               | 115<br>61%eg              | 109<br>45%    | 178<br>66%bdeg    | 133<br>71%abd<br>efg | 890<br>61%k  | 76<br>36%                 |
| Office of Communications (OFCOM)                             | 839<br>50%  | 47<br>53%eg       | 112<br>49%g       | 83<br>51%eg                  | 69<br>46%               | 64<br>39%               | 102<br>54%eg              | 96<br>40%     | 154<br>57%deg     | 112<br>60%bde<br>g   | 760<br>52%k  | 75<br>35%                 |
| National Institute for Health and Clinical Excellence (NICE) | 765<br>46%  | 37<br>42%         | 103<br>45%g       | 80<br>50%dg                  | 54<br>36%               | 77<br>47%dg             | 93<br>49%dg               | 85<br>35%     | 149<br>55%abdg    | 87<br>46%g           | 701<br>48%k  | 62<br>29%                 |
| British Dietetic Association (BDA)                           | 630<br>38%  | 40<br>45%g        | 81<br>36%         | 73<br>45%deg                 | 49<br>33%               | 56<br>34%               | 81<br>43%g                | 73<br>30%     | 109<br>40%g       | 70<br>37%            | 571<br>39%k  | 57<br>26%                 |
| None   | 67<br>4%    | 3<br>3%           | 14<br>6%hi        | 6<br>3%                      | 7<br>4%h                | 5<br>3%                 | 10<br>5%h                 | 17<br>7%hi    | 3<br>1%           | 3<br>1%              | 48<br>3%     | 19<br>9%j                 |
| Don't know   | 23<br>1%    | 2<br>2%i          | 2<br>1%           | 2<br>1%                      | 2<br>1%                 | -                       | 2<br>1%                   | 10<br>4%behi  | 1<br>1%           | -                    | 10<br>1%     | 11<br>5%j                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults England**

|                                   | GOVERNMENT REGION |                   |                   |                              |                         |                         |                           |               |                   | ETHNICITY         |              |                           |
|-----------------------------------|-------------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|                                   | Total             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                   | 1808              | 99                | 240               | 184                          | 165                     | 175                     | 192                       | 274           | 284               | 195               | 1577         | 222                       |
| Weighted Base                     | 1678              | 89*               | 227               | 161                          | 150                     | 164                     | 189                       | 242           | 270               | 188               | 1455         | 214                       |
| <b>Average number of mentions</b> | <b>7.28</b>       | <b>7.43g</b>      | <b>7.28g</b>      | <b>7.50eg</b>                | <b>6.86</b>             | <b>6.75</b>             | <b>7.48g</b>              | <b>6.20</b>   | <b>8.05bdeg</b>   | <b>7.76de</b>     | <b>7.51k</b> | <b>5.55</b>               |
| <b>Standard deviation</b>         | <b>3.24</b>       | <b>3.41</b>       | <b>3.34</b>       | <b>3.29</b>                  | <b>3.06</b>             | <b>3.37</b>             | <b>3.43</b>               | <b>3.29</b>   | <b>2.86</b>       | <b>2.90</b>       | <b>3.14</b>  | <b>3.43</b>               |
| <b>Standard error</b>             | <b>0.08</b>       | <b>0.36</b>       | <b>0.22</b>       | <b>0.25</b>                  | <b>0.25</b>             | <b>0.26</b>             | <b>0.26</b>               | <b>0.21</b>   | <b>0.17</b>       | <b>0.21</b>       | <b>0.08</b>  | <b>0.25</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 1808  | 257                | 632                  | 391                                   | 334                    | 177                  | 889                | 511                  |
| Weighted Base  | 1678  | 229                | 589                  | 370                                   | 318                    | 160                  | 818                | 477                  |
| Department of Health   | 1320  | 180                | 490                  | 284                                   | 242                    | 123                  | 670                | 364                  |
|  | 79%   | 79%                | 83%cdg               | 77%                                   | 76%                    | 77%                  | 82%cdg             | 76%                  |
| Food Standards Agency  | 1304  | 183                | 481                  | 266                                   | 253                    | 119                  | 664                | 372                  |
|  | 78%   | 80%c               | 82%ce                | 72%                                   | 80%c                   | 74%                  | 81%c               | 78%                  |
| The Environment Agency                                       | 1178  | 159                | 442                  | 255                                   | 218                    | 103                  | 601                | 320                  |
|  | 70%   | 70%                | 75%cdg               | 69%                                   | 69%                    | 64%                  | 73%eg              | 67%                  |
| The British Medical Association                              | 1157  | 159                | 432                  | 247                                   | 220                    | 99                   | 590                | 319                  |
|  | 69%   | 69%                | 73%ceg               | 67%                                   | 69%                    | 62%                  | 72%eg              | 67%                  |
| World Health Organisation (WHO)                              | 1153  | 150                | 429                  | 265                                   | 219                    | 90                   | 578                | 308                  |
|  | 69%   | 65%                | 73%aeg               | 72%eg                                 | 69%e                   | 56%                  | 71%eg              | 65%                  |
| Office of Fair Trading                                       | 1138  | 159                | 425                  | 239                                   | 213                    | 100                  | 585                | 314                  |
|  | 68%   | 69%                | 72%ceg               | 65%                                   | 67%                    | 63%                  | 71%ceg             | 66%                  |
| Health & Safety Executive                                    | 1106  | 165                | 395                  | 241                                   | 201                    | 102                  | 560                | 303                  |
|  | 66%   | 72%dg              | 67%                  | 65%                                   | 63%                    | 64%                  | 68%                | 63%                  |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 970   | 124                | 367                  | 210                                   | 183                    | 86                   | 491                | 268                  |
|  | 58%   | 54%                | 62%aeg               | 57%                                   | 57%                    | 54%                  | 60%                | 56%                  |
| Office of Communications (OFCOM)                             | 839   | 102                | 303                  | 185                                   | 166                    | 83                   | 405                | 249                  |
|  | 50%   | 44%                | 51%                  | 50%                                   | 52%                    | 52%                  | 49%                | 52%                  |
| National Institute for Health and Clinical Excellence (NICE) | 765   | 95                 | 294                  | 170                                   | 144                    | 59                   | 390                | 203                  |
|  | 46%   | 42%                | 50%aeg               | 46%                                   | 45%                    | 37%                  | 48%e               | 43%                  |
| British Dietetic Association (BDA)                           | 630   | 100                | 222                  | 139                                   | 117                    | 52                   | 322                | 168                  |
|  | 38%   | 44%eg              | 38%                  | 37%                                   | 37%                    | 32%                  | 39%                | 35%                  |
| None   | 67  | 5                  | 13                   | 19                                    | 16                     | 11                   | 18                 | 27                   |
|  | 4%  | 2%                 | 2%                   | 5%bf                                  | 5%bf                   | 7%abf                | 2%                 | 6%abf                |
| Don't know   | 23  | 2                  | 4                    | 4                                     | 3                      | 3                    | 6                  | 6                    |
|  | 1%  | 1%                 | 1%                   | 1%                                    | 1%                     | 2%                   | 1%                 | 1%                   |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - England****Base: All adults England**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |   |                           |                         |                          |                            |
|-----------------------------------|---|-----------------------|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|
|                                   | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                   | 1808  | 257                   | 632                     | 391   | 334                       | 177                     | 889                      | 511                        |
| Weighted Base                     | 1678  | 229                   | 589                     | 370   | 318                       | 160                     | 818                      | 477                        |
| <b>Average number of mentions</b> | <b>7.28</b>                                     | <b>7.10</b>           | <b>7.48</b>             | <b>7.21</b>                                 | <b>7.27</b>               | <b>6.96</b>             | <b>7.37</b>              | <b>7.17</b>                |
| <b>Standard deviation</b>         | <b>3.24</b>                                     | <b>3.23</b>           | <b>3.12</b>             | <b>3.29</b>                                 | <b>3.40</b>               | <b>3.29</b>             | <b>3.15</b>              | <b>3.36</b>                |
| <b>Standard error</b>             | <b>0.08</b>                                     | <b>0.20</b>           | <b>0.13</b>             | <b>0.17</b>                                 | <b>0.19</b>               | <b>0.26</b>             | <b>0.11</b>              | <b>0.15</b>                |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 1808                                      | 211                | 578                  | 388                                   | 412                    | 205                  | 789                | 617                  |
| Weighted Base  | 1678                                      | 193                | 531                  | 360                                   | 395                    | 187                  | 725                | 581                  |
| Department of Health   | 1320                                      | 143                | 431                  | 280                                   | 319                    | 145                  | 574                | 464                  |
|  | 79%                                       | 74%                | 81%a                 | 78%                                   | 81%                    | 78%                  | 79%                | 80%                  |
| Food Standards Agency  | 1304                                      | 148                | 419                  | 267                                   | 326                    | 141                  | 567                | 467                  |
|  | 78%                                       | 77%                | 79%                  | 74%                                   | 82%c                   | 76%                  | 78%                | 80%c                 |
| The Environment Agency                                       | 1178                                      | 134                | 377                  | 258                                   | 287                    | 121                  | 511                | 408                  |
|  | 70%                                       | 69%                | 71%                  | 72%                                   | 73%                    | 65%                  | 70%                | 70%                  |
| The British Medical Association                              | 1157                                      | 126                | 384                  | 242                                   | 278                    | 125                  | 510                | 403                  |
|  | 69%                                       | 65%                | 72%                  | 67%                                   | 70%                    | 67%                  | 70%                | 69%                  |
| World Health Organisation (WHO)                              | 1153                                      | 119                | 377                  | 260                                   | 291                    | 106                  | 496                | 397                  |
|  | 69%                                       | 61%                | 71%ae                | 72%ae                                 | 74%ae                  | 57%                  | 68%e               | 68%e                 |
| Office of Fair Trading                                       | 1138                                      | 128                | 358                  | 246                                   | 291                    | 114                  | 486                | 405                  |
|  | 68%                                       | 66%                | 67%                  | 68%                                   | 74%bef                 | 61%                  | 67%                | 70%e                 |
| Health & Safety Executive                                    | 1106                                      | 131                | 352                  | 241                                   | 259                    | 122                  | 483                | 382                  |
|  | 66%                                       | 68%                | 66%                  | 67%                                   | 66%                    | 66%                  | 67%                | 66%                  |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 970                                       | 95                 | 313                  | 220                                   | 237                    | 104                  | 408                | 341                  |
|  | 58%                                       | 49%                | 59%a                 | 61%a                                  | 60%a                   | 56%                  | 56%                | 59%a                 |
| Office of Communications (OFCOM)                             | 839                                       | 82                 | 263                  | 175                                   | 226                    | 91                   | 346                | 317                  |
|  | 50%                                       | 43%                | 50%                  | 49%                                   | 57%abcf                | 49%                  | 48%                | 55%af                |
| National Institute for Health and Clinical Excellence (NICE) | 765                                       | 79                 | 253                  | 167                                   | 184                    | 79                   | 332                | 263                  |
|  | 46%                                       | 41%                | 48%                  | 46%                                   | 47%                    | 43%                  | 46%                | 45%                  |
| British Dietetic Association (BDA)                           | 630                                       | 81                 | 196                  | 141                                   | 147                    | 65                   | 277                | 212                  |
|  | 38%                                       | 42%                | 37%                  | 39%                                   | 37%                    | 35%                  | 38%                | 36%                  |
| None   | 67  | 8                  | 12                   | 17                                    | 14                     | 14                   | 20                 | 28                   |
|  | 4%  | 4%                 | 2%                   | 5%b                                   | 4%                     | 7%bdf                | 3%                 | 5%b                  |
| Don't know   | 23  | 2                  | 3                    | 6                                     | 1                      | 4                    | 6                  | 5                    |
|  | 1%  | 1%                 | 1%                   | 2%                                    | *                      | 2%                   | 1%                 | 1%                   |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - England****Base: All adults England**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 1808                                      | 211                | 578                  | 388                                   | 412                    | 205                  | 789                | 617                  |
| Weighted Base                     | 1678                                      | 193                | 531                  | 360                                   | 395                    | 187                  | 725                | 581                  |
| <b>Average number of mentions</b> | <b>7.28</b>                               | <b>6.93</b>        | <b>7.21</b>          | <b>7.41</b>                           | <b>7.50</b>            | <b>7.17</b>          | <b>7.14</b>        | <b>7.39</b>          |
| <b>Standard deviation</b>         | <b>3.24</b>                               | <b>3.29</b>        | <b>3.24</b>          | <b>3.26</b>                           | <b>3.16</b>            | <b>3.26</b>          | <b>3.25</b>        | <b>3.20</b>          |
| <b>Standard error</b>             | <b>0.08</b>                               | <b>0.23</b>        | <b>0.14</b>          | <b>0.17</b>                           | <b>0.16</b>            | <b>0.24</b>          | <b>0.12</b>        | <b>0.13</b>          |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults England

|  | Total       | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |             |
|--|-------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|-------------------|----------------|-------------|
|  |             | Yes (a)         | No (b)      | Yes (c)         | No (d)      | Yes (e)             | No (f)      | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)   |
| Unweighted Base  | 1808        | 1375            | 433         | -               | 1808        | 1375                | 433         | 930                               | 591               | 1521           | 287         |
| Weighted Base  | 1678        | 1304            | 375         | **              | 1678        | 1304                | 375         | 859                               | 571               | 1430           | 248         |
| Department of Health   | 1320        | 1152            | 169         | -               | 1320        | 1152                | 169         | 722                               | 423               | 1145           | 175         |
|  | 79%         | 88%b            | 45%         | -               | 79%         | 88%f                | 45%         | 84%hij                            | 74%               | 80%hj          | 70%         |
| Food Standards Agency  | 1304        | 1304            | -           | -               | 1304        | 1304                | -           | 711                               | 438               | 1149           | 154         |
|  | 78%         | 100%b           | -           | -               | 78%         | 100%f               | -           | 83%hj                             | 77%j              | 80%j           | 62%         |
| The Environment Agency                                       | 1178        | 1073            | 105         | -               | 1178        | 1073                | 105         | 652                               | 385               | 1037           | 141         |
|  | 70%         | 82%b            | 28%         | -               | 70%         | 82%f                | 28%         | 76%hj                             | 67%j              | 73%hj          | 57%         |
| The British Medical Association                              | 1157        | 1039            | 118         | -               | 1157        | 1039                | 118         | 649                               | 377               | 1025           | 132         |
|  | 69%         | 80%b            | 32%         | -               | 69%         | 80%f                | 32%         | 76%hij                            | 66%j              | 72%hj          | 53%         |
| World Health Organisation (WHO)                              | 1153        | 1021            | 133         | -               | 1153        | 1021                | 133         | 619                               | 399               | 1018           | 135         |
|  | 69%         | 78%b            | 35%         | -               | 69%         | 78%f                | 35%         | 72%j                              | 70%j              | 71%j           | 54%         |
| Office of Fair Trading                                       | 1138        | 1041            | 97          | -               | 1138        | 1041                | 97          | 626                               | 372               | 998            | 140         |
|  | 68%         | 80%b            | 26%         | -               | 68%         | 80%f                | 26%         | 73%hj                             | 65%j              | 70%hj          | 56%         |
| Health & Safety Executive                                    | 1106        | 1001            | 105         | -               | 1106        | 1001                | 105         | 632                               | 342               | 975            | 132         |
|  | 66%         | 77%b            | 28%         | -               | 66%         | 77%f                | 28%         | 74%hij                            | 60%               | 68%hj          | 53%         |
| Department for Environment, Food and Rural Affairs (DEFRA)   | 970         | 890             | 80          | -               | 970         | 890                 | 80          | 536                               | 319               | 855            | 115         |
|  | 58%         | 68%b            | 21%         | -               | 58%         | 68%f                | 21%         | 62%hj                             | 56%j              | 60%j           | 46%         |
| Office of Communications (OFCOM)                             | 839         | 774             | 66          | -               | 839         | 774                 | 66          | 474                               | 266               | 740            | 99          |
|  | 50%         | 59%b            | 18%         | -               | 50%         | 59%f                | 18%         | 55%hj                             | 47%               | 52%hj          | 40%         |
| National Institute for Health and Clinical Excellence (NICE) | 765         | 712             | 53          | -               | 765         | 712                 | 53          | 447                               | 246               | 694            | 71          |
|  | 46%         | 55%b            | 14%         | -               | 46%         | 55%f                | 14%         | 52%hj                             | 43%j              | 49%hj          | 29%         |
| British Dietetic Association (BDA)                           | 630         | 581             | 50          | -               | 630         | 581                 | 50          | 390                               | 181               | 571            | 59          |
|  | 38%         | 45%b            | 13%         | -               | 38%         | 45%f                | 13%         | 45%hij                            | 32%j              | 40%hj          | 24%         |
| None   | 67          | -               | 67          | -               | 67          | -                   | 67          | 13                                | 30                | 42             | 25          |
|  | 4%          | -               | 18%a        | -               | 4%          | -                   | 18%e        | 1%                                | 5%gi              | 3%g            | 10%ghi      |
| Don't know   | 23          | -               | 23          | -               | 23          | -                   | 23          | 5                                 | 5                 | 10             | 13          |
|  | 1%          | -               | 6%a         | -               | 1%          | -                   | 6%e         | 1%                                | 1%                | 1%             | 5%ghi       |
| <b>Average number of mentions</b>                            | <b>7.28</b> | <b>8.12b</b>    | <b>3.42</b> | <b>-</b>        | <b>7.28</b> | <b>8.12f</b>        | <b>3.42</b> | <b>7.68hj</b>                     | <b>6.99j</b>      | <b>7.41hj</b>  | <b>6.43</b> |
| <b>Standard deviation</b>                                    | <b>3.24</b> | <b>2.79</b>     | <b>2.19</b> | <b>-</b>        | <b>3.24</b> | <b>2.79</b>         | <b>2.19</b> | <b>3.16</b>                       | <b>3.24</b>       | <b>3.21</b>    | <b>3.34</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - England****Base: All adults England**

| Total                   | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|-------------------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|                         | Yes<br>(a)      | No<br>(b)   | Yes<br>(c)      | No<br>(d)   | Yes<br>(e)          | No<br>(f)   | Yes- always<br>(g)                | Yes-<br>sometimes<br>(h) | Total- Yes<br>(i) | No/DK<br>(j) |
| Unweighted Base<br>1808 | 1375            | 433         | -               | 1808        | 1375                | 433         | 930                               | 591                      | 1521              | 287          |
| Weighted Base<br>1678   | 1304            | 375         | -**             | 1678        | 1304                | 375         | 859                               | 571                      | 1430              | 248          |
| <b>Standard error</b>   | <b>0.08</b>     | <b>0.12</b> | -               | <b>0.08</b> | <b>0.08</b>         | <b>0.12</b> | <b>0.10</b>                       | <b>0.14</b>              | <b>0.08</b>       | <b>0.22</b>  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults Wales

|  | Total       | GENDER      |               | AGE          |              |              |              |             | SOCIAL GRADE |             |             |             | MARITAL STATUS |               |                    |
|--|-------------|-------------|---------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|----------------|---------------|--------------------|
|  |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)   | C2<br>(j)   | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 110         | 52          | 58            | 12           | 17           | 18           | 27           | 36          | 14           | 24          | 29          | 43          | 57             | 24            | 29                 |
| Weighted Base  | 88*         | 43*         | 44*           | 10**         | 18**         | 19**         | 21**         | 20*         | 12**         | 23**        | 25**        | 28*         | 49*            | 20**          | 19**               |
| Food Standards Agency  | 69<br>79%   | 34<br>80%   | 34<br>78%     | 6<br>61%     | 15<br>83%    | 17<br>91%    | 18<br>86%    | 13<br>64%   | 10<br>84%    | 22<br>95%   | 17<br>70%   | 19<br>70%   | 44<br>89%      | 15<br>75%     | 10<br>54%          |
| Health & Safety Executive                                    | 61<br>69%   | 33<br>75%   | 28<br>63%     | 4<br>45%     | 12<br>70%    | 14<br>78%    | 16<br>76%    | 13<br>66%   | 10<br>84%    | 19<br>85%   | 15<br>59%   | 16<br>59%   | 38<br>78%      | 11<br>57%     | 11<br>60%          |
| Office of Fair Trading                                       | 60<br>69%   | 30<br>71%   | 30<br>67%     | 4<br>43%     | 12<br>66%    | 11<br>62%    | 18<br>86%    | 15<br>72%   | 10<br>84%    | 16<br>71%   | 17<br>70%   | 16<br>60%   | 41<br>83%      | 9<br>43%      | 11<br>60%          |
| The Environment Agency                                       | 57<br>66%   | 29<br>67%   | 28<br>64%     | 5<br>53%     | 12<br>70%    | 11<br>58%    | 16<br>76%    | 13<br>64%   | 11<br>86%    | 18<br>77%   | 14<br>59%   | 15<br>53%   | 36<br>74%      | 11<br>53%     | 11<br>57%          |
| The British Medical Association                              | 57<br>65%   | 32<br>73%   | 25<br>56%     | 4<br>36%     | 11<br>59%    | 13<br>71%    | 17<br>79%    | 13<br>63%   | 10<br>84%    | 17<br>76%   | 16<br>63%   | 13<br>49%   | 38<br>78%      | 9<br>46%      | 9<br>50%           |
| World Health Organisation (WHO)                              | 53<br>60%   | 28<br>66%   | 24<br>55%     | 7<br>73%     | 10<br>55%    | 10<br>52%    | 14<br>66%    | 12<br>60%   | 10<br>82%    | 16<br>71%   | 16<br>66%   | 10<br>37%   | 32<br>64%      | 12<br>59%     | 9<br>50%           |
| Department for Public Health and Health Professions          | 44<br>50%   | 19<br>44%   | 24<br>55%     | 4<br>45%     | 7<br>40%     | 7<br>36%     | 13<br>62%    | 12<br>61%   | 10<br>84%    | 9<br>38%    | 13<br>52%   | 12<br>42%   | 25<br>51%      | 9<br>44%      | 10<br>52%          |
| Office of Communications (OFCOM)                             | 40<br>45%   | 18<br>43%   | 21<br>48%     | 3<br>29%     | 8<br>47%     | 8<br>42%     | 12<br>56%    | 9<br>44%    | 8<br>66%     | 13<br>58%   | 8<br>34%    | 10<br>36%   | 26<br>53%      | 7<br>35%      | 7<br>36%           |
| National Institute for Health and Clinical Excellence (NICE) | 38<br>44%   | 17<br>40%   | 21<br>48%     | 2<br>23%     | 8<br>44%     | 10<br>53%    | 10<br>45%    | 9<br>44%    | 9<br>75%     | 10<br>42%   | 11<br>43%   | 9<br>32%    | 22<br>45%      | 8<br>40%      | 8<br>45%           |
| Department for Rural Affairs                                 | 34<br>39%   | 17<br>40%   | 17<br>37%     | 3<br>30%     | 5<br>28%     | 5<br>27%     | 9<br>41%     | 12<br>61%   | 8<br>66%     | 7<br>31%    | 11<br>44%   | 8<br>28%    | 21<br>43%      | 5<br>26%      | 8<br>42%           |
| British Dietetic Association (BDA)                           | 31<br>35%   | 15<br>34%   | 16<br>36%     | 2<br>23%     | 6<br>35%     | 6<br>35%     | 8<br>38%     | 8<br>38%    | 10<br>79%    | 7<br>30%    | 7<br>27%    | 8<br>27%    | 21<br>42%      | 6<br>31%      | 4<br>21%           |
| None   | 5<br>5%     | 2<br>5%     | 2<br>6%       | -<br>-       | 1<br>7%      | 1<br>5%      | 1<br>3%      | 2<br>9%     | -<br>-       | -<br>-      | 2<br>7%     | 3<br>10%    | 2<br>4%        | -<br>-        | 3<br>15%           |
| Don't know   | 2<br>2%     | -<br>-      | 2<br>4%       | 1<br>12%     | 1<br>4%      | -<br>-       | -<br>-       | -<br>-      | -<br>-       | -<br>-      | 1<br>5%     | 1<br>2%     | 2<br>4%        | -<br>-        | -<br>-             |
| <b>Average number of mentions</b>                            | <b>6.69</b> | <b>6.65</b> | <b>6.72</b>   | <b>5.22</b>  | <b>6.68</b>  | <b>6.38</b>  | <b>7.35</b>  | <b>6.97</b> | <b>8.73</b>  | <b>6.74</b> | <b>6.64</b> | <b>5.64</b> | <b>7.55</b>    | <b>5.09</b>   | <b>6.23</b>        |
| <b>Standard deviation</b>                                    | <b>3.55</b> | <b>3.44</b> | <b>3.71</b>   | <b>4.32</b>  | <b>3.56</b>  | <b>3.30</b>  | <b>3.38</b>  | <b>3.74</b> | <b>3.69</b>  | <b>2.85</b> | <b>3.76</b> | <b>3.65</b> | <b>3.14</b>    | <b>3.80</b>   | <b>3.79</b>        |
| <b>Standard error</b>  | <b>0.35</b> | <b>0.49</b> | <b>0.51</b>   | <b>1.30</b>  | <b>0.92</b>  | <b>0.80</b>  | <b>0.66</b>  | <b>0.65</b> | <b>0.99</b>  | <b>0.58</b> | <b>0.74</b> | <b>0.59</b> | <b>0.43</b>    | <b>0.78</b>   | <b>0.76</b>        |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults Wales

|  | Total       | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |                        | PRINCIPAL SHOPPER |             | TYPE OF AREA |             | ETHNICITY   |                     | ADDITIONAL COUNTRY   |              |
|--|-------------|----------------|---------------|-------------|-----------------------|------------------------|-------------------|-------------|--------------|-------------|-------------|---------------------|----------------------|--------------|
|  |             | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)               | Yes (f)           | No (g)      | Rural (h)    | Urban (i)   | White (j)   | Minority Ethnic (k) | England/Wales/NI (l) | Scotland (m) |
| Unweighted Base  | 110         | 32             | 9             | 69          | 35                    | 75                     | 82                | 28          | 77           | 33          | 107         | 3                   | 110                  | -            |
| Weighted Base  | 88*         | 33**           | 7**           | 47*         | 32*                   | 55*                    | 63*               | 25**        | 63*          | 25**        | 84*         | 4**                 | 88*                  | **           |
| Food Standards Agency  | 69<br>79%   | 28<br>85%      | 5<br>67%      | 36<br>76%   | 27<br>83%             | 42<br>76%              | 48<br>77%         | 21<br>83%   | 53<br>85%    | 16<br>63%   | 66<br>79%   | 3<br>69%            | 69<br>79%            | -            |
| Health & Safety Executive                                    | 61<br>69%   | 27<br>82%      | 5<br>63%      | 29<br>62%   | 22<br>70%             | 38<br>69%              | 42<br>67%         | 18<br>74%   | 47<br>76%    | 14<br>54%   | 59<br>71%   | 2<br>42%            | 61<br>69%            | -            |
| Office of Fair Trading                                       | 60<br>69%   | 23<br>71%      | 5<br>67%      | 32<br>67%   | 22<br>67%             | 39<br>70%              | 46<br>72%         | 15<br>59%   | 50<br>80%    | 10<br>40%   | 58<br>69%   | 3<br>69%            | 60<br>69%            | -            |
| The Environment Agency                                       | 57<br>66%   | 21<br>63%      | 5<br>67%      | 32<br>68%   | 18<br>55%             | 40<br>72%              | 43<br>68%         | 15<br>60%   | 46<br>73%    | 12<br>46%   | 56<br>67%   | 2<br>42%            | 57<br>66%            | -            |
| The British Medical Association                              | 57<br>65%   | 24<br>72%      | 5<br>67%      | 28<br>59%   | 19<br>59%             | 38<br>68%              | 42<br>67%         | 15<br>60%   | 46<br>74%    | 10<br>41%   | 55<br>66%   | 2<br>42%            | 57<br>65%            | -            |
| World Health Organisation (WHO)                              | 53<br>60%   | 22<br>66%      | 5<br>70%      | 26<br>55%   | 17<br>52%             | 36<br>65%              | 39<br>62%         | 14<br>55%   | 43<br>68%    | 10<br>40%   | 51<br>61%   | 2<br>42%            | 53<br>60%            | -            |
| Department for Public Health and Health Professions          | 44<br>50%   | 14<br>44%      | 6<br>76%      | 23<br>50%   | 13<br>39%             | 31<br>56%              | 36<br>57%         | 7<br>30%    | 36<br>58%    | 8<br>30%    | 44<br>52%   | -                   | 44<br>50%            | -            |
| Office of Communications (OFCOM)                             | 40<br>45%   | 15<br>45%      | 4<br>54%      | 21<br>44%   | 12<br>37%             | 28<br>50%              | 32<br>51%         | 7<br>30%    | 32<br>52%    | 7<br>30%    | 40<br>48%   | -                   | 40<br>45%            | -            |
| National Institute for Health and Clinical Excellence (NICE) | 38<br>44%   | 16<br>47%      | 4<br>54%      | 19<br>40%   | 13<br>41%             | 25<br>46%              | 30<br>47%         | 9<br>34%    | 30<br>48%    | 9<br>34%    | 37<br>44%   | 2<br>42%            | 38<br>44%            | -            |
| Department for Rural Affairs                                 | 34<br>39%   | 14<br>41%      | 3<br>45%      | 17<br>36%   | 7<br>21%              | 27<br>49% <sup>d</sup> | 27<br>44%         | 7<br>27%    | 30<br>47%    | 4<br>17%    | 34<br>41%   | -                   | 34<br>39%            | -            |
| British Dietetic Association (BDA)                           | 31<br>35%   | 13<br>38%      | 3<br>35%      | 16<br>33%   | 9<br>26%              | 22<br>40%              | 25<br>40%         | 5<br>22%    | 27<br>43%    | 4<br>16%    | 31<br>37%   | -                   | 31<br>35%            | -            |
| None   | 5<br>5%     | 1<br>4%        | -             | 3<br>7%     | 1<br>4%               | 3<br>6%                | 3<br>5%           | 1<br>5%     | 3<br>4%      | 2<br>7%     | 3<br>4%     | 1<br>31%            | 5<br>5%              | -            |
| Don't know   | 2<br>2%     | -              | 1<br>9%       | 1<br>2%     | 2<br>6%               | -                      | 1<br>1%           | 1<br>5%     | 1<br>1%      | 1<br>5%     | 2<br>2%     | -                   | 2<br>2%              | -            |
| <b>Average number of mentions</b>                            | <b>6.69</b> | <b>6.79</b>    | <b>7.27</b>   | <b>6.52</b> | <b>6.05</b>           | <b>7.05</b>            | <b>6.98</b>       | <b>5.92</b> | <b>7.44</b>  | <b>4.68</b> | <b>6.74</b> | <b>5.04</b>         | <b>6.69</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k - l/m

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - Wales****Base: All adults Wales**

|                           | WORKING STATUS |                  |                  | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |              | ETHNICITY    |              | ADDITIONAL COUNTRY        |                             |                 |
|---------------------------|----------------|------------------|------------------|-----------------------|-------------|-------------------|-------------|--------------|--------------|--------------|--------------|---------------------------|-----------------------------|-----------------|
|                           | Total          | Full time<br>(a) | Part time<br>(b) | Other<br>(c)          | Any<br>(d)  | None<br>(e)       | Yes<br>(f)  | No<br>(g)    | Rural<br>(h) | Urban<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) | England/<br>Wales/NI<br>(l) | Scotland<br>(m) |
| Unweighted Base           | 110            | 32               | 9                | 69                    | 35          | 75                | 82          | 28           | 77           | 33           | 107          | 3                         | 110                         | -               |
| Weighted Base             | 88*            | 33**             | 7**              | 47*                   | 32*         | 55*               | 63*         | 25**         | 63*          | 25**         | 84*          | 4**                       | 88*                         | **              |
| <b>Standard deviation</b> | <b>3.55</b>    | <b>3.73</b>      | <b>4.04</b>      | <b>3.41</b>           | <b>3.42</b> | <b>3.61</b>       | <b>3.65</b> | <b>3.23</b>  | <b>3.40</b>  | <b>3.23</b>  | <b>3.57</b>  | <b>3.12</b>               | <b>3.55</b>                 | -               |
| <b>Standard error</b>     | <b>0.35</b>    | <b>0.67</b>      | <b>1.43</b>      | <b>0.43</b>           | <b>0.61</b> | <b>0.43</b>       | <b>0.42</b> | <b>0.65</b>  | <b>0.40</b>  | <b>0.60</b>  | <b>0.36</b>  | <b>2.21</b>               | <b>0.35</b>                 | -               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k - l/m

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults Wales**

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 110   | 18                 | 26                   | 20                                    | 16                     | 30                   | 44                 | 46                   |
| Weighted Base  | 88*   | 14**               | 20**                 | 15**                                  | 13**                   | 25**                 | 35*                | 38*                  |
| Food Standards Agency  | 69<br>79%                                       | 12<br>84%          | 18<br>88%            | 10<br>68%                             | 10<br>76%              | 19<br>75%            | 30<br>86%          | 29<br>76%            |
| Health & Safety Executive                                    | 61<br>69%                                       | 10<br>68%          | 14<br>71%            | 9<br>64%                              | 10<br>72%              | 18<br>70%            | 24<br>70%          | 27<br>71%            |
| Office of Fair Trading                                       | 60<br>69%                                       | 13<br>88%          | 15<br>75%            | 9<br>59%                              | 9<br>64%               | 15<br>61%            | 28<br>80%          | 24<br>62%            |
| The Environment Agency                                       | 57<br>66%                                       | 11<br>73%          | 14<br>68%            | 9<br>60%                              | 8<br>63%               | 16<br>64%            | 24<br>70%          | 24<br>63%            |
| The British Medical Association                              | 57<br>65%                                       | 12<br>81%          | 15<br>72%            | 7<br>51%                              | 8<br>63%               | 14<br>58%            | 26<br>76%          | 23<br>60%            |
| World Health Organisation (WHO)                              | 53<br>60%                                       | 10<br>69%          | 12<br>57%            | 7<br>45%                              | 9<br>63%               | 16<br>65%            | 22<br>62%          | 25<br>64%            |
| Department for Public Health and Health Professions          | 44<br>50%                                       | 8<br>53%           | 10<br>48%            | 4<br>25%                              | 8<br>63%               | 14<br>57%            | 17<br>50%          | 23<br>59%            |
| Office of Communications (OFCOM)                             | 40<br>45%                                       | 6<br>38%           | 9<br>43%             | 4<br>30%                              | 8<br>62%               | 13<br>51%            | 14<br>41%          | 21<br>55%            |
| National Institute for Health and Clinical Excellence (NICE) | 38<br>44%                                       | 6<br>45%           | 8<br>40%             | 6<br>40%                              | 6<br>46%               | 12<br>48%            | 15<br>42%          | 18<br>47%            |
| Department for Rural Affairs                                 | 34<br>39%                                       | 5<br>33%           | 6<br>31%             | 5<br>35%                              | 5<br>38%               | 13<br>51%            | 11<br>32%          | 18<br>47%            |
| British Dietetic Association (BDA)                           | 31<br>35%                                       | 6<br>44%           | 7<br>34%             | 4<br>26%                              | 4<br>29%               | 10<br>39%            | 13<br>38%          | 14<br>36%            |
| None   | 5<br>5%   | -                  | 1<br>3%              | 2<br>16%                              | 1<br>5%                | 1<br>4%              | 1<br>2%            | 2<br>4%              |
| Don't know   | 2<br>2%   | -                  | -                    | -                                     | 1<br>5%                | 1<br>5%              | -                  | 2<br>5%              |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - Wales****Base: All adults Wales**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 110   | 18                 | 26                   | 20                                    | 16                     | 30                   | 44                 | 46                   |
| Weighted Base                     | 88*   | 14**               | 20**                 | 15**                                  | 13**                   | 25**                 | 35*                | 38*                  |
| <b>Average number of mentions</b> | <b>6.69</b>                                     | <b>6.77</b>        | <b>6.44</b>          | <b>5.99</b>                           | <b>7.12</b>            | <b>6.99</b>          | <b>6.58</b>        | <b>7.04</b>          |
| <b>Standard deviation</b>         | <b>3.55</b>                                     | <b>3.46</b>        | <b>3.21</b>          | <b>3.36</b>                           | <b>3.81</b>            | <b>4.07</b>          | <b>3.27</b>        | <b>3.92</b>          |
| <b>Standard error</b>             | <b>0.35</b>                                     | <b>0.82</b>        | <b>0.64</b>          | <b>0.82</b>                           | <b>1.02</b>            | <b>0.77</b>          | <b>0.50</b>        | <b>0.61</b>          |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults Wales**

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|--|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 110                                       | 15                 | 31                   | 20                                    | 20                     | 24                   | 46                 | 44                   |
| Weighted Base  | 88*                                       | 12**               | 22**                 | 16**                                  | 17**                   | 20**                 | 34*                | 37*                  |
| Food Standards Agency  | 69<br>79%                                 | 10<br>85%          | 19<br>84%            | 11<br>67%                             | 13<br>79%              | 16<br>78%            | 29<br>85%          | 29<br>78%            |
| Health & Safety Executive                                    | 61<br>69%                                 | 8<br>72%           | 13<br>58%            | 11<br>67%                             | 13<br>80%              | 15<br>74%            | 21<br>63%          | 28<br>77%            |
| Office of Fair Trading                                       | 60<br>69%                                 | 10<br>85%          | 16<br>70%            | 10<br>62%                             | 10<br>62%              | 14<br>69%            | 26<br>75%          | 24<br>66%            |
| The Environment Agency                                       | 57<br>66%                                 | 8<br>67%           | 15<br>65%            | 11<br>68%                             | 12<br>70%              | 12<br>60%            | 23<br>66%          | 24<br>64%            |
| The British Medical Association                              | 57<br>65%                                 | 8<br>67%           | 16<br>69%            | 10<br>59%                             | 10<br>61%              | 13<br>66%            | 23<br>69%          | 24<br>64%            |
| World Health Organisation (WHO)                              | 53<br>60%                                 | 7<br>57%           | 14<br>60%            | 9<br>58%                              | 11<br>67%              | 12<br>59%            | 20<br>59%          | 23<br>62%            |
| Department for Public Health and Health Professions          | 44<br>50%                                 | 6<br>48%           | 13<br>57%            | 5<br>28%                              | 11<br>63%              | 10<br>49%            | 18<br>54%          | 21<br>55%            |
| Office of Communications (OFCOM)                             | 40<br>45%                                 | 6<br>49%           | 10<br>45%            | 5<br>30%                              | 9<br>55%               | 10<br>49%            | 16<br>46%          | 19<br>51%            |
| National Institute for Health and Clinical Excellence (NICE) | 38<br>44%                                 | 5<br>43%           | 9<br>40%             | 7<br>45%                              | 8<br>48%               | 9<br>44%             | 14<br>41%          | 17<br>46%            |
| Department for Rural Affairs                                 | 34<br>39%                                 | 4<br>38%           | 9<br>40%             | 3<br>20%                              | 7<br>44%               | 10<br>49%            | 13<br>39%          | 17<br>47%            |
| British Dietetic Association (BDA)                           | 31<br>35%                                 | 4<br>37%           | 9<br>39%             | 5<br>30%                              | 4<br>24%               | 9<br>43%             | 13<br>38%          | 13<br>34%            |
| None   | 5<br>5%                                   | -                  | 1<br>6%              | 1<br>4%                               | 1<br>3%                | 2<br>10%             | 1<br>4%            | 3<br>7%              |
| Don't know   | 2<br>2%                                   | -                  | -                    | 1<br>7%                               | -                      | 1<br>3%              | -                  | 1<br>2%              |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - Wales****Base: All adults Wales**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 110                                       | 15                 | 31                   | 20                                    | 20                     | 24                   | 46                 | 44                   |
| Weighted Base                     | 88*                                       | 12**               | 22**                 | 16**                                  | 17**                   | 20**                 | 34*                | 37*                  |
| <b>Average number of mentions</b> | <b>6.69</b>                               | <b>6.50</b>        | <b>6.64</b>          | <b>5.97</b>                           | <b>6.76</b>            | <b>7.39</b>          | <b>6.59</b>        | <b>7.09</b>          |
| <b>Standard deviation</b>         | <b>3.55</b>                               | <b>4.02</b>        | <b>3.31</b>          | <b>3.28</b>                           | <b>3.76</b>            | <b>3.81</b>          | <b>3.52</b>        | <b>3.74</b>          |
| <b>Standard error</b>             | <b>0.35</b>                               | <b>1.04</b>        | <b>0.62</b>          | <b>0.77</b>                           | <b>0.86</b>            | <b>0.83</b>          | <b>0.53</b>        | <b>0.59</b>          |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults Wales

|  | Total       | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |             |
|--|-------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|-------------------|----------------|-------------|
|  |             | Yes (a)         | No (b)      | Yes (c)         | No (d)      | Yes (e)             | No (f)      | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)   |
| Unweighted Base  | 110         | 84              | 26          | -               | 110         | 84                  | 26          | 60                                | 31                | 91             | 19          |
| Weighted Base  | 88*         | 69*             | 19**        | -**             | 88*         | 69*                 | 19**        | 49*                               | 24**              | 73*            | 15**        |
| Food Standards Agency  | 69<br>79%   | 69<br>100%      | -<br>-      | -<br>-          | 69<br>79%   | 69<br>100%          | -<br>-      | 43<br>88%                         | 17<br>71%         | 60<br>82%      | 9<br>61%    |
| Health & Safety Executive                                    | 61<br>69%   | 56<br>81%       | 5<br>27%    | -<br>-          | 61<br>69%   | 56<br>81%           | 5<br>27%    | 35<br>73%                         | 17<br>71%         | 52<br>72%      | 8<br>56%    |
| Office of Fair Trading                                       | 60<br>69%   | 57<br>83%       | 3<br>15%    | -<br>-          | 60<br>69%   | 57<br>83%           | 3<br>15%    | 39<br>80%                         | 16<br>69%         | 55<br>76%      | 5<br>33%    |
| The Environment Agency                                       | 57<br>66%   | 54<br>78%       | 4<br>19%    | -<br>-          | 57<br>66%   | 54<br>78%           | 4<br>19%    | 34<br>69%                         | 17<br>69%         | 50<br>69%      | 7<br>49%    |
| The British Medical Association                              | 57<br>65%   | 53<br>77%       | 4<br>20%    | -<br>-          | 57<br>65%   | 53<br>77%           | 4<br>20%    | 36<br>74%                         | 15<br>63%         | 51<br>70%      | 5<br>36%    |
| World Health Organisation (WHO)                              | 53<br>60%   | 47<br>68%       | 6<br>31%    | -<br>-          | 53<br>60%   | 47<br>68%           | 6<br>31%    | 30<br>62%                         | 15<br>64%         | 46<br>63%      | 7<br>48%    |
| Department for Public Health and Health Professions          | 44<br>50%   | 41<br>59%       | 3<br>15%    | -<br>-          | 44<br>50%   | 41<br>59%           | 3<br>15%    | 25<br>52%                         | 12<br>51%         | 37<br>51%      | 6<br>42%    |
| Office of Communications (OFCOM)                             | 40<br>45%   | 38<br>55%       | 2<br>9%     | -<br>-          | 40<br>45%   | 38<br>55%           | 2<br>9%     | 22<br>45%                         | 13<br>54%         | 35<br>48%      | 5<br>33%    |
| National Institute for Health and Clinical Excellence (NICE) | 38<br>44%   | 37<br>54%       | 1<br>6%     | -<br>-          | 38<br>44%   | 37<br>54%           | 1<br>6%     | 23<br>48%                         | 10<br>41%         | 33<br>46%      | 5<br>35%    |
| Department for Rural Affairs                                 | 34<br>39%   | 32<br>47%       | 2<br>9%     | -<br>-          | 34<br>39%   | 32<br>47%           | 2<br>9%     | 16<br>34%                         | 13<br>53%         | 29<br>40%      | 5<br>33%    |
| British Dietetic Association (BDA)                           | 31<br>35%   | 30<br>43%       | 1<br>6%     | -<br>-          | 31<br>35%   | 30<br>43%           | 1<br>6%     | 18<br>37%                         | 9<br>38%          | 27<br>37%      | 4<br>24%    |
| None   | 5<br>5%     | -<br>-          | 5<br>24%    | -<br>-          | 5<br>5%     | -<br>-              | 5<br>24%    | 1<br>3%                           | 2<br>6%           | 3<br>4%        | 2<br>12%    |
| Don't know   | 2<br>2%     | -<br>-          | 2<br>10%    | -<br>-          | 2<br>2%     | -<br>-              | 2<br>10%    | -<br>-                            | -<br>-            | -<br>-         | 2<br>12%    |
| <b>Average number of mentions</b>                            | <b>6.69</b> | <b>7.46</b>     | <b>2.40</b> | <b>-</b>        | <b>6.69</b> | <b>7.46</b>         | <b>2.40</b> | <b>6.79</b>                       | <b>6.86</b>       | <b>6.81</b>    | <b>5.92</b> |
| <b>Standard deviation</b>                                    | <b>3.55</b> | <b>3.19</b>     | <b>2.17</b> | <b>-</b>        | <b>3.55</b> | <b>3.19</b>         | <b>2.17</b> | <b>3.21</b>                       | <b>3.92</b>       | <b>3.42</b>    | <b>4.38</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - Wales****Base: All adults Wales**

| Total                  | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|------------------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|                        | Yes<br>(a)      | No<br>(b)   | Yes<br>(c)      | No<br>(d)   | Yes<br>(e)          | No<br>(f)   | Yes- always<br>(g)                | Yes-<br>sometimes<br>(h) | Total- Yes<br>(i) | No/DK<br>(j) |
| Unweighted Base<br>110 | 84              | 26          | -               | 110         | 84                  | 26          | 60                                | 31                       | 91                | 19           |
| Weighted Base<br>88*   | 69*             | 19**        | -.**            | 88*         | 69*                 | 19**        | 49*                               | 24**                     | 73*               | 15**         |
| <b>Standard error</b>  | <b>0.35</b>     | <b>0.51</b> | -               | <b>0.35</b> | <b>0.35</b>         | <b>0.51</b> | <b>0.42</b>                       | <b>0.73</b>              | <b>0.37</b>       | <b>1.13</b>  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults NI

|   | Total       | GENDER       |               | AGE          |              |              |              |             | SOCIAL GRADE |             |             |             | MARITAL STATUS   |               |                    |
|---|-------------|--------------|---------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|------------------|---------------|--------------------|
|   |             | Male<br>(a)  | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)   | C2<br>(j)   | DE<br>(k)   | Married<br>(l)   | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base   | 126         | 58           | 68            | 16           | 19           | 22           | 37           | 32          | 11           | 23          | 21          | 71          | 68               | 41            | 17                 |
| Weighted Base   | 60          | 27*          | 33*           | 10**         | 10**         | 14**         | 17*          | 10*         | 5**          | 13**        | 11**        | 31*         | 33*              | 20*           | 7**                |
| Food Standards Agency   | 49          | 24           | 24            | 4            | 9            | 11           | 16           | 8           | 5            | 10          | 9           | 25          | 30               | 13            | 6                  |
|   | 81%         | 89%b         | 75%           | 38%          | 90%          | 82%          | 95%          | 89%         | 100%         | 73%         | 79%         | 82%         | 93% <sub>m</sub> | 62%           | 83%                |
| Public Health Agency (PHA)  | 47          | 24           | 23            | 5            | 8            | 11           | 15           | 8           | 5            | 10          | 9           | 24          | 29               | 12            | 6                  |
|   | 78%         | 87%b         | 70%           | 49%          | 75%          | 80%          | 90%          | 85%         | 90%          | 71%         | 79%         | 78%         | 88% <sub>m</sub> | 60%           | 83%                |
| Office of Fair Trading  | 46          | 24           | 23            | 3            | 9            | 11           | 16           | 8           | 5            | 10          | 8           | 23          | 30               | 11            | 6                  |
|   | 77%         | 88%b         | 69%           | 26%          | 86%          | 81%          | 94%          | 83%         | 100%         | 74%         | 74%         | 76%         | 90% <sub>m</sub> | 54%           | 83%                |
| World Health Organisation (WHO)                                   | 46          | 25           | 21            | 4            | 7            | 11           | 15           | 8           | 4            | 11          | 9           | 21          | 29               | 11            | 5                  |
|   | 76%         | 91%b         | 63%           | 46%          | 66%          | 83%          | 87%          | 86%         | 81%          | 83%         | 85%         | 68%         | 90% <sub>m</sub> | 54%           | 74%                |
| Safefood  | 45          | 22           | 23            | 3            | 8            | 11           | 13           | 9           | 5            | 8           | 9           | 23          | 29               | 12            | 4                  |
|   | 74%         | 81%          | 69%           | 34%          | 79%          | 85%          | 78%          | 89%         | 91%          | 62%         | 81%         | 75%         | 87% <sub>m</sub> | 59%           | 58%                |
| The British Medical Association                                   | 44          | 23           | 21            | 3            | 8            | 10           | 15           | 8           | 5            | 10          | 8           | 22          | 28               | 11            | 5                  |
|   | 73%         | 85%b         | 63%           | 31%          | 76%          | 71%          | 89%          | 88%         | 90%          | 71%         | 72%         | 72%         | 87% <sub>m</sub> | 54%           | 68%                |
| Health & Safety Executive   | 43          | 22           | 22            | 5            | 6            | 9            | 15           | 8           | 4            | 10          | 9           | 21          | 26               | 12            | 5                  |
|   | 72%         | 80%          | 66%           | 51%          | 61%          | 67%          | 89%          | 81%         | 71%          | 72%         | 79%         | 70%         | 79% <sub>m</sub> | 61%           | 71%                |
| Department for Health, Social Services and Public Safety (DHSSPS) | 41          | 20           | 20            | 4            | 6            | 9            | 15           | 7           | 5            | 9           | 9           | 18          | 24               | 11            | 5                  |
|   | 68%         | 74%          | 62%           | 39%          | 56%          | 68%          | 89%g         | 68%         | 90%          | 66%         | 79%         | 60%         | 74%              | 55%           | 75%                |
| Department of Agriculture and Rural Development (DARD)            | 40          | 21           | 18            | 4            | 5            | 10           | 15           | 6           | 5            | 9           | 8           | 17          | 25               | 10            | 4                  |
|   | 66%         | 79%b         | 56%           | 39%          | 52%          | 71%          | 87%g         | 65%         | 100%         | 68%         | 76%         | 56%         | 77% <sub>m</sub> | 51%           | 64%                |
| Office of Communications (OFCOM)                                  | 40          | 21           | 18            | 4            | 6            | 10           | 13           | 7           | 4            | 10          | 6           | 20          | 27               | 10            | 2                  |
|   | 66%         | 78%b         | 55%           | 40%          | 61%          | 71%          | 75%          | 74%         | 72%          | 71%         | 57%         | 66%         | 83% <sub>m</sub> | 51%           | 30%                |
| British Dietetic Association (BDA)                                | 34          | 18           | 16            | 2            | 6            | 7            | 13           | 7           | 3            | 7           | 5           | 19          | 23               | 8             | 4                  |
|   | 57%         | 65%          | 50%           | 24%          | 56%          | 49%          | 73%          | 72%         | 57%          | 51%         | 45%         | 63%         | 69% <sub>m</sub> | 38%           | 54%                |
| National Institute for Health and Clinical Excellence (NICE)      | 23          | 13           | 10            | 2            | 4            | 6            | 8            | 4           | 2            | 6           | 5           | 11          | 15               | 7             | 1                  |
|   | 39%         | 49%b         | 30%           | 24%          | 37%          | 41%          | 47%          | 37%         | 37%          | 44%         | 43%         | 35%         | 47%              | 33%           | 18%                |
| None  | 2           | -            | 2             | 1            | -            | 1            | -            | -           | -            | 1           | 1           | 1           | 1                | 1             | -                  |
|   | 4%          | -            | 7%            | 13%          | -            | 7%           | -            | -           | -            | 6%          | 5%          | 3%          | 3%               | 6%            | -                  |
| <b>Average number of mentions</b>                                 | <b>8.60</b> | <b>9.48b</b> | <b>7.81</b>   | <b>5.08</b>  | <b>7.95</b>  | <b>9.17</b>  | <b>9.94</b>  | <b>9.16</b> | <b>9.80</b>  | <b>8.56</b> | <b>8.93</b> | <b>8.28</b> | <b>9.95m</b>     | <b>6.71</b>   | <b>7.59</b>        |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults NI**

| Total                     | GENDER      |               | AGE          |              |              |              |             | SOCIAL GRADE |             |             |             | MARITAL STATUS |               |                    |             |
|---------------------------|-------------|---------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|----------------|---------------|--------------------|-------------|
|                           | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)   | C2<br>(j)   | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |             |
| Unweighted Base<br>126    | 58          | 68            | 16           | 19           | 22           | 37           | 32          | 11           | 23          | 21          | 71          | 68             | 41            | 17                 |             |
| Weighted Base<br>60       | 27*         | 33*           | 10**         | 10**         | 14**         | 17*          | 10*         | 5**          | 13**        | 11**        | 31*         | 33*            | 20*           | 7**                |             |
| <b>Standard deviation</b> | <b>3.56</b> | <b>3.06</b>   | <b>3.82</b>  | <b>4.15</b>  | <b>3.62</b>  | <b>3.32</b>  | <b>2.54</b> | <b>3.32</b>  | <b>2.70</b> | <b>3.89</b> | <b>3.74</b> | <b>3.59</b>    | <b>2.53</b>   | <b>4.29</b>        | <b>2.99</b> |
| <b>Standard error</b>     | <b>0.32</b> | <b>0.40</b>   | <b>0.48</b>  | <b>1.11</b>  | <b>0.83</b>  | <b>0.74</b>  | <b>0.42</b> | <b>0.59</b>  | <b>0.81</b> | <b>0.83</b> | <b>0.84</b> | <b>0.43</b>    | <b>0.31</b>   | <b>0.69</b>        | <b>0.73</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults NI

|   | Total | WORKING STATUS   |               |           | CHILDREN IN HOUSEHOLD |                  | PRINCIPAL SHOPPER |        | TYPE OF AREA     |                  | ETHNICITY |                     | ADDITIONAL COUNTRY   |              |
|---|-------|------------------|---------------|-----------|-----------------------|------------------|-------------------|--------|------------------|------------------|-----------|---------------------|----------------------|--------------|
|   |       | Full time (a)    | Part time (b) | Other (c) | Any (d)               | None (e)         | Yes (f)           | No (g) | Rural (h)        | Urban (i)        | White (j) | Minority Ethnic (k) | England/Wales/NI (l) | Scotland (m) |
| Unweighted Base   | 126   | 38               | 9             | 79        | 40                    | 86               | 100               | 26     | 33               | 93               | 126       | -                   | 126                  | -            |
| Weighted Base   | 60    | 22*              | 4**           | 33*       | 22*                   | 38*              | 48*               | 12**   | 16*              | 44*              | 60        | -**                 | 60                   | -**          |
| Food Standards Agency   | 49    | 21               | 2             | 25        | 16                    | 33               | 43                | 6      | 13               | 35               | 49        | -                   | 49                   | -            |
|   | 81%   | 94% <sup>c</sup> | 55%           | 76%       | 72%                   | 87%              | 90%               | 47%    | 86%              | 80%              | 81%       | -                   | 81%                  | -            |
| Public Health Agency (PHA)  | 47    | 20               | 2             | 25        | 15                    | 32               | 40                | 7      | 13               | 34               | 47        | -                   | 47                   | -            |
|   | 78%   | 90%              | 43%           | 74%       | 68%                   | 84%              | 84%               | 55%    | 84%              | 76%              | 78%       | -                   | 78%                  | -            |
| Office of Fair Trading  | 46    | 20               | 2             | 24        | 16                    | 30               | 41                | 5      | 13               | 33               | 46        | -                   | 46                   | -            |
|   | 77%   | 88%              | 56%           | 73%       | 72%                   | 80%              | 87%               | 40%    | 82%              | 76%              | 77%       | -                   | 77%                  | -            |
| World Health Organisation (WHO)                                   | 46    | 19               | 1             | 25        | 16                    | 30               | 39                | 6      | 12               | 34               | 46        | -                   | 46                   | -            |
|   | 76%   | 87%              | 32%           | 74%       | 71%                   | 79%              | 82%               | 52%    | 73%              | 77%              | 76%       | -                   | 76%                  | -            |
| Safefood  | 45    | 19               | 3             | 22        | 16                    | 29               | 39                | 5      | 9                | 35               | 45        | -                   | 45                   | -            |
|   | 74%   | 88% <sup>c</sup> | 68%           | 66%       | 69%                   | 77%              | 83%               | 42%    | 59%              | 80% <sup>h</sup> | 74%       | -                   | 74%                  | -            |
| The British Medical Association                                   | 44    | 18               | 2             | 24        | 14                    | 30               | 38                | 6      | 11               | 33               | 44        | -                   | 44                   | -            |
|   | 73%   | 81%              | 54%           | 70%       | 62%                   | 80% <sup>d</sup> | 80%               | 48%    | 71%              | 74%              | 73%       | -                   | 73%                  | -            |
| Health & Safety Executive   | 43    | 18               | 2             | 23        | 14                    | 30               | 37                | 6      | 11               | 32               | 43        | -                   | 43                   | -            |
|   | 72%   | 81%              | 43%           | 70%       | 61%                   | 79% <sup>d</sup> | 78%               | 51%    | 70%              | 73%              | 72%       | -                   | 72%                  | -            |
| Department for Health, Social Services and Public Safety (DHSSPS) | 41    | 17               | 3             | 20        | 13                    | 27               | 35                | 5      | 14               | 27               | 41        | -                   | 41                   | -            |
|   | 68%   | 78%              | 65%           | 61%       | 59%                   | 72%              | 74%               | 44%    | 88% <sup>i</sup> | 60%              | 68%       | -                   | 68%                  | -            |
| Department of Agriculture and Rural Development (DARD)            | 40    | 19               | 2             | 19        | 12                    | 28               | 35                | 5      | 13               | 27               | 40        | -                   | 40                   | -            |
|   | 66%   | 84% <sup>c</sup> | 45%           | 58%       | 51%                   | 75% <sup>d</sup> | 73%               | 39%    | 83% <sup>i</sup> | 60%              | 66%       | -                   | 66%                  | -            |
| Office of Communications (OFCOM)                                  | 40    | 17               | 1             | 21        | 12                    | 27               | 35                | 4      | 9                | 31               | 40        | -                   | 40                   | -            |
|   | 66%   | 77%              | 32%           | 63%       | 55%                   | 72%              | 75%               | 33%    | 55%              | 70%              | 66%       | -                   | 66%                  | -            |
| British Dietetic Association (BDA)                                | 34    | 13               | *             | 21        | 11                    | 23               | 30                | 4      | 9                | 25               | 34        | -                   | 34                   | -            |
|   | 57%   | 57%              | 11%           | 62%       | 48%                   | 62%              | 63%               | 34%    | 55%              | 57%              | 57%       | -                   | 57%                  | -            |
| National Institute for Health and Clinical Excellence (NICE)      | 23    | 10               | 1             | 12        | 6                     | 17               | 21                | 2      | 6                | 17               | 23        | -                   | 23                   | -            |
|   | 39%   | 46%              | 23%           | 36%       | 28%                   | 45%              | 44%               | 19%    | 37%              | 39%              | 39%       | -                   | 39%                  | -            |
| None  | 2     | -                | -             | 2         | 2                     | -                | 1                 | 1      | -                | 2                | 2         | -                   | 2                    | -            |
|   | 4%    | -                | -             | 7%        | 10% <sup>e</sup>      | -                | 2%                | 10%    | -                | 5%               | 4%        | -                   | 4%                   | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k - l/m

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - NI****Base: All adults NI**

|                                   | WORKING STATUS |                  |                  | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |              | ETHNICITY    |              | ADDITIONAL COUNTRY        |                             |                 |
|-----------------------------------|----------------|------------------|------------------|-----------------------|-------------|-------------------|-------------|--------------|--------------|--------------|--------------|---------------------------|-----------------------------|-----------------|
|                                   | Total          | Full time<br>(a) | Part time<br>(b) | Other<br>(c)          | Any<br>(d)  | None<br>(e)       | Yes<br>(f)  | No<br>(g)    | Rural<br>(h) | Urban<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) | England/<br>Wales/NI<br>(l) | Scotland<br>(m) |
| Unweighted Base                   | 126            | 38               | 9                | 79                    | 40          | 86                | 100         | 26           | 33           | 93           | 126          | -                         | 126                         | -               |
| Weighted Base                     | 60             | 22*              | 4**              | 33*                   | 22*         | 38*               | 48*         | 12**         | 16*          | 44*          | 60           | -**                       | 60                          | -**             |
| <b>Average number of mentions</b> | <b>8.60</b>    | <b>9.52</b>      | <b>5.29</b>      | <b>8.40</b>           | <b>7.95</b> | <b>8.94</b>       | <b>9.32</b> | <b>5.58</b>  | <b>8.43</b>  | <b>8.66</b>  | <b>8.60</b>  | -                         | <b>8.60</b>                 | -               |
| <b>Standard deviation</b>         | <b>3.56</b>    | <b>2.94</b>      | <b>3.49</b>      | <b>3.75</b>           | <b>3.62</b> | <b>3.52</b>       | <b>3.08</b> | <b>3.97</b>  | <b>3.19</b>  | <b>3.72</b>  | <b>3.56</b>  | -                         | <b>3.56</b>                 | -               |
| <b>Standard error</b>             | <b>0.32</b>    | <b>0.48</b>      | <b>1.16</b>      | <b>0.43</b>           | <b>0.60</b> | <b>0.38</b>       | <b>0.31</b> | <b>0.81</b>  | <b>0.56</b>  | <b>0.39</b>  | <b>0.32</b>  | -                         | <b>0.32</b>                 | -               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k - l/m

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults NI

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 126   | 26                 | 45                   | 14                                    | 27                     | 14                   | 71                 | 41                   |
| Weighted Base   | 60  | 12**               | 23*                  | 7**                                   | 12**                   | 7**                  | 35*                | 18*                  |
| Food Standards Agency   | 49<br>81%                                       | 12<br>96%          | 17<br>73%            | 4<br>64%                              | 11<br>92%              | 5<br>81%             | 28<br>81%          | 16<br>88%            |
| Public Health Agency (PHA)  | 47<br>78%                                       | 11<br>92%          | 17<br>76%            | 4<br>66%                              | 9<br>77%               | 5<br>74%             | 28<br>81%          | 14<br>76%            |
| Office of Fair Trading  | 46<br>77%                                       | 11<br>90%          | 18<br>80%            | 4<br>52%                              | 8<br>71%               | 5<br>81%             | 29<br>84%          | 14<br>75%            |
| World Health Organisation (WHO)                                   | 46<br>76%                                       | 11<br>90%          | 17<br>75%            | 4<br>59%                              | 8<br>69%               | 5<br>81%             | 28<br>81%          | 13<br>73%            |
| Safefood  | 45<br>74%                                       | 10<br>83%          | 16<br>71%            | 5<br>75%                              | 9<br>82%               | 4<br>56%             | 26<br>75%          | 13<br>72%            |
| The British Medical Association                                   | 44<br>73%                                       | 11<br>90%          | 16<br>70%            | 3<br>49%                              | 8<br>72%               | 5<br>81%             | 27<br>77%          | 14<br>75%            |
| Health & Safety Executive   | 43<br>72%                                       | 11<br>88%          | 15<br>64%            | 5<br>68%                              | 8<br>73%               | 5<br>73%             | 25<br>72%          | 13<br>73%            |
| Department for Health, Social Services and Public Safety (DHSSPS) | 41<br>68%                                       | 11<br>89%          | 14<br>60%            | 5<br>74%                              | 7<br>65%               | 4<br>53%             | 24<br>70%          | 11<br>60%            |
| Department of Agriculture and Rural Development (DARD)            | 40<br>66%                                       | 9<br>77%           | 15<br>64%            | 3<br>44%                              | 9<br>74%               | 4<br>63%             | 24<br>69%          | 13<br>70%            |
| Office of Communications (OFCOM)                                  | 40<br>66%                                       | 10<br>86%          | 15<br>64%            | 3<br>39%                              | 7<br>64%               | 5<br>67%             | 25<br>71%          | 12<br>65%            |
| British Dietetic Association (BDA)                                | 34<br>57%                                       | 9<br>73%           | 11<br>50%            | 2<br>29%                              | 7<br>62%               | 5<br>70%             | 20<br>58%          | 12<br>65%            |
| National Institute for Health and Clinical Excellence (NICE)      | 23<br>39%                                       | 7<br>55%           | 8<br>36%             | *<br>7%                               | 4<br>37%               | 4<br>53%             | 15<br>43%          | 8<br>43%             |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - NI****Base: All adults NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 126   | 26                 | 45                   | 14                                    | 27                     | 14                   | 71                 | 41                   |
| Weighted Base                     | 60  | 12**               | 23*                  | 7**                                   | 12**                   | 7**                  | 35*                | 18*                  |
| None                              | 2   | -                  | *                    | -                                     | *                      | 1                    | *                  | 2                    |
|                                   | 4%  | -                  | 2%                   | -                                     | 4%                     | 19%                  | 1%                 | 10% <sup>f</sup>     |
| <b>Average number of mentions</b> | <b>8.60</b>                                     | <b>10.08</b>       | <b>8.01</b>          | <b>6.26</b>                           | <b>8.73</b>            | <b>10.33</b>         | <b>8.73</b>        | <b>9.26</b>          |
| <b>Standard deviation</b>         | <b>3.56</b>                                     | <b>2.17</b>        | <b>3.91</b>          | <b>4.04</b>                           | <b>3.71</b>            | <b>2.01</b>          | <b>3.51</b>        | <b>3.27</b>          |
| <b>Standard error</b>             | <b>0.32</b>                                     | <b>0.42</b>        | <b>0.59</b>          | <b>1.08</b>                           | <b>0.73</b>            | <b>0.58</b>          | <b>0.42</b>        | <b>0.53</b>          |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults NI

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 126                                       | 17                 | 49                   | 18                                    | 29                     | 13                   | 66                 | 42                   |
| Weighted Base   | 60  | 9**                | 23*                  | 8**                                   | 13**                   | 7**                  | 32*                | 20*                  |
| Food Standards Agency   | 49<br>81%                                 | 8<br>95%           | 19<br>81%            | 5<br>64%                              | 11<br>85%              | 5<br>80%             | 27<br>85%          | 16<br>83%            |
| Public Health Agency (PHA)  | 47<br>78%                                 | 8<br>89%           | 19<br>83%            | 5<br>61%                              | 11<br>81%              | 4<br>60%             | 27<br>85%          | 15<br>74%            |
| Office of Fair Trading  | 46<br>77%                                 | 7<br>86%           | 21<br>91%g           | 5<br>54%                              | 9<br>67%               | 4<br>68%             | 29<br>89%g         | 13<br>67%            |
| World Health Organisation (WHO)                                   | 46<br>76%                                 | 8<br>95%           | 19<br>80%            | 5<br>60%                              | 10<br>74%              | 4<br>60%             | 27<br>84%          | 14<br>70%            |
| Safefood  | 45<br>74%                                 | 8<br>89%           | 16<br>70%            | 7<br>79%                              | 10<br>76%              | 4<br>61%             | 24<br>75%          | 14<br>71%            |
| The British Medical Association                                   | 44<br>73%                                 | 7<br>86%           | 19<br>81%            | 4<br>52%                              | 9<br>72%               | 4<br>60%             | 26<br>82%          | 13<br>68%            |
| Health & Safety Executive   | 43<br>72%                                 | 8<br>95%           | 16<br>70%            | 6<br>67%                              | 9<br>70%               | 4<br>60%             | 24<br>77%          | 13<br>67%            |
| Department for Health, Social Services and Public Safety (DHSSPS) | 41<br>68%                                 | 8<br>87%           | 17<br>74%            | 5<br>58%                              | 8<br>61%               | 3<br>46%             | 25<br>77%g         | 11<br>56%            |
| Department of Agriculture and Rural Development (DARD)            | 40<br>66%                                 | 7<br>76%           | 16<br>70%            | 5<br>54%                              | 8<br>59%               | 5<br>69%             | 23<br>72%          | 12<br>63%            |
| Office of Communications (OFCOM)                                  | 40<br>66%                                 | 8<br>90%           | 16<br>69%            | 4<br>44%                              | 8<br>65%               | 4<br>53%             | 24<br>75%          | 12<br>61%            |
| British Dietetic Association (BDA)                                | 34<br>57%                                 | 6<br>75%           | 14<br>62%            | 3<br>38%                              | 7<br>52%               | 3<br>50%             | 21<br>65%          | 10<br>51%            |
| National Institute for Health and Clinical Excellence (NICE)      | 23<br>39%                                 | 5<br>55%           | 10<br>42%            | 3<br>30%                              | 4<br>28%               | 3<br>39%             | 14<br>45%          | 6<br>32%             |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****Q.4 Which of the following, if any, have you heard of? - NI****Base: All adults NI**

|                                   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                                   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base                   | 126                                       | 17                 | 49                   | 18                                    | 29                     | 13                   | 66                 | 42                   |
| Weighted Base                     | 60  | 9**                | 23*                  | 8**                                   | 13**                   | 7**                  | 32*                | 20*                  |
| None                              | 2   | -                  | -                    | *                                     | *                      | 1                    | -                  | 2                    |
|                                   | 4%  | -                  | -                    | 5%                                    | 4%                     | 20%                  | -                  | 9%bf                 |
| <b>Average number of mentions</b> | <b>8.60</b>                               | <b>10.17</b>       | <b>8.71</b>          | <b>7.00</b>                           | <b>8.19</b>            | <b>8.86</b>          | <b>9.11</b>        | <b>8.39</b>          |
| <b>Standard deviation</b>         | <b>3.56</b>                               | <b>2.32</b>        | <b>3.58</b>          | <b>4.06</b>                           | <b>3.82</b>            | <b>3.82</b>          | <b>3.32</b>        | <b>3.72</b>          |
| <b>Standard error</b>             | <b>0.32</b>                               | <b>0.56</b>        | <b>0.51</b>          | <b>0.98</b>                           | <b>0.72</b>            | <b>1.15</b>          | <b>0.41</b>        | <b>0.60</b>          |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

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



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

Base: All adults NI

|   | Total | FSA AWARE (Q.4) |        | FSS AWARE (Q.4) |        | FSS/FSA AWARE (Q.4) |        | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |           |
|---|-------|-----------------|--------|-----------------|--------|---------------------|--------|-----------------------------------|-------------------|----------------|-----------|
|   |       | Yes (a)         | No (b) | Yes (c)         | No (d) | Yes (e)             | No (f) | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j) |
| Unweighted Base   | 126   | 105             | 21     | -               | 126    | 105                 | 21     | 87                                | 25                | 112            | 14        |
| Weighted Base   | 60    | 49*             | 11**   | -**             | 60     | 49*                 | 11**   | 42*                               | 12**              | 54             | 6**       |
| Food Standards Agency   | 49    | 49              | -      | -               | 49     | 49                  | -      | 37                                | 8                 | 45             | 4         |
|   | 81%   | 100%            | -      | -               | 81%    | 100%                | -      | 88%                               | 69%               | 84%            | 58%       |
| Public Health Agency (PHA)  | 47    | 44              | 2      | -               | 47     | 44                  | 2      | 35                                | 8                 | 42             | 4         |
|   | 78%   | 91%             | 21%    | -               | 78%    | 91%                 | 21%    | 83%                               | 66%               | 79%            | 66%       |
| Office of Fair Trading  | 46    | 44              | 2      | -               | 46     | 44                  | 2      | 35                                | 7                 | 43             | 4         |
|   | 77%   | 90%             | 21%    | -               | 77%    | 90%                 | 21%    | 84%                               | 65%               | 80%            | 55%       |
| World Health Organisation (WHO)                                   | 46    | 42              | 4      | -               | 46     | 42                  | 4      | 35                                | 7                 | 43             | 3         |
|   | 76%   | 86%             | 32%    | -               | 76%    | 86%                 | 32%    | 83%                               | 65%               | 79%            | 47%       |
| Safefood  | 45    | 42              | 3      | -               | 45     | 42                  | 3      | 33                                | 8                 | 40             | 4         |
|   | 74%   | 86%             | 24%    | -               | 74%    | 86%                 | 24%    | 78%                               | 67%               | 75%            | 67%       |
| The British Medical Association                                   | 44    | 43              | 1      | -               | 44     | 43                  | 1      | 34                                | 7                 | 41             | 3         |
|   | 73%   | 89%             | 7%     | -               | 73%    | 89%                 | 7%     | 82%                               | 60%               | 77%            | 40%       |
| Health & Safety Executive   | 43    | 41              | 2      | -               | 43     | 41                  | 2      | 31                                | 8                 | 39             | 4         |
|   | 72%   | 84%             | 19%    | -               | 72%    | 84%                 | 19%    | 75%                               | 67%               | 73%            | 65%       |
| Department for Health, Social Services and Public Safety (DHSSPS) | 41    | 38              | 3      | -               | 41     | 38                  | 3      | 30                                | 7                 | 37             | 3         |
|   | 68%   | 77%             | 26%    | -               | 68%    | 77%                 | 26%    | 71%                               | 61%               | 69%            | 54%       |
| Department of Agriculture and Rural Development (DARD)            | 40    | 39              | 1      | -               | 40     | 39                  | 1      | 29                                | 7                 | 36             | 4         |
|   | 66%   | 80%             | 8%     | -               | 66%    | 80%                 | 8%     | 69%                               | 57%               | 67%            | 64%       |
| Office of Communications (OFCOM)                                  | 40    | 38              | 2      | -               | 40     | 38                  | 2      | 29                                | 7                 | 36             | 3         |
|   | 66%   | 78%             | 15%    | -               | 66%    | 78%                 | 15%    | 69%                               | 60%               | 68%            | 52%       |
| British Dietetic Association (BDA)                                | 34    | 33              | 1      | -               | 34     | 33                  | 1      | 25                                | 6                 | 32             | 2         |
|   | 57%   | 68%             | 8%     | -               | 57%    | 68%                 | 8%     | 60%                               | 54%               | 59%            | 39%       |
| National Institute for Health and Clinical Excellence (NICE)      | 23    | 23              | 1      | -               | 23     | 23                  | 1      | 18                                | 4                 | 22             | 1         |
|   | 39%   | 47%             | 5%     | -               | 39%    | 47%                 | 5%     | 43%                               | 36%               | 41%            | 16%       |
| None  | 2     | -               | 2      | -               | 2      | -                   | 2      | 2                                 | *                 | 2              | -         |
|   | 4%    | -               | 20%    | -               | 4%     | -                   | 20%    | 4%                                | 4%                | 4%             | -         |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

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

**Base: All adults NI**

| Total                                 | FSA AWARE (Q.4) |             | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |             | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|---------------------------------------|-----------------|-------------|-----------------|-------------|---------------------|-------------|-----------------------------------|--------------------------|-------------------|--------------|
|                                       | Yes<br>(a)      | No<br>(b)   | Yes<br>(c)      | No<br>(d)   | Yes<br>(e)          | No<br>(f)   | Yes- always<br>(g)                | Yes-<br>sometimes<br>(h) | Total- Yes<br>(i) | No/DK<br>(j) |
| Unweighted Base<br>126                | 105             | 21          | -               | 126         | 105                 | 21          | 87                                | 25                       | 112               | 14           |
| Weighted Base<br>60                   | 49*             | 11**        | -.**            | 60          | 49*                 | 11**        | 42*                               | 12**                     | 54                | 6**          |
| <b>Average number of<br/>mentions</b> | <b>8.60</b>     | <b>2.31</b> | <b>-</b>        | <b>8.60</b> | <b>9.76</b>         | <b>2.31</b> | <b>9.25</b>                       | <b>7.57</b>              | <b>8.89</b>       | <b>6.23</b>  |
| <b>Standard deviation</b>             | <b>3.56</b>     | <b>1.38</b> | <b>-</b>        | <b>3.56</b> | <b>2.42</b>         | <b>1.38</b> | <b>3.11</b>                       | <b>3.92</b>              | <b>3.33</b>       | <b>4.66</b>  |
| <b>Standard error</b>                 | <b>0.32</b>     | <b>0.34</b> | <b>-</b>        | <b>0.32</b> | <b>0.24</b>         | <b>0.34</b> | <b>0.34</b>                       | <b>0.80</b>              | <b>0.32</b>       | <b>1.24</b>  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | Total      | GENDER      |               | AGE          |              |              |              |            | SOCIAL GRADE |             |            |            | MARITAL STATUS |               |                    |
|--|------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|-------------|------------|------------|----------------|---------------|--------------------|
|  |            | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g) | AB<br>(h)    | C1<br>(i)   | C2<br>(j)  | DE<br>(k)  | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 1564       | 757         | 807           | 186          | 216          | 353          | 416          | 393        | 308          | 443         | 304        | 509        | 934            | 373           | 257                |
| Weighted Base  | 1421       | 689         | 732           | 165          | 232          | 381          | 388          | 255        | 317          | 459         | 292        | 354        | 886            | 339           | 196                |
| Ensuring the food you buy is safe to eat   | 907<br>64% | 454<br>66%  | 453<br>62%    | 98<br>60%    | 144<br>62%   | 264<br>69%cg | 249<br>64%   | 151<br>59% | 191<br>60%   | 296<br>64%  | 196<br>67% | 224<br>63% | 566<br>64%     | 220<br>65%    | 122<br>62%         |
| Nutrition labelling information, such as traffic light labelling   | 376<br>26% | 186<br>27%  | 190<br>26%    | 33<br>20%    | 58<br>25%    | 126<br>33%cg | 110<br>28%cg | 50<br>19%  | 104<br>33%k  | 134<br>29%k | 78<br>27%k | 60<br>17%  | 243<br>27%     | 85<br>25%     | 48<br>24%          |
| Date labels, such as "best before" and "use by" labels   | 369<br>26% | 180<br>26%  | 188<br>26%    | 36<br>22%    | 58<br>25%    | 116<br>30%cg | 104<br>27%   | 55<br>22%  | 81<br>25%    | 122<br>26%  | 91<br>31%k | 75<br>21%  | 241<br>27%     | 78<br>23%     | 50<br>25%          |
| Country of origin labels, which identify where food comes from   | 310<br>22% | 155<br>22%  | 155<br>21%    | 25<br>15%    | 51<br>22%    | 84<br>22%    | 99<br>26%c   | 50<br>20%  | 69<br>22%k   | 112<br>24%k | 74<br>25%k | 55<br>16%  | 200<br>23%     | 64<br>19%     | 46<br>23%          |
| Promoting and enabling healthy eating and healthy lifestyles   | 214<br>15% | 110<br>16%  | 104<br>14%    | 19<br>12%    | 33<br>14%    | 68<br>18%    | 59<br>15%    | 36<br>14%  | 38<br>12%    | 70<br>15%   | 52<br>18%  | 53<br>15%  | 137<br>15%     | 46<br>14%     | 31<br>16%          |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 198<br>14% | 100<br>15%  | 98<br>13%     | 21<br>13%    | 36<br>16%    | 53<br>14%    | 49<br>13%    | 38<br>15%  | 34<br>11%    | 69<br>15%   | 45<br>16%  | 49<br>14%  | 127<br>14%     | 46<br>14%     | 25<br>13%          |
| Promoting food safety in the home  | 179<br>13% | 91<br>13%   | 88<br>12%     | 21<br>13%    | 32<br>14%    | 39<br>10%    | 55<br>14%    | 31<br>12%  | 26<br>8%     | 71<br>16%h  | 36<br>12%  | 45<br>13%  | 107<br>12%     | 43<br>13%     | 28<br>14%          |
| Quality / standard of the food   | 42<br>3%   | 23<br>3%    | 19<br>3%      | 3<br>2%      | 9<br>4%      | 10<br>3%     | 16<br>4%g    | 4<br>1%    | 14<br>4%     | 12<br>3%    | 8<br>3%    | 9<br>2%    | 29<br>3%       | 7<br>2%       | 6<br>3%            |
| Hygiene  | 40<br>3%   | 18<br>3%    | 22<br>3%      | 4<br>2%      | 8<br>4%      | 11<br>3%     | 11<br>3%     | 6<br>2%    | 15<br>5%i    | 9<br>2%     | 6<br>2%    | 10<br>3%   | 28<br>3%       | 6<br>2%       | 6<br>3%            |
| Animal welfare   | 28<br>2%   | 11<br>2%    | 17<br>2%      | 1<br>*       | -<br>-       | 9<br>2%d     | 14<br>4%cd   | 5<br>2%d   | 16<br>5%ijk  | 8<br>2%     | 3<br>1%    | 2<br>1%    | 19<br>2%       | 3<br>1%       | 7<br>3%m           |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 23<br>2%   | 12<br>2%    | 12<br>2%      | 3<br>2%      | 6<br>3%      | 4<br>1%      | 5<br>1%      | 5<br>2%    | 11<br>3%ij   | 4<br>1%     | 2<br>1%    | 6<br>2%    | 11<br>1%       | 7<br>2%       | 5<br>3%            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | GENDER      |               | AGE          |              |              |              |             | SOCIAL GRADE |              |              |             | MARITAL STATUS |               |                    |
|---|-------------|-------------|---------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|-------------|----------------|---------------|--------------------|
|   |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f) | 66+<br>(g)  | AB<br>(h)    | C1<br>(i)    | C2<br>(j)    | DE<br>(k)   | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base   | 1564        | 757         | 807           | 186          | 216          | 353          | 416          | 393         | 308          | 443          | 304          | 509         | 934            | 373           | 257                |
| Weighted Base   | 1421        | 689         | 732           | 165          | 232          | 381          | 388          | 255         | 317          | 459          | 292          | 354         | 886            | 339           | 196                |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 22<br>2%    | 8<br>1%     | 14<br>2%      | 1<br>1%      | 6<br>3%      | 4<br>1%      | 7<br>2%      | 3<br>1%     | 8<br>3%      | 7<br>2%      | 2<br>1%      | 5<br>1%     | 14<br>2%       | 3<br>1%       | 4<br>2%            |
| Everything / All food<br>issues                                       | 16<br>1%    | 7<br>1%     | 9<br>1%       | 2<br>1%      | 3<br>1%      | 4<br>1%      | 5<br>1%      | 2<br>1%     | 4<br>1%      | 5<br>1%      | 1<br>*       | 6<br>2%     | 8<br>1%        | 4<br>1%       | 5<br>2%            |
| To ensure food products<br>are/contain what they<br>claim             | 15<br>1%    | 7<br>1%     | 8<br>1%       | 2<br>1%      | -<br>-       | 6<br>2%      | 4<br>1%      | 4<br>2%     | 3<br>1%      | 9<br>2%      | 1<br>*       | 2<br>1%     | 10<br>1%       | 2<br>1%       | 3<br>1%            |
| Maintaining Standards /<br>Regulations                                | 15<br>1%    | 9<br>1%     | 6<br>1%       | 1<br>1%      | 3<br>1%      | 7<br>2%      | 2<br>1%      | 2<br>1%     | 6<br>2%      | 8<br>2%      | 1<br>*       | -<br>-      | 11<br>1%       | 1<br>*        | 2<br>1%            |
| Food preparation  | 13<br>1%    | 8<br>1%     | 5<br>1%       | 2<br>1%      | 3<br>1%      | 5<br>1%      | -<br>-       | 3<br>1%     | 6<br>2%      | 5<br>1%      | 2<br>1%      | *<br>*      | 10<br>1%       | 3<br>1%       | -<br>-             |
| Sales of food in<br>shops/restaurants                                 | 13<br>1%    | 8<br>1%     | 5<br>1%       | 2<br>1%      | 3<br>1%      | 6<br>2%      | 2<br>1%      | -<br>-      | 6<br>2%      | 6<br>1%      | 1<br>*       | 1<br>*      | 8<br>1%        | 4<br>1%       | 1<br>*             |
| Manufacturing/<br>production/packaging of<br>food                     | 12<br>1%    | 6<br>1%     | 6<br>1%       | 1<br>1%      | -<br>-       | 3<br>1%      | 4<br>1%      | 4<br>2%     | 8<br>2%      | 2<br>*       | 1<br>*       | 2<br>*      | 9<br>1%        | 2<br>1%       | 1<br>1%            |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 9<br>1%     | 4<br>1%     | 5<br>1%       | 1<br>1%      | 2<br>1%      | 3<br>1%      | 1<br>*       | 2<br>1%     | 4<br>1%      | 1<br>*       | 3<br>1%      | 1<br>*      | 5<br>1%        | 4<br>1%       | -<br>-             |
| Cleanliness (no further<br>detail)                                    | 7<br>*      | 2<br>*      | 5<br>1%       | -<br>-       | 4<br>2%      | -<br>-       | 2<br>1%      | 1<br>*      | 2<br>1%      | 2<br>*       | 1<br>*       | 1<br>*      | 3<br>*         | 3<br>1%       | 1<br>1%            |
| Control where food comes<br>from/food origin                          | 1<br>*      | -<br>-      | 1<br>*        | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>*      | 1<br>*       | -<br>-       | -<br>-       | -<br>-      | 1<br>*         | -<br>-        | -<br>-             |
| Other   | 68<br>5%    | 34<br>5%    | 34<br>5%      | 2<br>1%      | 6<br>2%      | 26<br>7%     | 20<br>5%     | 13<br>5%    | 22<br>7%     | 25<br>5%     | 11<br>4%     | 9<br>2%     | 47<br>5%       | 9<br>3%       | 12<br>6%           |
| Don't know  | 220<br>15%  | 93<br>14%   | 126<br>17%    | 43<br>26%    | 37<br>16%    | 40<br>10%    | 49<br>13%    | 51<br>20%   | 45<br>14%    | 59<br>13%    | 46<br>16%    | 70<br>20%   | 128<br>14%     | 61<br>18%     | 31<br>16%          |
| <b>Average number of<br/>mentions</b>                                 | <b>2.39</b> | <b>2.41</b> | <b>2.38</b>   | <b>2.30</b>  | <b>2.39</b>  | <b>2.48</b>  | <b>2.41</b>  | <b>2.28</b> | <b>2.45k</b> | <b>2.44k</b> | <b>2.51k</b> | <b>2.17</b> | <b>2.42</b>    | <b>2.30</b>   | <b>2.43</b>        |
| <b>Standard deviation</b>   | <b>1.71</b> | <b>1.72</b> | <b>1.70</b>   | <b>1.63</b>  | <b>1.75</b>  | <b>1.69</b>  | <b>1.65</b>  | <b>1.83</b> | <b>1.60</b>  | <b>1.68</b>  | <b>1.83</b>  | <b>1.73</b> | <b>1.70</b>    | <b>1.69</b>   | <b>1.79</b>        |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.07</b> | <b>0.07</b>   | <b>0.14</b>  | <b>0.13</b>  | <b>0.10</b>  | <b>0.09</b>  | <b>0.10</b> | <b>0.10</b>  | <b>0.09</b>  | <b>0.12</b>  | <b>0.09</b> | <b>0.06</b>    | <b>0.10</b>   | <b>0.12</b>        |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|  | Total      | WORKING STATUS |               |            | CHILDREN IN HOUSEHOLD |            | PRINCIPAL SHOPPER |            | TYPE OF AREA |             | COUNTRY     |              |             |           | ADDITIONAL COUNTRY   |              |
|--|------------|----------------|---------------|------------|-----------------------|------------|-------------------|------------|--------------|-------------|-------------|--------------|-------------|-----------|----------------------|--------------|
|  |            | Full time (a)  | Part time (b) | Other (c)  | Any (d)               | None (e)   | Yes (f)           | No (g)     | Rural (h)    | Urban (i)   | England (j) | Scotland (k) | Wales (l)   | NI (m)    | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base  | 1564       | 561            | 195           | 808        | 428                   | 1136       | 1251              | 313        | 423          | 1141        | 1375        | -            | 84          | 105       | 1564                 | -            |
| Weighted Base  | 1421       | 606            | 190           | 625        | 435                   | 986        | 1127              | 294        | 379          | 1042        | 1304        | **           | 69*         | 49*       | 1421                 | **           |
| Ensuring the food you buy is safe to eat   | 907<br>64% | 380<br>63%     | 131<br>69%    | 396<br>63% | 290<br>67%            | 618<br>63% | 732<br>65%        | 175<br>60% | 260<br>68%i  | 648<br>62%  | 829<br>64%m | -            | 52<br>76%jm | 26<br>53% | 907<br>64%           | -            |
| Nutrition labelling information, such as traffic light labelling   | 376<br>26% | 181<br>30%c    | 57<br>30%c    | 137<br>22% | 117<br>27%            | 259<br>26% | 304<br>27%        | 71<br>24%  | 93<br>25%    | 282<br>27%  | 359<br>28%m | -            | 13<br>19%m  | 4<br>7%   | 376<br>26%           | -            |
| Date labels, such as "best before" and "use by" labels   | 369<br>26% | 161<br>27%     | 61<br>32%c    | 146<br>23% | 121<br>28%            | 248<br>25% | 301<br>27%        | 67<br>23%  | 106<br>28%   | 263<br>25%  | 352<br>27%m | -            | 13<br>19%m  | 3<br>6%   | 369<br>26%           | -            |
| Country of origin labels, which identify where food comes from   | 310<br>22% | 131<br>22%     | 53<br>28%c    | 125<br>20% | 93<br>21%             | 216<br>22% | 256<br>23%        | 53<br>18%  | 101<br>27%i  | 208<br>20%  | 285<br>22%m | -            | 19<br>28%m  | 5<br>10%  | 310<br>22%           | -            |
| Promoting and enabling healthy eating and healthy lifestyles   | 214<br>15% | 84<br>14%      | 39<br>20%a    | 91<br>15%  | 75<br>17%             | 139<br>14% | 178<br>16%        | 37<br>12%  | 58<br>15%    | 157<br>15%  | 201<br>15%m | -            | 12<br>17%m  | 2<br>4%   | 214<br>15%           | -            |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 198<br>14% | 79<br>13%      | 30<br>16%     | 89<br>14%  | 56<br>13%             | 142<br>14% | 163<br>14%        | 35<br>12%  | 50<br>13%    | 148<br>14%  | 187<br>14%m | -            | 8<br>12%    | 2<br>5%   | 198<br>14%           | -            |
| Promoting food safety in the home  | 179<br>13% | 66<br>11%      | 35<br>18%ac   | 78<br>12%  | 60<br>14%             | 119<br>12% | 153<br>14%g       | 26<br>9%   | 35<br>9%     | 143<br>14%h | 168<br>13%  | -            | 7<br>10%    | 3<br>6%   | 179<br>13%           | -            |
| Quality / standard of the food   | 42<br>3%   | 22<br>4%       | 7<br>4%       | 13<br>2%   | 13<br>3%              | 29<br>3%   | 33<br>3%          | 9<br>3%    | 7<br>2%      | 35<br>3%    | 40<br>3%    | -            | -           | 2<br>5%l  | 42<br>3%             | -            |
| Hygiene  | 40<br>3%   | 15<br>2%       | 8<br>4%       | 17<br>3%   | 16<br>4%              | 23<br>2%   | 31<br>3%          | 8<br>3%    | 11<br>3%     | 29<br>3%    | 36<br>3%    | -            | 2<br>3%     | 2<br>3%   | 40<br>3%             | -            |
| Animal welfare   | 28<br>2%   | 13<br>2%       | 2<br>1%       | 14<br>2%   | 6<br>1%               | 22<br>2%   | 21<br>2%          | 7<br>2%    | 7<br>2%      | 21<br>2%    | 28<br>2%    | -            | -           | *<br>*    | 28<br>2%             | -            |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 23<br>2%   | 11<br>2%       | 4<br>2%       | 9<br>1%    | 8<br>2%               | 15<br>2%   | 16<br>1%          | 7<br>2%    | 4<br>1%      | 19<br>2%    | 21<br>2%    | -            | 1<br>1%     | 1<br>3%   | 23<br>2%             | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |             | COUNTRY      |              |              |             | ADDITIONAL COUNTRY   |              |
|---|-------------|----------------|---------------|-------------|-----------------------|-------------|-------------------|-------------|--------------|-------------|--------------|--------------|--------------|-------------|----------------------|--------------|
|   |             | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)    | Yes (f)           | No (g)      | Rural (h)    | Urban (i)   | England (j)  | Scotland (k) | Wales (l)    | NI (m)      | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 1564        | 561            | 195           | 808         | 428                   | 1136        | 1251              | 313         | 423          | 1141        | 1375         | -            | 84           | 105         | 1564                 | -            |
| Weighted Base   | 1421        | 606            | 190           | 625         | 435                   | 986         | 1127              | 294         | 379          | 1042        | 1304         | -**          | 69*          | 49*         | 1421                 | -**          |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%    | 9<br>2%        | 3<br>2%       | 9<br>2%     | 6<br>1%               | 15<br>2%    | 18<br>2%          | 3<br>1%     | 4<br>1%      | 18<br>2%    | 21<br>2%     | -            | -            | 1<br>2%     | 22<br>2%             | -            |
| Everything / All food issues                                    | 16<br>1%    | 8<br>1%        | 1<br>*        | 7<br>1%     | 3<br>1%               | 13<br>1%    | 13<br>1%          | 3<br>1%     | 3<br>1%      | 13<br>1%    | 14<br>1%     | -            | 1<br>2%      | 1<br>2%     | 16<br>1%             | -            |
| To ensure food products are/contain what they claim             | 15<br>1%    | 8<br>1%        | 1<br>*        | 6<br>1%     | 3<br>1%               | 12<br>1%    | 14<br>1%          | 1<br>*      | 5<br>1%      | 10<br>1%    | 14<br>1%     | -            | 1<br>1%      | -           | 15<br>1%             | -            |
| Maintaining Standards / Regulations                             | 15<br>1%    | 8<br>1%        | 3<br>2%       | 3<br>*      | 4<br>1%               | 10<br>1%    | 12<br>1%          | 2<br>1%     | 3<br>1%      | 11<br>1%    | 15<br>1%     | -            | -            | -           | 15<br>1%             | -            |
| Food preparation  | 13<br>1%    | 9<br>1%        | *<br>*        | 4<br>1%     | 9<br>2%e              | 4<br>*      | 9<br>1%           | 5<br>2%     | 2<br>1%      | 11<br>1%    | 11<br>1%     | -            | 1<br>2%      | 1<br>2%     | 13<br>1%             | -            |
| Sales of food in shops/restaurants                              | 13<br>1%    | 9<br>2%c       | 3<br>1%c      | 1<br>*      | 6<br>1%               | 7<br>1%     | 6<br>1%           | 7<br>2%f    | 2<br>*       | 11<br>1%    | 13<br>1%     | -            | -            | 1<br>1%     | 13<br>1%             | -            |
| Manufacturing/ production/packaging of food                     | 12<br>1%    | 4<br>1%        | 3<br>1%       | 5<br>1%     | 3<br>1%               | 9<br>1%     | 9<br>1%           | 3<br>1%     | 3<br>1%      | 9<br>1%     | 11<br>1%     | -            | -            | 1<br>2%     | 12<br>1%             | -            |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%     | 5<br>1%        | 1<br>1%       | 2<br>*      | 6<br>1%e              | 3<br>*      | 7<br>1%           | 2<br>1%     | 3<br>1%      | 6<br>1%     | 7<br>1%      | -            | 1<br>1%      | 1<br>3%j    | 9<br>1%              | -            |
| Cleanliness (no further detail)                                 | 7<br>*      | 2<br>*         | 2<br>1%       | 4<br>1%     | 4<br>1%               | 3<br>*      | 5<br>*            | 2<br>1%     | 4<br>1%      | 3<br>*      | 5<br>*       | -            | 1<br>1%      | 1<br>2%j    | 7<br>*               | -            |
| Control where food comes from/food origin                       | 1<br>*      | -              | -             | 1<br>*      | -                     | 1<br>*      | 1<br>*            | -           | -            | 1<br>*      | 1<br>*       | -            | -            | -           | 1<br>*               | -            |
| Other   | 68<br>5%    | 30<br>5%       | 8<br>4%       | 30<br>5%    | 22<br>5%              | 46<br>5%    | 58<br>5%          | 10<br>3%    | 14<br>4%     | 54<br>5%    | 64<br>5%     | -            | 2<br>3%      | 2<br>4%     | 68<br>5%             | -            |
| Don't know  | 220<br>15%  | 94<br>15%b     | 10<br>5%      | 116<br>18%b | 53<br>12%             | 167<br>17%d | 162<br>14%        | 58<br>20%f  | 58<br>15%    | 162<br>16%  | 202<br>15%   | -            | 8<br>12%     | 10<br>20%   | 220<br>15%           | -            |
| <b>Average number of mentions</b>                               | <b>2.39</b> | <b>2.41</b>    | <b>2.52</b>   | <b>2.33</b> | <b>2.41</b>           | <b>2.38</b> | <b>2.42</b>       | <b>2.26</b> | <b>2.40</b>  | <b>2.39</b> | <b>2.43m</b> | -            | <b>2.22m</b> | <b>1.51</b> | <b>2.39</b>          | -            |
| <b>Standard deviation</b>                                       | <b>1.71</b> | <b>1.65</b>    | <b>1.81</b>   | <b>1.73</b> | <b>1.68</b>           | <b>1.72</b> | <b>1.73</b>       | <b>1.59</b> | <b>1.72</b>  | <b>1.70</b> | <b>1.70</b>  | -            | <b>1.89</b>  | <b>1.26</b> | <b>1.71</b>          | -            |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.08</b>    | <b>0.13</b>   | <b>0.07</b> | <b>0.09</b>           | <b>0.06</b> | <b>0.05</b>       | <b>0.10</b> | <b>0.09</b>  | <b>0.06</b> | <b>0.05</b>  | -            | <b>0.22</b>  | <b>0.14</b> | <b>0.05</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|  | Total      | GOVERNMENT REGION |                   |                              |                         |                         |                           |                 |                   |                      | ETHNICITY    |                           |
|--|------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|-----------------|-------------------|----------------------|--------------|---------------------------|
|  |            | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)   | South East<br>(h) | South West<br>(i)    | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 1564       | 79                | 185               | 142                          | 117                     | 131                     | 140                       | 163             | 254               | 164                  | 1434         | 126                       |
| Weighted Base  | 1421       | 74*               | 177               | 126                          | 108                     | 127                     | 143                       | 148             | 245               | 157                  | 1292         | 125                       |
| Ensuring the food you buy is safe to eat   | 907<br>64% | 42<br>56%         | 96<br>54%         | 85<br>68%be                  | 78<br>72%abe            | 65<br>51%               | 88<br>61%                 | 105<br>71%abe   | 162<br>66%be      | 109<br>69%be         | 829<br>64%   | 77<br>62%                 |
| Nutrition labelling information, such as traffic light labelling   | 376<br>26% | 12<br>16%         | 34<br>19%         | 39<br>31%abe                 | 23<br>21%               | 23<br>18%               | 56<br>39%abde             | 48<br>33%abde   | 77<br>31%abe      | 48<br>30%abe         | 343<br>27%   | 32<br>26%                 |
| Date labels, such as "best before" and "use by" labels   | 369<br>26% | 11<br>14%         | 32<br>18%         | 35<br>28%ae                  | 28<br>26%               | 20<br>16%               | 51<br>36%abe              | 59<br>40%abcdeh | 70<br>29%abe      | 47<br>30%abe         | 329<br>25%   | 39<br>31%                 |
| Country of origin labels, which identify where food comes from   | 310<br>22% | 5<br>7%           | 34<br>19%a        | 29<br>23%a                   | 22<br>20%a              | 17<br>13%               | 35<br>25%ae               | 30<br>20%a      | 58<br>24%ae       | 56<br>35%abc<br>degh | 289<br>22%   | 19<br>15%                 |
| Promoting and enabling healthy eating and healthy lifestyles   | 214<br>15% | 3<br>4%           | 18<br>10%         | 17<br>13%a                   | 13<br>12%               | 19<br>15%a              | 26<br>18%ab               | 36<br>24%abcd   | 40<br>16%a        | 30<br>19%ab          | 186<br>14%   | 28<br>23%j                |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 198<br>14% | 3<br>5%           | 16<br>9%          | 21<br>16%a                   | 13<br>12%               | 16<br>13%               | 29<br>20%ab               | 25<br>17%ab     | 33<br>13%a        | 31<br>20%ab          | 176<br>14%   | 22<br>18%                 |
| Promoting food safety in the home  | 179<br>13% | 4<br>6%           | 11<br>6%          | 16<br>13%b                   | 19<br>17%abe            | 11<br>8%                | 23<br>16%ab               | 36<br>25%abcehi | 30<br>12%b        | 18<br>12%            | 154<br>12%   | 23<br>19%j                |
| Quality / standard of the food   | 42<br>3%   | 4<br>5%d          | 10<br>6%df        | 2<br>1%                      | -<br>-                  | 7<br>6%df               | 1<br>1%                   | 5<br>3%         | 6<br>3%           | 4<br>3%              | 34<br>3%     | 8<br>6%j                  |
| Hygiene  | 40<br>3%   | 2<br>3%           | 11<br>6%gh        | 3<br>2%                      | 2<br>2%                 | 5<br>4%                 | 4<br>3%                   | 2<br>1%         | 5<br>2%           | 3<br>2%              | 32<br>2%     | 8<br>7%j                  |
| Animal welfare   | 28<br>2%   | 2<br>3%g          | 6<br>3%g          | 2<br>1%                      | 2<br>2%                 | 1<br>1%                 | 3<br>2%                   | -<br>-          | 10<br>4%g         | 2<br>1%              | 25<br>2%     | 3<br>3%                   |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 23<br>2%   | 1<br>1%           | 6<br>3%f          | 1<br>1%                      | 1<br>1%                 | 5<br>4%fg               | -<br>-                    | 1<br>*          | 3<br>1%           | 3<br>2%              | 23<br>2%     | -<br>-                    |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |                |                   |                   | ETHNICITY    |                           |
|---|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|----------------|-------------------|-------------------|--------------|---------------------------|
|   |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g)  | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base   | 1564        | 79                | 185               | 142                          | 117                     | 131                     | 140                       | 163            | 254               | 164               | 1434         | 126                       |
| Weighted Base   | 1421        | 74*               | 177               | 126                          | 108                     | 127                     | 143                       | 148            | 245               | 157               | 1292         | 125                       |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 22<br>2%    | -<br>-            | 7<br>4%dg         | 2<br>2%                      | -<br>-                  | 2<br>1%                 | 5<br>3%g                  | -<br>-         | 4<br>2%           | 1<br>1%           | 20<br>2%     | 2<br>2%                   |
| Everything / All food<br>issues                                       | 16<br>1%    | 1<br>1%           | 5<br>3%i          | 2<br>2%                      | -<br>-                  | 2<br>1%                 | 1<br>*                    | 2<br>1%        | 1<br>*            | -<br>-            | 15<br>1%     | 1<br>1%                   |
| To ensure food products<br>are/contain what they<br>claim             | 15<br>1%    | 4<br>6%cdeghi     | 4<br>2%           | -<br>-                       | -<br>-                  | -<br>-                  | 3<br>2%                   | -<br>-         | 1<br>1%           | 1<br>1%           | 15<br>1%     | -<br>-                    |
| Maintaining Standards /<br>Regulations                                | 15<br>1%    | 1<br>2%           | 4<br>2%           | 2<br>1%                      | -<br>-                  | 3<br>2%                 | -<br>-                    | 1<br>1%        | 2<br>1%           | 1<br>1%           | 12<br>1%     | 2<br>2%                   |
| Food preparation  | 13<br>1%    | -<br>-            | 4<br>2%           | 1<br>1%                      | -<br>-                  | 3<br>3%                 | -<br>-                    | 1<br>1%        | 2<br>1%           | -<br>-            | 11<br>1%     | 2<br>2%                   |
| Sales of food in<br>shops\restaurants                                 | 13<br>1%    | -<br>-            | 7<br>4%cfgi       | -<br>-                       | 1<br>1%                 | 1<br>1%                 | -<br>-                    | -<br>-         | 2<br>1%           | 1<br>*            | 12<br>1%     | 1<br>1%                   |
| Manufacturing/<br>production/packaging of<br>food                     | 12<br>1%    | -<br>-            | 2<br>1%           | -<br>-                       | 1<br>1%                 | 1<br>1%                 | 1<br>1%                   | 1<br>1%        | 3<br>1%           | -<br>-            | 10<br>1%     | 1<br>1%                   |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 9<br>1%     | -<br>-            | 3<br>2%           | 1<br>1%                      | -<br>-                  | 2<br>2%h                | 1<br>1%                   | -<br>-         | -<br>-            | -<br>-            | 9<br>1%      | -<br>-                    |
| Cleanliness (no further<br>detail)                                    | 7<br>*      | -<br>-            | 2<br>1%           | 2<br>2%                      | -<br>-                  | -<br>-                  | -<br>-                    | -<br>-         | -<br>-            | 1<br>1%           | 6<br>*       | 1<br>1%                   |
| Control where food comes<br>from/food origin                          | 1<br>*      | -<br>-            | -<br>-            | -<br>-                       | -<br>-                  | 1<br>*                  | -<br>-                    | -<br>-         | -<br>-            | -<br>-            | 1<br>*       | -<br>-                    |
| Other   | 68<br>5%    | 5<br>7%           | 9<br>5%           | 4<br>3%                      | 4<br>4%                 | 13<br>10%cgghi          | 10<br>7%                  | 6<br>4%        | 8<br>3%           | 4<br>2%           | 60<br>5%     | 7<br>6%                   |
| Don't know  | 220<br>15%  | 19<br>26%fgh      | 27<br>15%         | 19<br>15%                    | 17<br>16%               | 20<br>16%               | 20<br>14%                 | 18<br>12%      | 36<br>15%         | 25<br>16%         | 200<br>15%   | 18<br>14%                 |
| <b>Average number of<br/>mentions</b>                                 | <b>2.39</b> | <b>1.84</b>       | <b>2.15</b>       | <b>2.46a</b>                 | <b>2.28</b>             | <b>2.04</b>             | <b>2.75abe</b>            | <b>2.76abe</b> | <b>2.48ae</b>     | <b>2.72ab</b>     | <b>2.37</b>  | <b>2.60</b>               |
| <b>Standard deviation</b>   | <b>1.71</b> | <b>1.46</b>       | <b>1.48</b>       | <b>1.60</b>                  | <b>1.90</b>             | <b>1.52</b>             | <b>1.67</b>               | <b>1.79</b>    | <b>1.66</b>       | <b>1.95</b>       | <b>1.71</b>  | <b>1.71</b>               |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.19</b>       | <b>0.12</b>       | <b>0.15</b>                  | <b>0.19</b>             | <b>0.15</b>             | <b>0.15</b>               | <b>0.15</b>    | <b>0.11</b>       | <b>0.17</b>       | <b>0.05</b>  | <b>0.17</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                          |                      |                                       |                        |                         |                    |                      |
|--|---|--------------------------|----------------------|---------------------------------------|------------------------|-------------------------|--------------------|----------------------|
|  | Total   | Very concerned (a)       | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e)    | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 1564  | 242                      | 567                  | 290                                   | 299                    | 163                     | 809                | 462                  |
| Weighted Base  | 1421  | 206                      | 516                  | 281                                   | 274                    | 143                     | 722                | 417                  |
| Ensuring the food you buy is safe to eat   | 907<br>64%                                      | 137<br>66%               | 326<br>63%           | 189<br>67% <sup>d</sup>               | 159<br>58%             | 96<br>67%               | 463<br>64%         | 255<br>61%           |
| Nutrition labelling information, such as traffic light labelling   | 376<br>26%                                      | 55<br>27%                | 128<br>25%           | 79<br>28%                             | 75<br>27%              | 38<br>27%               | 184<br>25%         | 113<br>27%           |
| Date labels, such as "best before" and "use by" labels   | 369<br>26%                                      | 53<br>26%                | 134<br>26%           | 83<br>29%                             | 61<br>22%              | 38<br>26%               | 187<br>26%         | 99<br>24%            |
| Country of origin labels, which identify where food comes from   | 310<br>22%                                      | 52<br>25%                | 106<br>21%           | 65<br>23%                             | 51<br>19%              | 36<br>25%               | 158<br>22%         | 87<br>21%            |
| Promoting and enabling healthy eating and healthy lifestyles   | 214<br>15%                                      | 37<br>18%                | 78<br>15%            | 36<br>13%                             | 34<br>12%              | 30<br>21% <sup>cd</sup> | 115<br>16%         | 63<br>15%            |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 198<br>14%                                      | 37<br>18% <sup>c</sup>   | 68<br>13%            | 32<br>12%                             | 34<br>12%              | 26<br>18%               | 105<br>15%         | 60<br>14%            |
| Promoting food safety in the home  | 179<br>13%                                      | 36<br>17% <sup>bdg</sup> | 60<br>12%            | 35<br>12%                             | 24<br>9%               | 24<br>17% <sup>d</sup>  | 96<br>13%          | 48<br>12%            |
| Quality / standard of the food   | 42<br>3%  | 4<br>2%                  | 18<br>4%             | 9<br>3%                               | 9<br>3%                | 2<br>1%                 | 22<br>3%           | 11<br>3%             |
| Hygiene  | 40<br>3%  | 11<br>5% <sup>ceg</sup>  | 16<br>3%             | 5<br>2%                               | 7<br>2%                | 1<br>1%                 | 27<br>4%           | 8<br>2%              |
| Animal welfare   | 28<br>2%  | 2<br>1%                  | 10<br>2%             | 7<br>2%                               | 7<br>3%                | 2<br>1%                 | 12<br>2%           | 9<br>2%              |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 23<br>2%  | 2<br>1%                  | 12<br>2%             | 3<br>1%                               | 5<br>2%                | -<br>-                  | 15<br>2%           | 5<br>1%              |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 1564  | 242                | 567                  | 290                                   | 299                    | 163                  | 809                | 462                  |
| Weighted Base   | 1421  | 206                | 516                  | 281                                   | 274                    | 143                  | 722                | 417                  |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%  | 5<br>3%            | 9<br>2%              | 4<br>1%                               | 3<br>1%                | *<br>*               | 15<br>2%           | 4<br>1%              |
| Everything / All food issues                                    | 16<br>1%  | 5<br>2%b           | 3<br>*               | 1<br>*                                | 5<br>2%                | 2<br>1%              | 7<br>1%            | 7<br>2%              |
| To ensure food products are/contain what they claim             | 15<br>1%  | 1<br>*             | 8<br>2%              | 4<br>1%                               | 3<br>1%                | -<br>-               | 9<br>1%            | 3<br>1%              |
| Maintaining Standards / Regulations                             | 15<br>1%  | 3<br>1%            | 3<br>1%              | 6<br>2%                               | 2<br>1%                | -<br>-               | 6<br>1%            | 2<br>1%              |
| Food preparation  | 13<br>1%  | 1<br>*             | 7<br>1%              | 3<br>1%                               | 2<br>1%                | 1<br>1%              | 8<br>1%            | 3<br>1%              |
| Sales of food in shops\restaurants                              | 13<br>1%  | -<br>-             | 7<br>1%              | 2<br>1%                               | 3<br>1%                | 1<br>1%              | 7<br>1%            | 4<br>1%              |
| Manufacturing/ production/packaging of food                     | 12<br>1%  | 1<br>1%            | 3<br>1%              | 4<br>2%                               | 3<br>1%                | *<br>*               | 4<br>1%            | 3<br>1%              |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%   | 2<br>1%            | 1<br>*               | 2<br>1%                               | 4<br>1%                | *<br>*               | 3<br>*             | 4<br>1%              |
| Cleanliness (no further detail)                                 | 7<br>*  | *<br>*             | 4<br>1%              | 1<br>*                                | -<br>-                 | 1<br>1%              | 5<br>1%            | 1<br>*               |
| Control where food comes from/food origin                       | 1<br>*  | -<br>-             | -<br>-               | -<br>-                                | 1<br>*                 | -<br>-               | -<br>-             | 1<br>*               |
| Other   | 68<br>5%  | 14<br>7%e          | 21<br>4%e            | 14<br>5%e                             | 18<br>6%e              | 1<br>1%              | 35<br>5%e          | 19<br>4%e            |
| Don't know  | 220<br>15%                                      | 23<br>11%          | 74<br>14%            | 47<br>17%                             | 48<br>18%a             | 27<br>19%a           | 97<br>13%          | 76<br>18%af          |
| <b>Average number of mentions</b>                               | <b>2.39</b>                                     | <b>2.49</b>        | <b>2.32</b>          | <b>2.49</b>                           | <b>2.26</b>            | <b>2.59</b>          | <b>2.37</b>        | <b>2.37</b>          |
| <b>Standard deviation</b>                                       | <b>1.71</b>                                     | <b>1.93</b>        | <b>1.60</b>          | <b>1.65</b>                           | <b>1.62</b>            | <b>1.99</b>          | <b>1.70</b>        | <b>1.76</b>          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                       | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                         |   |                           |                         |                          |                            |             |
|-----------------------|---|-------------------------|---|---------------------------|-------------------------|--------------------------|----------------------------|-------------|
|                       | Very concerned<br>(a)                           | Fairly concerned<br>(b) | Neither concerned nor<br>unconcerned<br>(c) | Fairly unconcerned<br>(d) | Very unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |             |
| Unweighted Base       | 1564  | 242                     | 567   | 290                       | 299                     | 163                      | 809                        | 462         |
| Weighted Base         | 1421  | 206                     | 516   | 281                       | 274                     | 143                      | 722                        | 417         |
| <b>Standard error</b> | <b>0.05</b>                                     | <b>0.13</b>             | <b>0.07</b>                                 | <b>0.11</b>               | <b>0.10</b>             | <b>0.17</b>              | <b>0.06</b>                | <b>0.09</b> |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                         |                      |                                       |                        |                      |                    |                      |
|--|---|-------------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|  | Total                                     | Very concerned (a)      | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base  | 1564                                      | 187                     | 513                  | 301                                   | 377                    | 182                  | 700                | 559                  |
| Weighted Base  | 1421                                      | 166                     | 456                  | 283                                   | 350                    | 162                  | 622                | 512                  |
| Ensuring the food you buy is safe to eat   | 907<br>64%                                | 114<br>69% <sup>e</sup> | 291<br>64%           | 183<br>65%                            | 224<br>64%             | 93<br>57%            | 405<br>65%         | 317<br>62%           |
| Nutrition labelling information, such as traffic light labelling   | 376<br>26%                                | 43<br>26%               | 112<br>25%           | 95<br>33% <sup>bdefg</sup>            | 87<br>25%              | 37<br>23%            | 156<br>25%         | 124<br>24%           |
| Date labels, such as "best before" and "use by" labels   | 369<br>26%                                | 43<br>26%               | 122<br>27%           | 91<br>32% <sup>deg</sup>              | 77<br>22%              | 35<br>22%            | 165<br>27%         | 112<br>22%           |
| Country of origin labels, which identify where food comes from   | 310<br>22%                                | 39<br>23%               | 86<br>19%            | 76<br>27% <sup>bf</sup>               | 74<br>21%              | 34<br>21%            | 125<br>20%         | 108<br>21%           |
| Promoting and enabling healthy eating and healthy lifestyles   | 214<br>15%                                | 34<br>21% <sup>c</sup>  | 66<br>14%            | 38<br>13%                             | 54<br>15%              | 23<br>14%            | 100<br>16%         | 77<br>15%            |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 198<br>14%                                | 28<br>17%               | 56<br>12%            | 42<br>15%                             | 43<br>12%              | 28<br>17%            | 84<br>14%          | 71<br>14%            |
| Promoting food safety in the home  | 179<br>13%                                | 27<br>17% <sup>cc</sup> | 58<br>13%            | 28<br>10%                             | 46<br>13%              | 20<br>12%            | 85<br>14%          | 66<br>13%            |
| Quality / standard of the food   | 42<br>3%                                  | 4<br>2%                 | 15<br>3%             | 8<br>3%                               | 10<br>3%               | 5<br>3%              | 18<br>3%           | 15<br>3%             |
| Hygiene  | 40<br>3%                                  | 7<br>4%                 | 13<br>3%             | 6<br>2%                               | 10<br>3%               | 4<br>2%              | 20<br>3%           | 13<br>3%             |
| Animal welfare   | 28<br>2%                                  | 3<br>2%                 | 6<br>1%              | 10<br>3% <sup>f</sup>                 | 7<br>2%                | 3<br>2%              | 9<br>1%            | 10<br>2%             |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 23<br>2%                                  | -<br>-                  | 10<br>2%             | 5<br>2%                               | 5<br>1%                | 3<br>2%              | 10<br>2%           | 8<br>2%              |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 1564                                      | 187                | 513                  | 301                                   | 377                    | 182                  | 700                | 559                  |
| Weighted Base   | 1421                                      | 166                | 456                  | 283                                   | 350                    | 162                  | 622                | 512                  |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%                                  | 5<br>3%            | 6<br>1%              | 6<br>2%                               | 4<br>1%                | 1<br>1%              | 11<br>2%           | 5<br>1%              |
| Everything / All food issues                                    | 16<br>1%                                  | 3<br>2%            | 1<br>*               | 4<br>1%                               | 5<br>1%                | 3<br>2%b             | 4<br>1%            | 8<br>2%b             |
| To ensure food products are\contain what they claim             | 15<br>1%                                  | 1<br>*             | 6<br>1%              | 5<br>2%                               | 3<br>1%                | -<br>-               | 7<br>1%            | 3<br>*               |
| Maintaining Standards / Regulations                             | 15<br>1%                                  | 2<br>1%            | 4<br>1%              | 5<br>2%                               | 4<br>1%                | -<br>-               | 6<br>1%            | 4<br>1%              |
| Food preparation  | 13<br>1%                                  | -<br>-             | 5<br>1%              | 2<br>1%                               | 5<br>1%                | 2<br>1%              | 5<br>1%            | 7<br>1%              |
| Sales of food in shops\restaurants                              | 13<br>1%                                  | -<br>-             | 5<br>1%              | 3<br>1%                               | 3<br>1%                | 1<br>1%              | 5<br>1%            | 4<br>1%              |
| Manufacturing/ production/packaging of food                     | 12<br>1%                                  | 1<br>1%            | 6<br>1%              | 3<br>1%                               | 1<br>*                 | -<br>-               | 7<br>1%            | 1<br>*               |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%                                   | 2<br>1%            | 2<br>*               | 2<br>1%                               | 4<br>1%                | -<br>-               | 3<br>*             | 4<br>1%              |
| Cleanliness (no further detail)                                 | 7<br>*                                    | -<br>-             | 2<br>*               | 3<br>1%                               | 2<br>1%                | 1<br>1%              | 2<br>*             | 3<br>1%              |
| Control where food comes from/food origin                       | 1<br>*                                    | -<br>-             | -<br>-               | -<br>-                                | 1<br>*                 | -<br>-               | -<br>-             | 1<br>*               |
| Other   | 68<br>5%                                  | 8<br>5%            | 16<br>4%             | 22<br>8%bfg                           | 18<br>5%               | 3<br>2%              | 25<br>4%           | 21<br>4%             |
| Don't know  | 220<br>15%                                | 23<br>14%          | 67<br>15%            | 45<br>16%                             | 50<br>14%              | 35<br>21%f           | 90<br>14%          | 85<br>17%            |
| <b>Average number of mentions</b>                               | <b>2.39</b>                               | <b>2.53</b>        | <b>2.29</b>          | <b>2.66bdfg</b>                       | <b>2.29</b>            | <b>2.31</b>          | <b>2.35</b>        | <b>2.30</b>          |
| <b>Standard deviation</b>                                       | <b>1.71</b>                               | <b>1.94</b>        | <b>1.63</b>          | <b>1.66</b>                           | <b>1.67</b>            | <b>1.79</b>          | <b>1.72</b>        | <b>1.70</b>          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****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**

|                       | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                      |                                       |                        |                      |                    |                      |             |
|-----------------------|---|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|-------------|
|                       | Very concerned (a)                        | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |             |
| Unweighted Base       | 1564                                      | 187                  | 513                                   | 301                    | 377                  | 182                | 700                  | 559         |
| Weighted Base         | 1421                                      | 166                  | 456                                   | 283                    | 350                  | 162                | 622                  | 512         |
| <b>Standard error</b> | <b>0.05</b>                               | <b>0.15</b>          | <b>0.08</b>                           | <b>0.11</b>            | <b>0.09</b>          | <b>0.15</b>        | <b>0.07</b>          | <b>0.08</b> |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | Total      | FSA AWARE (Q.4) |        | FSS AWARE (Q.4) |            | FSS/FSA AWARE (Q.4) |        | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |           |
|--|------------|-----------------|--------|-----------------|------------|---------------------|--------|-----------------------------------|-------------------|----------------|-----------|
|  |            | Yes (a)         | No (b) | Yes (c)         | No (d)     | Yes (e)             | No (f) | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j) |
| Unweighted Base  | 1564       | 1564            | -      | -               | 1564       | 1564                | -      | 886                               | 488               | 1374           | 190       |
| Weighted Base  | 1421       | 1421            | -**    | -**             | 1421       | 1421                | -**    | 791                               | 463               | 1254           | 167       |
| Ensuring the food you buy is safe to eat   | 907<br>64% | 907<br>64%      | -      | -               | 907<br>64% | 907<br>64%          | -      | 522<br>66% <sup>j</sup>           | 289<br>63%        | 811<br>65%     | 96<br>57% |
| Nutrition labelling information, such as traffic light labelling   | 376<br>26% | 376<br>26%      | -      | -               | 376<br>26% | 376<br>26%          | -      | 212<br>27%                        | 126<br>27%        | 339<br>27%     | 37<br>22% |
| Date labels, such as "best before" and "use by" labels   | 369<br>26% | 369<br>26%      | -      | -               | 369<br>26% | 369<br>26%          | -      | 209<br>26%                        | 116<br>25%        | 326<br>26%     | 43<br>26% |
| Country of origin labels, which identify where food comes from   | 310<br>22% | 310<br>22%      | -      | -               | 310<br>22% | 310<br>22%          | -      | 180<br>23%                        | 92<br>20%         | 272<br>22%     | 37<br>22% |
| Promoting and enabling healthy eating and healthy lifestyles   | 214<br>15% | 214<br>15%      | -      | -               | 214<br>15% | 214<br>15%          | -      | 127<br>16%                        | 66<br>14%         | 193<br>15%     | 21<br>13% |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 198<br>14% | 198<br>14%      | -      | -               | 198<br>14% | 198<br>14%          | -      | 114<br>14%                        | 60<br>13%         | 174<br>14%     | 24<br>14% |
| Promoting food safety in the home  | 179<br>13% | 179<br>13%      | -      | -               | 179<br>13% | 179<br>13%          | -      | 109<br>14%                        | 50<br>11%         | 159<br>13%     | 20<br>12% |
| Quality / standard of the food   | 42<br>3%   | 42<br>3%        | -      | -               | 42<br>3%   | 42<br>3%            | -      | 22<br>3%                          | 14<br>3%          | 36<br>3%       | 6<br>3%   |
| Hygiene  | 40<br>3%   | 40<br>3%        | -      | -               | 40<br>3%   | 40<br>3%            | -      | 27<br>3%                          | 9<br>2%           | 37<br>3%       | 3<br>2%   |
| Animal welfare   | 28<br>2%   | 28<br>2%        | -      | -               | 28<br>2%   | 28<br>2%            | -      | 21<br>3% <sup>h</sup>             | 5<br>1%           | 26<br>2%       | 2<br>1%   |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 23<br>2%   | 23<br>2%        | -      | -               | 23<br>2%   | 23<br>2%            | -      | 11<br>1%                          | 10<br>2%          | 21<br>2%       | 3<br>2%   |

**Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)**

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j**

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | FSA AWARE (Q.4) |        | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |        | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |              |
|---|-------------|-----------------|--------|-----------------|-------------|---------------------|--------|-----------------------------------|-------------------|----------------|--------------|
|   |             | Yes (a)         | No (b) | Yes (c)         | No (d)      | Yes (e)             | No (f) | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)    |
| Unweighted Base   | 1564        | 1564            | -      | -               | 1564        | 1564                | -      | 886                               | 488               | 1374           | 190          |
| Weighted Base   | 1421        | 1421            | -**    | -**             | 1421        | 1421                | -**    | 791                               | 463               | 1254           | 167          |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%    | 22<br>2%        | -      | -               | 22<br>2%    | 22<br>2%            | -      | 11<br>1%                          | 7<br>1%           | 17<br>1%       | 5<br>3%      |
| Everything / All food issues                                    | 16<br>1%    | 16<br>1%        | -      | -               | 16<br>1%    | 16<br>1%            | -      | 14<br>2%h                         | 1<br>*            | 15<br>1%       | 1<br>1%      |
| To ensure food products are\contain what they claim             | 15<br>1%    | 15<br>1%        | -      | -               | 15<br>1%    | 15<br>1%            | -      | 6<br>1%                           | 5<br>1%           | 11<br>1%       | 4<br>2%      |
| Maintaining Standards / Regulations                             | 15<br>1%    | 15<br>1%        | -      | -               | 15<br>1%    | 15<br>1%            | -      | 8<br>1%                           | 5<br>1%           | 13<br>1%       | 1<br>1%      |
| Food preparation  | 13<br>1%    | 13<br>1%        | -      | -               | 13<br>1%    | 13<br>1%            | -      | 8<br>1%                           | 5<br>1%           | 13<br>1%       | -            |
| Sales of food in shops\restaurants                              | 13<br>1%    | 13<br>1%        | -      | -               | 13<br>1%    | 13<br>1%            | -      | 3<br>*                            | 7<br>2%g          | 11<br>1%       | 2<br>1%      |
| Manufacturing/ production\packaging of food                     | 12<br>1%    | 12<br>1%        | -      | -               | 12<br>1%    | 12<br>1%            | -      | 5<br>1%                           | 6<br>1%           | 11<br>1%       | 1<br>*       |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%     | 9<br>1%         | -      | -               | 9<br>1%     | 9<br>1%             | -      | 5<br>1%                           | 3<br>1%           | 8<br>1%        | 1<br>1%      |
| Cleanliness (no further detail)                                 | 7<br>*      | 7<br>*          | -      | -               | 7<br>*      | 7<br>*              | -      | 4<br>*                            | 1<br>*            | 5<br>*         | 2<br>1%      |
| Control where food comes from\food origin                       | 1<br>*      | 1<br>*          | -      | -               | 1<br>*      | 1<br>*              | -      | -                                 | 1<br>*            | 1<br>*         | -            |
| Other   | 68<br>5%    | 68<br>5%        | -      | -               | 68<br>5%    | 68<br>5%            | -      | 42<br>5%                          | 18<br>4%          | 59<br>5%       | 8<br>5%      |
| Don't know  | 220<br>15%  | 220<br>15%      | -      | -               | 220<br>15%  | 220<br>15%          | -      | 107<br>13%                        | 74<br>16%         | 181<br>14%     | 39<br>23%ghi |
| <b>Average number of mentions</b>                               | <b>2.39</b> | <b>2.39</b>     | -      | -               | <b>2.39</b> | <b>2.39</b>         | -      | <b>2.43</b>                       | <b>2.31</b>       | <b>2.38</b>    | <b>2.47</b>  |
| <b>Standard deviation</b>                                       | <b>1.71</b> | <b>1.71</b>     | -      | -               | <b>1.71</b> | <b>1.71</b>         | -      | <b>1.80</b>                       | <b>1.56</b>       | <b>1.71</b>    | <b>1.65</b>  |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.05</b>     | -      | -               | <b>0.05</b> | <b>0.05</b>         | -      | <b>0.07</b>                       | <b>0.08</b>       | <b>0.05</b>    | <b>0.14</b>  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | Total       | GENDER      |               | AGE          |              |              |               |             | SOCIAL GRADE  |              |             |            | MARITAL STATUS |               |                    |
|--|-------------|-------------|---------------|--------------|--------------|--------------|---------------|-------------|---------------|--------------|-------------|------------|----------------|---------------|--------------------|
|  |             | Male<br>(a) | Female<br>(b) | 16-25<br>(c) | 26-35<br>(d) | 36-49<br>(e) | 50-65<br>(f)  | 66+<br>(g)  | AB<br>(h)     | C1<br>(i)    | C2<br>(j)   | DE<br>(k)  | Married<br>(l) | Single<br>(m) | Sep/Wid/div<br>(n) |
| Unweighted Base  | 1564        | 757         | 807           | 186          | 216          | 353          | 416           | 393         | 308           | 443          | 304         | 509        | 934            | 373           | 257                |
| Weighted Base  | 1421        | 689         | 732           | 165          | 232          | 381          | 388           | 255         | 317           | 459          | 292         | 354        | 886            | 339           | 196                |
| Ensuring the food you buy is safe to eat   | 1256<br>88% | 621<br>90%b | 635<br>87%    | 137<br>83%   | 204<br>88%   | 341<br>89%c  | 352<br>91%c   | 223<br>87%  | 283<br>89%    | 406<br>88%   | 258<br>88%  | 308<br>87% | 777<br>88%     | 301<br>89%    | 178<br>91%         |
| Date labels, such as "best before" and "use by" labels   | 968<br>68%  | 465<br>68%  | 502<br>69%    | 107<br>65%   | 150<br>65%   | 268<br>70%   | 280<br>72%g   | 163<br>64%  | 244<br>77%ijk | 315<br>69%k  | 196<br>67%  | 213<br>60% | 617<br>70%m    | 215<br>64%    | 136<br>69%         |
| Nutrition labelling information, such as traffic light labelling   | 911<br>64%  | 448<br>65%  | 464<br>63%    | 90<br>54%    | 144<br>62%   | 260<br>68%cg | 279<br>72%cdg | 139<br>54%  | 237<br>75%jk  | 319<br>70%k  | 183<br>63%k | 172<br>49% | 596<br>67%mn   | 201<br>59%    | 115<br>58%         |
| Country of origin labels, which identify where food comes from   | 811<br>57%  | 403<br>58%  | 408<br>56%    | 72<br>43%    | 132<br>57%c  | 229<br>60%c  | 242<br>62%cg  | 136<br>53%c | 202<br>64%jk  | 284<br>62%jk | 154<br>53%  | 171<br>48% | 531<br>60%m    | 174<br>51%    | 107<br>54%         |
| Promoting and enabling healthy eating and healthy lifestyles   | 596<br>42%  | 298<br>43%  | 298<br>41%    | 55<br>34%    | 90<br>39%    | 162<br>43%   | 179<br>46%c   | 108<br>42%  | 138<br>44%    | 180<br>39%   | 131<br>45%  | 146<br>41% | 387<br>44%m    | 119<br>35%    | 90<br>46%m         |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 560<br>39%  | 278<br>40%  | 281<br>38%    | 60<br>37%    | 96<br>41%    | 147<br>39%   | 155<br>40%    | 101<br>40%  | 113<br>36%    | 182<br>40%   | 129<br>44%h | 136<br>38% | 353<br>40%     | 127<br>37%    | 79<br>40%          |
| Promoting food safety in the home  | 550<br>39%  | 281<br>41%  | 269<br>37%    | 57<br>35%    | 104<br>45%e  | 128<br>34%   | 167<br>43%e   | 94<br>37%   | 117<br>37%    | 185<br>40%   | 110<br>38%  | 138<br>39% | 355<br>40%m    | 114<br>34%    | 81<br>41%          |
| Quality / standard of the food   | 42<br>3%    | 23<br>3%    | 19<br>3%      | 3<br>2%      | 9<br>4%      | 10<br>3%     | 16<br>4%g     | 4<br>1%     | 14<br>4%      | 12<br>3%     | 8<br>3%     | 9<br>2%    | 29<br>3%       | 7<br>2%       | 6<br>3%            |
| Hygiene  | 40<br>3%    | 18<br>3%    | 22<br>3%      | 4<br>2%      | 8<br>4%      | 11<br>3%     | 11<br>3%      | 6<br>2%     | 15<br>5%i     | 9<br>2%      | 6<br>2%     | 10<br>3%   | 28<br>3%       | 6<br>2%       | 6<br>3%            |
| Animal welfare   | 28<br>2%    | 11<br>2%    | 17<br>2%      | 1<br>*       | -<br>-       | 9<br>2%d     | 14<br>4%cd    | 5<br>2%d    | 16<br>5%ijk   | 8<br>2%      | 3<br>1%     | 2<br>1%    | 19<br>2%       | 3<br>1%       | 7<br>3%m           |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 24<br>2%    | 12<br>2%    | 12<br>2%      | 3<br>2%      | 6<br>3%      | 4<br>1%      | 5<br>1%       | 5<br>2%     | 11<br>3%ij    | 4<br>1%      | 2<br>1%     | 7<br>2%    | 11<br>1%       | 7<br>2%       | 6<br>3%l           |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | GENDER      |             | AGE                  |                         |                         |                          |                       | SOCIAL GRADE             |                         |             |             | MARITAL STATUS          |             |                         |
|---|-------------|-------------|-------------|----------------------|-------------------------|-------------------------|--------------------------|-----------------------|--------------------------|-------------------------|-------------|-------------|-------------------------|-------------|-------------------------|
|   |             | Male (a)    | Female (b)  | 16-25 (c)            | 26-35 (d)               | 36-49 (e)               | 50-65 (f)                | 66+ (g)               | AB (h)                   | C1 (i)                  | C2 (j)      | DE (k)      | Married (l)             | Single (m)  | Sep/Wid/div (n)         |
| Unweighted Base   | 1564        | 757         | 807         | 186                  | 216                     | 353                     | 416                      | 393                   | 308                      | 443                     | 304         | 509         | 934                     | 373         | 257                     |
| Weighted Base   | 1421        | 689         | 732         | 165                  | 232                     | 381                     | 388                      | 255                   | 317                      | 459                     | 292         | 354         | 886                     | 339         | 196                     |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%    | 8<br>1%     | 15<br>2%    | 1<br>1%              | 6<br>3%                 | 4<br>1%                 | 7<br>2%                  | 4<br>2%               | 8<br>3%                  | 7<br>2%                 | 2<br>1%     | 6<br>2%     | 14<br>2%                | 3<br>1%     | 5<br>3%                 |
| Everything / All food issues                                    | 16<br>1%    | 7<br>1%     | 9<br>1%     | 2<br>1%              | 3<br>1%                 | 4<br>1%                 | 5<br>1%                  | 2<br>1%               | 4<br>1%                  | 5<br>1%                 | 1<br>*      | 6<br>2%     | 8<br>1%                 | 4<br>1%     | 5<br>2%                 |
| To ensure food products are/contain what they claim             | 15<br>1%    | 7<br>1%     | 8<br>1%     | 2<br>1%              | -<br>-                  | 6<br>2%                 | 4<br>1%                  | 5<br>2% <sup>d</sup>  | 3<br>1%                  | 9<br>2%                 | 1<br>*      | 3<br>1%     | 10<br>1%                | 3<br>1%     | 3<br>1%                 |
| Maintaining Standards / Regulations                             | 15<br>1%    | 10<br>1%    | 6<br>1%     | 2<br>1%              | 3<br>1%                 | 7<br>2%                 | 2<br>1%                  | 2<br>1%               | 6<br>2% <sup>k</sup>     | 8<br>2% <sup>k</sup>    | 1<br>*      | 1<br>*      | 12<br>1%                | 1<br>*      | 2<br>1%                 |
| Food preparation  | 13<br>1%    | 8<br>1%     | 5<br>1%     | 2<br>1% <sup>f</sup> | 3<br>1% <sup>f</sup>    | 5<br>1% <sup>f</sup>    | -<br>-                   | 3<br>1% <sup>f</sup>  | 6<br>2% <sup>k</sup>     | 5<br>1%                 | 2<br>1%     | *<br>*      | 10<br>1%                | 3<br>1%     | -<br>-                  |
| Sales of food in shops/restaurants                              | 13<br>1%    | 8<br>1%     | 5<br>1%     | 2<br>1%              | 3<br>1%                 | 6<br>2% <sup>g</sup>    | 2<br>1%                  | -<br>-                | 6<br>2% <sup>k</sup>     | 6<br>1%                 | 1<br>*      | 1<br>*      | 8<br>1%                 | 4<br>1%     | 1<br>*                  |
| Manufacturing/ production/packaging of food                     | 12<br>1%    | 6<br>1%     | 6<br>1%     | 1<br>1%              | -<br>-                  | 3<br>1%                 | 4<br>1%                  | 4<br>2%               | 8<br>2% <sup>ijk</sup>   | 2<br>*                  | 1<br>*      | 2<br>*      | 9<br>1%                 | 2<br>1%     | 1<br>1%                 |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%     | 4<br>1%     | 5<br>1%     | 1<br>1%              | 2<br>1%                 | 3<br>1%                 | 1<br>*                   | 2<br>1%               | 4<br>1%                  | 1<br>*                  | 3<br>1%     | 1<br>*      | 5<br>1%                 | 4<br>1%     | -<br>-                  |
| Cleanliness (no further detail)                                 | 7<br>*      | 2<br>*      | 5<br>1%     | -<br>-               | 4<br>2% <sup>e</sup>    | -<br>-                  | 2<br>1%                  | 1<br>*                | 2<br>1%                  | 2<br>*                  | 1<br>*      | 1<br>*      | 3<br>*                  | 3<br>1%     | 1<br>1%                 |
| Control where food comes from/food origin                       | 1<br>*      | -<br>-      | 1<br>*      | -<br>-               | -<br>-                  | -<br>-                  | -<br>-                   | 1<br>*                | 1<br>*                   | -<br>-                  | -<br>-      | -<br>-      | 1<br>*                  | -<br>-      | -<br>-                  |
| Other   | 70<br>5%    | 36<br>5%    | 34<br>5%    | 2<br>1%              | 6<br>2%                 | 27<br>7% <sup>cd</sup>  | 20<br>5% <sup>c</sup>    | 14<br>6% <sup>c</sup> | 24<br>8% <sup>k</sup>    | 25<br>5% <sup>k</sup>   | 11<br>4%    | 9<br>3%     | 48<br>5% <sup>m</sup>   | 9<br>3%     | 13<br>7% <sup>m</sup>   |
| Don't know  | 53<br>4%    | 25<br>4%    | 28<br>4%    | 8<br>5%              | 9<br>4%                 | 9<br>2%                 | 14<br>4%                 | 13<br>5%              | 9<br>3%                  | 16<br>4%                | 9<br>3%     | 19<br>5%    | 33<br>4%                | 14<br>4%    | 6<br>3%                 |
| <b>Average number of mentions</b>                               | <b>4.37</b> | <b>4.44</b> | <b>4.30</b> | <b>3.85</b>          | <b>4.37<sup>c</sup></b> | <b>4.40<sup>c</sup></b> | <b>4.67<sup>cg</sup></b> | <b>4.22</b>           | <b>4.75<sup>jk</sup></b> | <b>4.46<sup>k</sup></b> | <b>4.25</b> | <b>4.01</b> | <b>4.49<sup>m</sup></b> | <b>4.04</b> | <b>4.41<sup>m</sup></b> |
| <b>Standard deviation</b>                                       | <b>2.03</b> | <b>2.01</b> | <b>2.05</b> | <b>2.00</b>          | <b>2.08</b>             | <b>2.01</b>             | <b>1.93</b>              | <b>2.13</b>           | <b>1.96</b>              | <b>1.99</b>             | <b>2.06</b> | <b>2.07</b> | <b>2.01</b>             | <b>1.99</b> | <b>2.15</b>             |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.07</b> | <b>0.07</b> | <b>0.15</b>          | <b>0.14</b>             | <b>0.11</b>             | <b>0.10</b>              | <b>0.11</b>           | <b>0.11</b>              | <b>0.10</b>             | <b>0.12</b> | <b>0.09</b> | <b>0.07</b>             | <b>0.11</b> | <b>0.14</b>             |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|  | Total       | WORKING STATUS          |               |            | CHILDREN IN HOUSEHOLD |            | PRINCIPAL SHOPPER |            | TYPE OF AREA |                         | COUNTRY                  |              |           |                         | ADDITIONAL COUNTRY   |              |
|--|-------------|-------------------------|---------------|------------|-----------------------|------------|-------------------|------------|--------------|-------------------------|--------------------------|--------------|-----------|-------------------------|----------------------|--------------|
|  |             | Full time (a)           | Part time (b) | Other (c)  | Any (d)               | None (e)   | Yes (f)           | No (g)     | Rural (h)    | Urban (i)               | England (j)              | Scotland (k) | Wales (l) | NI (m)                  | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base  | 1564        | 561                     | 195           | 808        | 428                   | 1136       | 1251              | 313        | 423          | 1141                    | 1375                     | -            | 84        | 105                     | 1564                 | -            |
| Weighted Base  | 1421        | 606                     | 190           | 625        | 435                   | 986        | 1127              | 294        | 379          | 1042                    | 1304                     | **           | 69*       | 49*                     | 1421                 | **           |
| Ensuring the food you buy is safe to eat   | 1256<br>88% | 533<br>88%              | 173<br>91%    | 550<br>88% | 382<br>88%            | 873<br>89% | 993<br>88%        | 263<br>89% | 335<br>88%   | 921<br>88%              | 1152<br>88%              | -            | 59<br>86% | 45<br>92%               | 1256<br>88%          | -            |
| Date labels, such as "best before" and "use by" labels   | 968<br>68%  | 418<br>69%              | 139<br>73%    | 410<br>66% | 293<br>67%            | 675<br>68% | 764<br>68%        | 204<br>69% | 261<br>69%   | 707<br>68%              | 900<br>69% <sub>m</sub>  | -            | 40<br>58% | 28<br>57%               | 968<br>68%           | -            |
| Nutrition labelling information, such as traffic light labelling   | 911<br>64%  | 410<br>68% <sub>c</sub> | 120<br>63%    | 382<br>61% | 283<br>65%            | 629<br>64% | 719<br>64%        | 193<br>66% | 245<br>65%   | 666<br>64%              | 849<br>65% <sub>lm</sub> | -            | 36<br>52% | 27<br>55%               | 911<br>64%           | -            |
| Country of origin labels, which identify where food comes from   | 811<br>57%  | 366<br>60% <sub>c</sub> | 111<br>58%    | 334<br>53% | 235<br>54%            | 576<br>58% | 655<br>58%        | 156<br>53% | 221<br>58%   | 590<br>57%              | 745<br>57%               | -            | 40<br>58% | 26<br>53%               | 811<br>57%           | -            |
| Promoting and enabling healthy eating and healthy lifestyles   | 596<br>42%  | 257<br>43%              | 86<br>45%     | 253<br>40% | 190<br>44%            | 406<br>41% | 478<br>42%        | 117<br>40% | 155<br>41%   | 441<br>42%              | 541<br>41%               | -            | 31<br>45% | 24<br>49%               | 596<br>42%           | -            |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 560<br>39%  | 241<br>40%              | 71<br>37%     | 248<br>40% | 168<br>39%            | 392<br>40% | 449<br>40%        | 110<br>37% | 144<br>38%   | 416<br>40%              | 516<br>40%               | -            | 24<br>35% | 20<br>40%               | 560<br>39%           | -            |
| Promoting food safety in the home  | 550<br>39%  | 240<br>40%              | 78<br>41%     | 232<br>37% | 182<br>42%            | 368<br>37% | 437<br>39%        | 113<br>39% | 124<br>33%   | 426<br>41% <sub>h</sub> | 504<br>39%               | -            | 22<br>33% | 24<br>49% <sub>jl</sub> | 550<br>39%           | -            |
| Quality / standard of the food   | 42<br>3%    | 22<br>4%                | 7<br>4%       | 13<br>2%   | 13<br>3%              | 29<br>3%   | 33<br>3%          | 9<br>3%    | 7<br>2%      | 35<br>3%                | 40<br>3%                 | -            | -         | 2<br>5% <sub>l</sub>    | 42<br>3%             | -            |
| Hygiene  | 40<br>3%    | 15<br>2%                | 8<br>4%       | 17<br>3%   | 16<br>4%              | 23<br>2%   | 31<br>3%          | 8<br>3%    | 11<br>3%     | 29<br>3%                | 36<br>3%                 | -            | 2<br>3%   | 2<br>3%                 | 40<br>3%             | -            |
| Animal welfare   | 28<br>2%    | 13<br>2%                | 2<br>1%       | 14<br>2%   | 6<br>1%               | 22<br>2%   | 21<br>2%          | 7<br>2%    | 7<br>2%      | 21<br>2%                | 28<br>2%                 | -            | -         | *<br>*                  | 28<br>2%             | -            |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 24<br>2%    | 11<br>2%                | 4<br>2%       | 9<br>2%    | 8<br>2%               | 16<br>2%   | 17<br>2%          | 7<br>2%    | 5<br>1%      | 19<br>2%                | 22<br>2%                 | -            | 1<br>1%   | 1<br>3%                 | 24<br>2%             | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | WORKING STATUS |               |             | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |             | TYPE OF AREA |             | COUNTRY     |              |             |             | ADDITIONAL COUNTRY   |              |
|---|-------------|----------------|---------------|-------------|-----------------------|-------------|-------------------|-------------|--------------|-------------|-------------|--------------|-------------|-------------|----------------------|--------------|
|   |             | Full time (a)  | Part time (b) | Other (c)   | Any (d)               | None (e)    | Yes (f)           | No (g)      | Rural (h)    | Urban (i)   | England (j) | Scotland (k) | Wales (l)   | NI (m)      | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base   | 1564        | 561            | 195           | 808         | 428                   | 1136        | 1251              | 313         | 423          | 1141        | 1375        | -            | 84          | 105         | 1564                 | -            |
| Weighted Base   | 1421        | 606            | 190           | 625         | 435                   | 986         | 1127              | 294         | 379          | 1042        | 1304        | -**          | 69*         | 49*         | 1421                 | -**          |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%    | 9<br>2%        | 3<br>2%       | 10<br>2%    | 6<br>1%               | 16<br>2%    | 19<br>2%          | 3<br>1%     | 4<br>1%      | 18<br>2%    | 21<br>2%    | -            | -           | 1<br>2%     | 22<br>2%             | -            |
| Everything / All food issues                                    | 16<br>1%    | 8<br>1%        | 1<br>*        | 7<br>1%     | 3<br>1%               | 13<br>1%    | 13<br>1%          | 3<br>1%     | 3<br>1%      | 13<br>1%    | 14<br>1%    | -            | 1<br>2%     | 1<br>2%     | 16<br>1%             | -            |
| To ensure food products are/contain what they claim             | 15<br>1%    | 8<br>1%        | 1<br>*        | 6<br>1%     | 3<br>1%               | 13<br>1%    | 15<br>1%          | 1<br>*      | 5<br>1%      | 11<br>1%    | 15<br>1%    | -            | 1<br>1%     | -           | 15<br>1%             | -            |
| Maintaining Standards / Regulations                             | 15<br>1%    | 8<br>1%        | 3<br>2%       | 3<br>1%     | 5<br>1%               | 10<br>1%    | 13<br>1%          | 2<br>1%     | 3<br>1%      | 12<br>1%    | 15<br>1%    | -            | -           | -           | 15<br>1%             | -            |
| Food preparation  | 13<br>1%    | 9<br>1%        | *<br>*        | 4<br>1%     | 9<br>2%e              | 4<br>*      | 9<br>1%           | 5<br>2%     | 2<br>1%      | 11<br>1%    | 11<br>1%    | -            | 1<br>2%     | 1<br>2%     | 13<br>1%             | -            |
| Sales of food in shops/restaurants                              | 13<br>1%    | 9<br>2%c       | 3<br>1%c      | 1<br>*      | 6<br>1%               | 7<br>1%     | 6<br>1%           | 7<br>2%f    | 2<br>*       | 11<br>1%    | 13<br>1%    | -            | -           | 1<br>1%     | 13<br>1%             | -            |
| Manufacturing/ production/packaging of food                     | 12<br>1%    | 4<br>1%        | 3<br>1%       | 5<br>1%     | 3<br>1%               | 9<br>1%     | 9<br>1%           | 3<br>1%     | 3<br>1%      | 9<br>1%     | 11<br>1%    | -            | -           | 1<br>2%     | 12<br>1%             | -            |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%     | 5<br>1%        | 1<br>1%       | 2<br>*      | 6<br>1%e              | 3<br>*      | 7<br>1%           | 2<br>1%     | 3<br>1%      | 6<br>1%     | 7<br>1%     | -            | 1<br>1%     | 1<br>3%j    | 9<br>1%              | -            |
| Cleanliness (no further detail)                                 | 7<br>*      | 2<br>*         | 2<br>1%       | 4<br>1%     | 4<br>1%               | 3<br>*      | 5<br>*            | 2<br>1%     | 4<br>1%      | 3<br>*      | 5<br>*      | -            | 1<br>1%     | 1<br>2%j    | 7<br>*               | -            |
| Control where food comes from/food origin                       | 1<br>*      | -              | -             | 1<br>*      | -                     | 1<br>*      | 1<br>*            | -           | -            | 1<br>*      | 1<br>*      | -            | -           | -           | 1<br>*               | -            |
| Other   | 70<br>5%    | 31<br>5%       | 8<br>4%       | 31<br>5%    | 23<br>5%              | 47<br>5%    | 58<br>5%          | 12<br>4%    | 14<br>4%     | 56<br>5%    | 66<br>5%    | -            | 2<br>3%     | 2<br>4%     | 70<br>5%             | -            |
| Don't know  | 53<br>4%    | 22<br>4%       | 5<br>3%       | 26<br>4%    | 17<br>4%              | 36<br>4%    | 44<br>4%          | 9<br>3%     | 17<br>5%     | 36<br>3%    | 48<br>4%    | -            | 4<br>6%     | *<br>1%     | 53<br>4%             | -            |
| <b>Average number of mentions</b>                               | <b>4.37</b> | <b>4.49c</b>   | <b>4.46</b>   | <b>4.23</b> | <b>4.42</b>           | <b>4.35</b> | <b>4.39</b>       | <b>4.31</b> | <b>4.30</b>  | <b>4.40</b> | <b>4.39</b> | -            | <b>4.05</b> | <b>4.28</b> | <b>4.37</b>          | -            |
| <b>Standard deviation</b>                                       | <b>2.03</b> | <b>2.01</b>    | <b>2.11</b>   | <b>2.03</b> | <b>2.04</b>           | <b>2.03</b> | <b>2.03</b>       | <b>2.04</b> | <b>2.01</b>  | <b>2.04</b> | <b>2.01</b> | -            | <b>2.16</b> | <b>2.38</b> | <b>2.03</b>          | -            |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.09</b>    | <b>0.15</b>   | <b>0.07</b> | <b>0.10</b>           | <b>0.06</b> | <b>0.06</b>       | <b>0.12</b> | <b>0.10</b>  | <b>0.06</b> | <b>0.06</b> | -            | <b>0.24</b> | <b>0.23</b> | <b>0.05</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|  | Total       | GOVERNMENT REGION         |                         |                              |                         |                          |                           |                        |                       |                   | ETHNICITY    |                           |
|--|-------------|---------------------------|-------------------------|------------------------------|-------------------------|--------------------------|---------------------------|------------------------|-----------------------|-------------------|--------------|---------------------------|
|  |             | North East<br>(a)         | North West<br>(b)       | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e)  | East of<br>England<br>(f) | London<br>(g)          | South East<br>(h)     | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base  | 1564        | 79                        | 185                     | 142                          | 117                     | 131                      | 140                       | 163                    | 254                   | 164               | 1434         | 126                       |
| Weighted Base  | 1421        | 74*                       | 177                     | 126                          | 108                     | 127                      | 143                       | 148                    | 245                   | 157               | 1292         | 125                       |
| Ensuring the food you buy is safe to eat   | 1256<br>88% | 65<br>87%                 | 151<br>86%              | 109<br>87%                   | 96<br>89%               | 111<br>87%               | 129<br>90%                | 134<br>91%             | 220<br>90%            | 138<br>88%        | 1144<br>89%  | 108<br>86%                |
| Date labels, such as "best before" and "use by" labels   | 968<br>68%  | 51<br>69%                 | 125<br>71%              | 84<br>67%                    | 66<br>61%               | 94<br>74% <sup>d</sup>   | 106<br>74% <sup>d</sup>   | 100<br>68%             | 167<br>68%            | 106<br>67%        | 886<br>69%   | 78<br>62%                 |
| Nutrition labelling information, such as traffic light labelling   | 911<br>64%  | 50<br>68%                 | 112<br>64%              | 78<br>62%                    | 65<br>60%               | 87<br>68%                | 101<br>71%                | 92<br>62%              | 162<br>66%            | 102<br>65%        | 833<br>65%   | 76<br>61%                 |
| Country of origin labels, which identify where food comes from   | 811<br>57%  | 43<br>58%                 | 109<br>62% <sup>g</sup> | 69<br>55%                    | 61<br>57%               | 77<br>61%                | 84<br>59%                 | 73<br>50%              | 139<br>57%            | 90<br>57%         | 739<br>57%   | 69<br>55%                 |
| Promoting and enabling healthy eating and healthy lifestyles   | 596<br>42%  | 31<br>42%                 | 82<br>46% <sup>d</sup>  | 46<br>36%                    | 36<br>33%               | 64<br>51% <sup>cdh</sup> | 62<br>44%                 | 62<br>42%              | 96<br>39%             | 61<br>39%         | 536<br>41%   | 59<br>47%                 |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 560<br>39%  | 36<br>49% <sup>dgh</sup>  | 77<br>44%               | 52<br>41%                    | 35<br>33%               | 54<br>42%                | 65<br>46% <sup>d</sup>    | 52<br>35%              | 88<br>36%             | 57<br>36%         | 504<br>39%   | 55<br>44%                 |
| Promoting food safety in the home  | 550<br>39%  | 39<br>52% <sup>cfhi</sup> | 71<br>40% <sup>i</sup>  | 44<br>35%                    | 44<br>41% <sup>i</sup>  | 63<br>49% <sup>chi</sup> | 54<br>38%                 | 63<br>43% <sup>i</sup> | 84<br>34%             | 42<br>27%         | 499<br>39%   | 50<br>40%                 |
| Quality / standard of the food   | 42<br>3%    | 4<br>5% <sup>d</sup>      | 10<br>6% <sup>df</sup>  | 2<br>1%                      | -<br>-                  | 7<br>6% <sup>df</sup>    | 1<br>1%                   | 5<br>3%                | 6<br>3%               | 4<br>3%           | 34<br>3%     | 8<br>6% <sup>j</sup>      |
| Hygiene  | 40<br>3%    | 2<br>3%                   | 11<br>6% <sup>gh</sup>  | 3<br>2%                      | 2<br>2%                 | 5<br>4%                  | 4<br>3%                   | 2<br>1%                | 5<br>2%               | 3<br>2%           | 32<br>2%     | 8<br>7% <sup>j</sup>      |
| Animal welfare   | 28<br>2%    | 2<br>3% <sup>g</sup>      | 6<br>3% <sup>g</sup>    | 2<br>1%                      | 2<br>2%                 | 1<br>1%                  | 3<br>2%                   | -<br>-                 | 10<br>4% <sup>g</sup> | 2<br>1%           | 25<br>2%     | 3<br>3%                   |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 24<br>2%    | 1<br>1%                   | 6<br>3% <sup>f</sup>    | 1<br>1%                      | 1<br>1%                 | 5<br>4% <sup>fg</sup>    | -<br>-                    | 1<br>*                 | 3<br>1%               | 3<br>2%           | 24<br>2%     | -<br>-                    |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   |                   | ETHNICITY    |                           |
|---|-------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|   |             | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base   | 1564        | 79                | 185               | 142                          | 117                     | 131                     | 140                       | 163           | 254               | 164               | 1434         | 126                       |
| Weighted Base   | 1421        | 74*               | 177               | 126                          | 108                     | 127                     | 143                       | 148           | 245               | 157               | 1292         | 125                       |
| What goes into our food<br>(additives/chemicals<br>etc.)              | 22<br>2%    | -                 | 7<br>4%dg         | 2<br>2%                      | -                       | 2<br>1%                 | 5<br>3%g                  | -             | 4<br>2%           | 1<br>1%           | 20<br>2%     | 2<br>2%                   |
| Everything / All food<br>issues                                       | 16<br>1%    | 1<br>1%           | 5<br>3%i          | 2<br>2%                      | -                       | 2<br>1%                 | 1<br>*                    | 2<br>1%       | 1<br>*            | -                 | 15<br>1%     | 1<br>1%                   |
| To ensure food products<br>are/contain what they<br>claim             | 15<br>1%    | 4<br>6%cdeghi     | 4<br>2%           | *<br>*                       | -                       | -                       | 3<br>2%                   | -             | 1<br>1%           | 1<br>1%           | 15<br>1%     | -                         |
| Maintaining Standards /<br>Regulations                                | 15<br>1%    | 1<br>2%           | 4<br>2%           | 2<br>1%                      | -                       | 3<br>2%                 | 1<br>*                    | 1<br>1%       | 2<br>1%           | 1<br>1%           | 12<br>1%     | 3<br>2%                   |
| Food preparation  | 13<br>1%    | -                 | 4<br>2%           | 1<br>1%                      | -                       | 3<br>3%                 | -                         | 1<br>1%       | 2<br>1%           | -                 | 11<br>1%     | 2<br>2%                   |
| Sales of food in<br>shops\restaurants                                 | 13<br>1%    | -                 | 7<br>4%cfgi       | -                            | 1<br>1%                 | 1<br>1%                 | -                         | -             | 2<br>1%           | 1<br>*            | 12<br>1%     | 1<br>1%                   |
| Manufacturing/<br>production/packaging of<br>food                     | 12<br>1%    | -                 | 2<br>1%           | -                            | 1<br>1%                 | 1<br>1%                 | 1<br>1%                   | 1<br>1%       | 3<br>1%           | -                 | 10<br>1%     | 1<br>1%                   |
| The way food is stored/<br>transported (correct<br>temperatures etc.) | 9<br>1%     | -                 | 3<br>2%           | 1<br>1%                      | -                       | 2<br>2%h                | 1<br>1%                   | -             | -                 | -                 | 9<br>1%      | -                         |
| Cleanliness (no further<br>detail)                                    | 7<br>*      | -                 | 2<br>1%           | 2<br>2%                      | -                       | -                       | -                         | -             | -                 | 1<br>1%           | 6<br>*       | 1<br>1%                   |
| Control where food comes<br>from/food origin                          | 1<br>*      | -                 | -                 | -                            | -                       | 1<br>*                  | -                         | -             | -                 | -                 | 1<br>*       | -                         |
| Other   | 70<br>5%    | 5<br>7%           | 11<br>6%          | 4<br>3%                      | 4<br>4%                 | 13<br>10%cg             | 10<br>7%                  | 6<br>4%       | 8<br>3%           | 4<br>2%           | 63<br>5%     | 7<br>6%                   |
| Don't know  | 53<br>4%    | 1<br>2%           | 7<br>4%           | 7<br>6%e                     | 6<br>6%e                | 1<br>1%                 | 2<br>1%                   | 6<br>4%       | 10<br>4%          | 8<br>5%e          | 47<br>4%     | 6<br>5%                   |
| <b>Average number of<br/>mentions</b>                                 | <b>4.37</b> | <b>4.62</b>       | <b>4.78cdghi</b>  | <b>4.24</b>                  | <b>4.08</b>             | <b>4.76dghi</b>         | <b>4.47</b>               | <b>4.18</b>   | <b>4.28</b>       | <b>4.16</b>       | <b>4.36</b>  | <b>4.48</b>               |
| <b>Standard deviation</b>   | <b>2.03</b> | <b>2.23</b>       | <b>2.00</b>       | <b>1.98</b>                  | <b>2.09</b>             | <b>2.25</b>             | <b>1.91</b>               | <b>1.88</b>   | <b>1.92</b>       | <b>1.98</b>       | <b>2.02</b>  | <b>2.19</b>               |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.25</b>       | <b>0.15</b>       | <b>0.17</b>                  | <b>0.20</b>             | <b>0.20</b>             | <b>0.16</b>               | <b>0.15</b>   | <b>0.12</b>       | <b>0.16</b>       | <b>0.05</b>  | <b>0.20</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                              |                          |                                       |                        |                         |                          |                      |
|--|---|------------------------------|--------------------------|---------------------------------------|------------------------|-------------------------|--------------------------|----------------------|
|  | Total   | Very concerned (a)           | Fairly concerned (b)     | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e)    | Net: Concerned (f)       | Net: Unconcerned (g) |
| Unweighted Base  | 1564  | 242                          | 567                      | 290                                   | 299                    | 163                     | 809                      | 462                  |
| Weighted Base  | 1421  | 206                          | 516                      | 281                                   | 274                    | 143                     | 722                      | 417                  |
| Ensuring the food you buy is safe to eat   | 1256<br>88%                                     | 188<br>91% <sup>dg</sup>     | 463<br>90% <sup>dg</sup> | 251<br>90% <sup>d</sup>               | 228<br>83%             | 124<br>87%              | 651<br>90% <sup>dg</sup> | 352<br>85%           |
| Date labels, such as "best before" and "use by" labels   | 968<br>68%                                      | 150<br>73%                   | 349<br>68%               | 189<br>67%                            | 186<br>68%             | 93<br>65%               | 499<br>69%               | 279<br>67%           |
| Nutrition labelling information, such as traffic light labelling   | 911<br>64%                                      | 141<br>68%                   | 325<br>63%               | 184<br>66%                            | 170<br>62%             | 91<br>64%               | 466<br>65%               | 261<br>63%           |
| Country of origin labels, which identify where food comes from   | 811<br>57%                                      | 143<br>69% <sup>bcdefg</sup> | 285<br>55%               | 144<br>51%                            | 159<br>58%             | 80<br>56%               | 427<br>59% <sup>c</sup>  | 239<br>57%           |
| Promoting and enabling healthy eating and healthy lifestyles   | 596<br>42%                                      | 109<br>53% <sup>bcdfg</sup>  | 215<br>42%               | 107<br>38%                            | 102<br>37%             | 63<br>44%               | 325<br>45% <sup>d</sup>  | 164<br>39%           |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 560<br>39%                                      | 102<br>49% <sup>bcdg</sup>   | 201<br>39%               | 94<br>33%                             | 97<br>35%              | 65<br>46% <sup>cd</sup> | 303<br>42% <sup>c</sup>  | 162<br>39%           |
| Promoting food safety in the home  | 550<br>39%                                      | 97<br>47% <sup>cdg</sup>     | 203<br>39% <sup>c</sup>  | 90<br>32%                             | 98<br>36%              | 63<br>44% <sup>c</sup>  | 300<br>41% <sup>c</sup>  | 161<br>39%           |
| Quality / standard of the food   | 42<br>3%  | 4<br>2%                      | 18<br>4%                 | 9<br>3%                               | 9<br>3%                | 2<br>1%                 | 22<br>3%                 | 11<br>3%             |
| Hygiene  | 40<br>3%  | 11<br>5% <sup>ceg</sup>      | 16<br>3%                 | 5<br>2%                               | 7<br>2%                | 1<br>1%                 | 27<br>4%                 | 8<br>2%              |
| Animal welfare   | 28<br>2%  | 2<br>1%                      | 10<br>2%                 | 7<br>2%                               | 7<br>3%                | 2<br>1%                 | 12<br>2%                 | 9<br>2%              |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 24<br>2%  | 2<br>1%                      | 13<br>3%                 | 3<br>1%                               | 5<br>2%                | -                       | 15<br>2%                 | 5<br>1%              |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 1564  | 242                | 567                  | 290                                   | 299                    | 163                  | 809                | 462                  |
| Weighted Base   | 1421  | 206                | 516                  | 281                                   | 274                    | 143                  | 722                | 417                  |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%  | 5<br>3%            | 10<br>2%             | 4<br>1%                               | 3<br>1%                | *<br>*               | 15<br>2%           | 4<br>1%              |
| Everything / All food issues                                    | 16<br>1%  | 5<br>2%b           | 3<br>*               | 1<br>*                                | 5<br>2%                | 2<br>1%              | 7<br>1%            | 7<br>2%              |
| To ensure food products are/contain what they claim             | 15<br>1%  | 1<br>*             | 8<br>2%              | 4<br>1%                               | 3<br>1%                | -<br>-               | 9<br>1%            | 3<br>1%              |
| Maintaining Standards / Regulations                             | 15<br>1%  | 3<br>2%            | 3<br>1%              | 6<br>2%                               | 2<br>1%                | -<br>-               | 7<br>1%            | 2<br>1%              |
| Food preparation  | 13<br>1%  | 1<br>*             | 7<br>1%              | 3<br>1%                               | 2<br>1%                | 1<br>1%              | 8<br>1%            | 3<br>1%              |
| Sales of food in shops\restaurants                              | 13<br>1%  | -<br>-             | 7<br>1%              | 2<br>1%                               | 3<br>1%                | 1<br>1%              | 7<br>1%            | 4<br>1%              |
| Manufacturing/ production/packaging of food                     | 12<br>1%  | 1<br>1%            | 3<br>1%              | 4<br>2%                               | 3<br>1%                | *<br>*               | 4<br>1%            | 3<br>1%              |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%   | 2<br>1%            | 1<br>*               | 2<br>1%                               | 4<br>1%                | *<br>*               | 3<br>*             | 4<br>1%              |
| Cleanliness (no further detail)                                 | 7<br>*  | *<br>*             | 4<br>1%              | 1<br>*                                | -<br>-                 | 1<br>1%              | 5<br>1%            | 1<br>*               |
| Control where food comes from/food origin                       | 1<br>*  | -<br>-             | -<br>-               | -<br>-                                | 1<br>*                 | -<br>-               | -<br>-             | 1<br>*               |
| Other   | 70<br>5%  | 14<br>7%e          | 22<br>4%e            | 14<br>5%e                             | 19<br>7%e              | 1<br>1%              | 35<br>5%e          | 20<br>5%e            |
| Don't know  | 53<br>4%  | 4<br>2%            | 20<br>4%             | 8<br>3%                               | 13<br>5%               | 7<br>5%              | 25<br>3%           | 20<br>5%             |
| <b>Average number of mentions</b>                               | <b>4.37</b>                                     | <b>4.86bcdef</b>   | <b>4.37</b>          | <b>4.14</b>                           | <b>4.26</b>            | <b>4.36</b>          | <b>4.51c</b>       | <b>4.30</b>          |
| <b>Standard deviation</b>                                       | <b>2.03</b>                                     | <b>1.91</b>        | <b>1.99</b>          | <b>1.94</b>                           | <b>2.18</b>            | <b>2.19</b>          | <b>1.98</b>        | <b>2.18</b>          |



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****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**

|                       | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                       | Total   | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base       | 1564  | 242                | 567                  | 290                                   | 299                    | 163                  | 809                | 462                  |
| Weighted Base         | 1421  | 206                | 516                  | 281                                   | 274                    | 143                  | 722                | 417                  |
| <b>Standard error</b> | <b>0.05</b>                                     | <b>0.12</b>        | <b>0.09</b>          | <b>0.12</b>                           | <b>0.13</b>            | <b>0.18</b>          | <b>0.07</b>        | <b>0.10</b>          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|  | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                            |                         |                                       |                         |                        |                           |                         |
|--|---|----------------------------|-------------------------|---------------------------------------|-------------------------|------------------------|---------------------------|-------------------------|
|  | Total                                     | Very concerned (a)         | Fairly concerned (b)    | Neither concerned nor unconcerned (c) | Fairly unconcerned (d)  | Very unconcerned (e)   | Net: Concerned (f)        | Net: Unconcerned (g)    |
| Unweighted Base  | 1564                                      | 187                        | 513                     | 301                                   | 377                     | 182                    | 700                       | 559                     |
| Weighted Base  | 1421                                      | 166                        | 456                     | 283                                   | 350                     | 162                    | 622                       | 512                     |
| Ensuring the food you buy is safe to eat   | 1256<br>88%                               | 152<br>92%                 | 403<br>88%              | 253<br>89%                            | 306<br>88%              | 139<br>86%             | 555<br>89%                | 445<br>87%              |
| Date labels, such as "best before" and "use by" labels   | 968<br>68%                                | 119<br>71%                 | 317<br>69%              | 190<br>67%                            | 232<br>66%              | 110<br>68%             | 436<br>70%                | 342<br>67%              |
| Nutrition labelling information, such as traffic light labelling   | 911<br>64%                                | 112<br>68%                 | 292<br>64%              | 193<br>68% <sup>d</sup>               | 210<br>60%              | 102<br>63%             | 405<br>65%                | 312<br>61%              |
| Country of origin labels, which identify where food comes from   | 811<br>57%                                | 108<br>65% <sup>bc</sup>   | 254<br>56%              | 155<br>55%                            | 200<br>57%              | 93<br>57%              | 362<br>58%                | 293<br>57%              |
| Promoting and enabling healthy eating and healthy lifestyles   | 596<br>42%                                | 89<br>54% <sup>bcdeg</sup> | 197<br>43%              | 108<br>38%                            | 135<br>39%              | 66<br>40%              | 287<br>46% <sup>cdg</sup> | 201<br>39%              |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 560<br>39%                                | 83<br>50% <sup>bcdg</sup>  | 183<br>40% <sup>c</sup> | 92<br>32%                             | 129<br>37%              | 72<br>44% <sup>c</sup> | 267<br>43% <sup>c</sup>   | 201<br>39%              |
| Promoting food safety in the home  | 550<br>39%                                | 77<br>46% <sup>c</sup>     | 194<br>43% <sup>c</sup> | 82<br>29%                             | 135<br>39% <sup>c</sup> | 62<br>38% <sup>c</sup> | 271<br>44% <sup>c</sup>   | 197<br>38% <sup>c</sup> |
| Quality / standard of the food   | 42<br>3%                                  | 4<br>2%                    | 15<br>3%                | 8<br>3%                               | 10<br>3%                | 5<br>3%                | 18<br>3%                  | 15<br>3%                |
| Hygiene  | 40<br>3%                                  | 7<br>4%                    | 13<br>3%                | 6<br>2%                               | 10<br>3%                | 4<br>2%                | 20<br>3%                  | 13<br>3%                |
| Animal welfare   | 28<br>2%                                  | 3<br>2%                    | 6<br>1%                 | 10<br>3% <sup>f</sup>                 | 7<br>2%                 | 3<br>2%                | 9<br>1%                   | 10<br>2%                |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 24<br>2%                                  | -<br>-                     | 11<br>2% <sup>a</sup>   | 5<br>2%                               | 5<br>1%                 | 3<br>2%                | 11<br>2%                  | 8<br>2%                 |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|   | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|---|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|   | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base   | 1564                                      | 187                | 513                  | 301                                   | 377                    | 182                  | 700                | 559                  |
| Weighted Base   | 1421                                      | 166                | 456                  | 283                                   | 350                    | 162                  | 622                | 512                  |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%                                  | 5<br>3%            | 7<br>1%              | 6<br>2%                               | 4<br>1%                | 1<br>1%              | 12<br>2%           | 5<br>1%              |
| Everything / All food issues                                    | 16<br>1%                                  | 3<br>2%            | 1<br>*               | 4<br>1%                               | 5<br>1%                | 3<br>2%b             | 4<br>1%            | 8<br>2%b             |
| To ensure food products are\contain what they claim             | 15<br>1%                                  | 1<br>*             | 7<br>1%              | 5<br>2%                               | 3<br>1%                | -<br>-               | 8<br>1%            | 3<br>*               |
| Maintaining Standards / Regulations                             | 15<br>1%                                  | 3<br>2%            | 4<br>1%              | 5<br>2%                               | 4<br>1%                | -<br>-               | 7<br>1%            | 4<br>1%              |
| Food preparation  | 13<br>1%                                  | -<br>-             | 5<br>1%              | 2<br>1%                               | 5<br>1%                | 2<br>1%              | 5<br>1%            | 7<br>1%              |
| Sales of food in shops\restaurants                              | 13<br>1%                                  | -<br>-             | 5<br>1%              | 3<br>1%                               | 3<br>1%                | 1<br>1%              | 5<br>1%            | 4<br>1%              |
| Manufacturing/ production/packaging of food                     | 12<br>1%                                  | 1<br>1%            | 6<br>1%              | 3<br>1%                               | 1<br>*                 | -<br>-               | 7<br>1%            | 1<br>*               |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%                                   | 2<br>1%            | 2<br>*               | 2<br>1%                               | 4<br>1%                | -<br>-               | 3<br>*             | 4<br>1%              |
| Cleanliness (no further detail)                                 | 7<br>*                                    | -<br>-             | 2<br>*               | 3<br>1%                               | 2<br>1%                | 1<br>1%              | 2<br>*             | 3<br>1%              |
| Control where food comes from/food origin                       | 1<br>*                                    | -<br>-             | -<br>-               | -<br>-                                | 1<br>*                 | -<br>-               | -<br>-             | 1<br>*               |
| Other   | 70<br>5%                                  | 8<br>5%            | 17<br>4%             | 23<br>8%bfg                           | 18<br>5%               | 3<br>2%              | 25<br>4%           | 21<br>4%             |
| Don't know  | 53<br>4%                                  | 5<br>3%            | 21<br>5%             | 9<br>3%                               | 12<br>3%               | 6<br>4%              | 26<br>4%           | 18<br>3%             |
| <b>Average number of mentions</b>                               | <b>4.37</b>                               | <b>4.82bcdeg</b>   | <b>4.46</b>          | <b>4.23</b>                           | <b>4.23</b>            | <b>4.29</b>          | <b>4.56cdg</b>     | <b>4.25</b>          |
| <b>Standard deviation</b>                                       | <b>2.03</b>                               | <b>2.01</b>        | <b>2.02</b>          | <b>1.91</b>                           | <b>2.10</b>            | <b>2.12</b>          | <b>2.02</b>        | <b>2.10</b>          |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)****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**

|                       | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                    |                      |                                       |                        |                      |                    |                      |
|-----------------------|---|--------------------|----------------------|---------------------------------------|------------------------|----------------------|--------------------|----------------------|
|                       | Total                                     | Very concerned (a) | Fairly concerned (b) | Neither concerned nor unconcerned (c) | Fairly unconcerned (d) | Very unconcerned (e) | Net: Concerned (f) | Net: Unconcerned (g) |
| Unweighted Base       | 1564                                      | 187                | 513                  | 301                                   | 377                    | 182                  | 700                | 559                  |
| Weighted Base         | 1421                                      | 166                | 456                  | 283                                   | 350                    | 162                  | 622                | 512                  |
| <b>Standard error</b> | <b>0.05</b>                               | <b>0.15</b>        | <b>0.09</b>          | <b>0.11</b>                           | <b>0.11</b>            | <b>0.16</b>          | <b>0.08</b>        | <b>0.09</b>          |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|  | Total       | FSA AWARE (Q.4) |        | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |        | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |            |
|--|-------------|-----------------|--------|-----------------|-------------|---------------------|--------|-----------------------------------|-------------------|----------------|------------|
|  |             | Yes (a)         | No (b) | Yes (c)         | No (d)      | Yes (e)             | No (f) | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)  |
| Unweighted Base  | 1564        | 1564            | -      | -               | 1564        | 1564                | -      | 886                               | 488               | 1374           | 190        |
| Weighted Base  | 1421        | 1421            | -**    | -**             | 1421        | 1421                | -**    | 791                               | 463               | 1254           | 167        |
| Ensuring the food you buy is safe to eat   | 1256<br>88% | 1256<br>88%     | -      | -               | 1256<br>88% | 1256<br>88%         | -      | 715<br>90%hj                      | 400<br>86%        | 1115<br>89%    | 140<br>84% |
| Date labels, such as "best before" and "use by" labels   | 968<br>68%  | 968<br>68%      | -      | -               | 968<br>68%  | 968<br>68%          | -      | 554<br>70%                        | 306<br>66%        | 859<br>69%     | 108<br>65% |
| Nutrition labelling information, such as traffic light labelling   | 911<br>64%  | 911<br>64%      | -      | -               | 911<br>64%  | 911<br>64%          | -      | 525<br>66%j                       | 291<br>63%        | 816<br>65%j    | 95<br>57%  |
| Country of origin labels, which identify where food comes from   | 811<br>57%  | 811<br>57%      | -      | -               | 811<br>57%  | 811<br>57%          | -      | 480<br>61%h                       | 235<br>51%        | 715<br>57%h    | 96<br>58%  |
| Promoting and enabling healthy eating and healthy lifestyles   | 596<br>42%  | 596<br>42%      | -      | -               | 596<br>42%  | 596<br>42%          | -      | 367<br>46%h                       | 165<br>36%        | 531<br>42%h    | 64<br>38%  |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 560<br>39%  | 560<br>39%      | -      | -               | 560<br>39%  | 560<br>39%          | -      | 335<br>42%h                       | 159<br>34%        | 494<br>39%     | 65<br>39%  |
| Promoting food safety in the home  | 550<br>39%  | 550<br>39%      | -      | -               | 550<br>39%  | 550<br>39%          | -      | 341<br>43%h                       | 148<br>32%        | 490<br>39%h    | 61<br>36%  |
| Quality / standard of the food   | 42<br>3%    | 42<br>3%        | -      | -               | 42<br>3%    | 42<br>3%            | -      | 22<br>3%                          | 14<br>3%          | 36<br>3%       | 6<br>3%    |
| Hygiene  | 40<br>3%    | 40<br>3%        | -      | -               | 40<br>3%    | 40<br>3%            | -      | 27<br>3%                          | 9<br>2%           | 37<br>3%       | 3<br>2%    |
| Animal welfare   | 28<br>2%    | 28<br>2%        | -      | -               | 28<br>2%    | 28<br>2%            | -      | 21<br>3%h                         | 5<br>1%           | 26<br>2%       | 2<br>1%    |
| Ensuring/inspecting hygiene/cleanliness in food establishments   | 24<br>2%    | 24<br>2%        | -      | -               | 24<br>2%    | 24<br>2%            | -      | 11<br>1%                          | 11<br>2%          | 21<br>2%       | 3<br>2%    |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

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

|   | Total       | FSA AWARE (Q.4) |          | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |          | AWARE OF HYGIENE STANDARDS (Q.3a) |                   |                |             |
|---|-------------|-----------------|----------|-----------------|-------------|---------------------|----------|-----------------------------------|-------------------|----------------|-------------|
|   |             | Yes (a)         | No (b)   | Yes (c)         | No (d)      | Yes (e)             | No (f)   | Yes- always (g)                   | Yes-sometimes (h) | Total- Yes (i) | No/DK (j)   |
| Unweighted Base   | 1564        | 1564            | -        | -               | 1564        | 1564                | -        | 886                               | 488               | 1374           | 190         |
| Weighted Base   | 1421        | 1421            | -**      | -**             | 1421        | 1421                | -**      | 791                               | 463               | 1254           | 167         |
| What goes into our food (additives/chemicals etc.)              | 22<br>2%    | 22<br>2%        | -        | -               | 22<br>2%    | 22<br>2%            | -        | 11<br>1%                          | 7<br>2%           | 18<br>1%       | 5<br>3%     |
| Everything / All food issues                                    | 16<br>1%    | 16<br>1%        | -        | -               | 16<br>1%    | 16<br>1%            | -        | 14<br>2%h                         | 1<br>*            | 15<br>1%       | 1<br>1%     |
| To ensure food products are\contain what they claim             | 15<br>1%    | 15<br>1%        | -        | -               | 15<br>1%    | 15<br>1%            | -        | 6<br>1%                           | 6<br>1%           | 12<br>1%       | 4<br>2%     |
| Maintaining Standards / Regulations                             | 15<br>1%    | 15<br>1%        | -        | -               | 15<br>1%    | 15<br>1%            | -        | 9<br>1%                           | 5<br>1%           | 14<br>1%       | 1<br>1%     |
| Food preparation  | 13<br>1%    | 13<br>1%        | -        | -               | 13<br>1%    | 13<br>1%            | -        | 8<br>1%                           | 5<br>1%           | 13<br>1%       | -           |
| Sales of food in shops\restaurants                              | 13<br>1%    | 13<br>1%        | -        | -               | 13<br>1%    | 13<br>1%            | -        | 3<br>*                            | 7<br>2%g          | 11<br>1%       | 2<br>1%     |
| Manufacturing/ production/packaging of food                     | 12<br>1%    | 12<br>1%        | -        | -               | 12<br>1%    | 12<br>1%            | -        | 5<br>1%                           | 6<br>1%           | 11<br>1%       | 1<br>*      |
| The way food is stored/ transported (correct temperatures etc.) | 9<br>1%     | 9<br>1%         | -        | -               | 9<br>1%     | 9<br>1%             | -        | 5<br>1%                           | 3<br>1%           | 8<br>1%        | 1<br>1%     |
| Cleanliness (no further detail)                                 | 7<br>*      | 7<br>*          | -        | -               | 7<br>*      | 7<br>*              | -        | 4<br>*                            | 1<br>*            | 5<br>*         | 2<br>1%     |
| Control where food comes from/food origin                       | 1<br>*      | 1<br>*          | -        | -               | 1<br>*      | 1<br>*              | -        | -                                 | 1<br>*            | 1<br>*         | -           |
| Other   | 70<br>5%    | 70<br>5%        | -        | -               | 70<br>5%    | 70<br>5%            | -        | 43<br>5%                          | 18<br>4%          | 61<br>5%       | 8<br>5%     |
| Don't know  | 53<br>4%    | 53<br>4%        | -        | -               | 53<br>4%    | 53<br>4%            | -        | 21<br>3%                          | 17<br>4%          | 39<br>3%       | 14<br>8%ghi |
| <b>Average number of mentions</b>                               | <b>4.37</b> | <b>4.37</b>     | <b>-</b> | <b>-</b>        | <b>4.37</b> | <b>4.37</b>         | <b>-</b> | <b>4.56hi</b>                     | <b>4.06</b>       | <b>4.37h</b>   | <b>4.37</b> |
| <b>Standard deviation</b>                                       | <b>2.03</b> | <b>2.03</b>     | <b>-</b> | <b>-</b>        | <b>2.03</b> | <b>2.03</b>         | <b>-</b> | <b>2.04</b>                       | <b>1.96</b>       | <b>2.02</b>    | <b>2.13</b> |
| <b>Standard error</b>   | <b>0.05</b> | <b>0.05</b>     | <b>-</b> | <b>-</b>        | <b>0.05</b> | <b>0.05</b>         | <b>-</b> | <b>0.07</b>                       | <b>0.09</b>       | <b>0.06</b>    | <b>0.16</b> |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                                 | Total          | GENDER      |               | AGE                     |                          |              |                         |                        | SOCIAL GRADE           |                          |                      |                        | MARITAL STATUS          |                         |                         |
|---------------------------------|----------------|-------------|---------------|-------------------------|--------------------------|--------------|-------------------------|------------------------|------------------------|--------------------------|----------------------|------------------------|-------------------------|-------------------------|-------------------------|
|                                 |                | Male<br>(a) | Female<br>(b) | 16-25<br>(c)            | 26-35<br>(d)             | 36-49<br>(e) | 50-65<br>(f)            | 66+<br>(g)             | AB<br>(h)              | C1<br>(i)                | C2<br>(j)            | DE<br>(k)              | Married<br>(l)          | Single<br>(m)           | Sep/Wid/div<br>(n)      |
| Unweighted Base                 | 1564           | 757         | 807           | 186                     | 216                      | 353          | 416                     | 393                    | 308                    | 443                      | 304                  | 509                    | 934                     | 373                     | 257                     |
| Weighted Base                   | 1421           | 689         | 732           | 165                     | 232                      | 381          | 388                     | 255                    | 317                    | 459                      | 292                  | 354                    | 886                     | 339                     | 196                     |
| I trust it a lot                | (5) 173<br>12% | 79<br>12%   | 94<br>13%     | 22<br>13%               | 26<br>11%                | 40<br>11%    | 61<br>16% <sup>eg</sup> | 23<br>9%               | 27<br>9%               | 61<br>13%                | 36<br>12%            | 49<br>14% <sup>h</sup> | 91<br>10%               | 53<br>16% <sup>l</sup>  | 28<br>14%               |
| I trust it                      | (4) 764<br>54% | 378<br>55%  | 386<br>53%    | 94<br>57%               | 140<br>61% <sup>fg</sup> | 210<br>55%   | 189<br>49%              | 130<br>51%             | 169<br>53%             | 267<br>58% <sup>k</sup>  | 156<br>53%           | 172<br>49%             | 502<br>57% <sup>n</sup> | 175<br>52%              | 87<br>44%               |
| I neither trust nor distrust it | (3) 362<br>25% | 173<br>25%  | 189<br>26%    | 38<br>23%               | 49<br>21%                | 97<br>26%    | 103<br>27%              | 74<br>29% <sup>d</sup> | 95<br>30% <sup>i</sup> | 98<br>21%                | 72<br>25%            | 96<br>27% <sup>i</sup> | 225<br>25%              | 82<br>24%               | 54<br>28%               |
| I distrust it                   | (2) 78<br>6%   | 38<br>5%    | 41<br>6%      | 4<br>3%                 | 13<br>6%                 | 25<br>7%     | 19<br>5%                | 17<br>7%               | 18<br>6%               | 23<br>5%                 | 17<br>6%             | 21<br>6%               | 45<br>5%                | 15<br>4%                | 18<br>9% <sup>lm</sup>  |
| I distrust it a lot             | (1) 25<br>2%   | 11<br>2%    | 13<br>2%      | 3<br>2%                 | 2<br>1%                  | 4<br>1%      | 10<br>3%                | 5<br>2%                | 7<br>2%                | 6<br>1%                  | 6<br>2%              | 6<br>2%                | 15<br>2%                | 5<br>2%                 | 4<br>2%                 |
| Net: Trust                      | 937<br>66%     | 457<br>66%  | 480<br>65%    | 116<br>70% <sup>g</sup> | 166<br>72% <sup>g</sup>  | 251<br>66%   | 251<br>65%              | 153<br>60%             | 196<br>62%             | 328<br>72% <sup>hk</sup> | 192<br>66%           | 220<br>62%             | 593<br>67% <sup>n</sup> | 228<br>67% <sup>n</sup> | 115<br>59%              |
| Net: Distrust                   | 103<br>7%      | 49<br>7%    | 54<br>7%      | 7<br>4%                 | 15<br>7%                 | 30<br>8%     | 29<br>8%                | 22<br>9%               | 24<br>8%               | 28<br>6%                 | 23<br>8%             | 28<br>8%               | 61<br>7%                | 21<br>6%                | 22<br>11% <sup>lm</sup> |
| Don't know                      | 20<br>1%       | 9<br>1%     | 10<br>1%      | 3<br>2%                 | 1<br>*                   | 4<br>1%      | 5<br>1%                 | 7<br>3% <sup>d</sup>   | 1<br>*                 | 4<br>1%                  | 6<br>2% <sup>h</sup> | 9<br>3% <sup>hi</sup>  | 7<br>1%                 | 8<br>2% <sup>l</sup>    | 5<br>3% <sup>l</sup>    |
| <b>Mean score</b>               | <b>3.70</b>    | <b>3.70</b> | <b>3.70</b>   | <b>3.79<sup>g</sup></b> | <b>3.76<sup>g</sup></b>  | <b>3.68</b>  | <b>3.71</b>             | <b>3.60</b>            | <b>3.61</b>            | <b>3.78<sup>h</sup></b>  | <b>3.70</b>          | <b>3.68</b>            | <b>3.69</b>             | <b>3.77<sup>n</sup></b> | <b>3.62</b>             |
| <b>Standard deviation</b>       | <b>0.82</b>    | <b>0.81</b> | <b>0.83</b>   | <b>0.77</b>             | <b>0.76</b>              | <b>0.80</b>  | <b>0.89</b>             | <b>0.83</b>            | <b>0.81</b>            | <b>0.79</b>              | <b>0.84</b>          | <b>0.86</b>            | <b>0.79</b>             | <b>0.83</b>             | <b>0.92</b>             |
| <b>Standard error</b>           | <b>0.02</b>    | <b>0.03</b> | <b>0.03</b>   | <b>0.06</b>             | <b>0.05</b>              | <b>0.04</b>  | <b>0.04</b>             | <b>0.04</b>            | <b>0.05</b>            | <b>0.04</b>              | <b>0.05</b>          | <b>0.04</b>            | <b>0.03</b>             | <b>0.04</b>             | <b>0.06</b>             |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                                 | Total          | WORKING STATUS           |               |                         | CHILDREN IN HOUSEHOLD |             | PRINCIPAL SHOPPER |                         | TYPE OF AREA            |                         | COUNTRY                 |              |                        |                          | ADDITIONAL COUNTRY   |              |
|---------------------------------|----------------|--------------------------|---------------|-------------------------|-----------------------|-------------|-------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------|------------------------|--------------------------|----------------------|--------------|
|                                 |                | Full time (a)            | Part time (b) | Other (c)               | Any (d)               | None (e)    | Yes (f)           | No (g)                  | Rural (h)               | Urban (i)               | England (j)             | Scotland (k) | Wales (l)              | NI (m)                   | England/Wales/NI (n) | Scotland (o) |
| Unweighted Base                 | 1564           | 561                      | 195           | 808                     | 428                   | 1136        | 1251              | 313                     | 423                     | 1141                    | 1375                    | -            | 84                     | 105                      | 1564                 | -            |
| Weighted Base                   | 1421           | 606                      | 190           | 625                     | 435                   | 986         | 1127              | 294                     | 379                     | 1042                    | 1304                    | **           | 69*                    | 49*                      | 1421                 | **           |
| I trust it a lot                | (5) 173<br>12% | 67<br>11%                | 29<br>15%     | 77<br>12%               | 51<br>12%             | 121<br>12%  | 147<br>13%        | 26<br>9%                | 53<br>14%               | 120<br>12%              | 143<br>11%              | -            | 9<br>13%               | 21<br>43% <sub>jl</sub>  | 173<br>12%           | -            |
| I trust it                      | (4) 764<br>54% | 364<br>60% <sub>bc</sub> | 94<br>49%     | 307<br>49%              | 240<br>55%            | 524<br>53%  | 587<br>52%        | 177<br>60% <sub>l</sub> | 218<br>58%              | 546<br>52%              | 706<br>54% <sub>m</sub> | -            | 42<br>61% <sub>m</sub> | 17<br>34%                | 764<br>54%           | -            |
| I neither trust nor distrust it | (3) 362<br>25% | 134<br>22%               | 53<br>28%     | 174<br>28% <sub>a</sub> | 112<br>26%            | 250<br>25%  | 300<br>27%        | 62<br>21%               | 79<br>21%               | 283<br>27% <sub>h</sub> | 339<br>26%              | -            | 14<br>21%              | 9<br>18%                 | 362<br>25%           | -            |
| I distrust it                   | (2) 78<br>6%   | 26<br>4%                 | 11<br>6%      | 42<br>7%                | 21<br>5%              | 57<br>6%    | 63<br>6%          | 15<br>5%                | 19<br>5%                | 60<br>6%                | 73<br>6%                | -            | 3<br>5%                | 3<br>5%                  | 78<br>6%             | -            |
| I distrust it a lot             | (1) 25<br>2%   | 11<br>2%                 | 2<br>1%       | 12<br>2%                | 5<br>1%               | 20<br>2%    | 17<br>2%          | 7<br>3%                 | 5<br>1%                 | 20<br>2%                | 25<br>2%                | -            | -                      | -                        | 25<br>2%             | -            |
| Net: Trust                      | 937<br>66%     | 431<br>71% <sub>c</sub>  | 122<br>64%    | 383<br>61%              | 292<br>67%            | 645<br>65%  | 734<br>65%        | 203<br>69%              | 271<br>71% <sub>i</sub> | 666<br>64%              | 849<br>65%              | -            | 51<br>74%              | 37<br>77% <sub>j</sub>   | 937<br>66%           | -            |
| Net: Distrust                   | 103<br>7%      | 36<br>6%                 | 13<br>7%      | 54<br>9%                | 26<br>6%              | 77<br>8%    | 81<br>7%          | 22<br>8%                | 24<br>6%                | 79<br>8%                | 97<br>7%                | -            | 3<br>5%                | 3<br>5%                  | 103<br>7%            | -            |
| Don't know                      | 20<br>1%       | 5<br>1%                  | 1<br>1%       | 14<br>2% <sub>a</sub>   | 5<br>1%               | 14<br>1%    | 13<br>1%          | 7<br>2%                 | 6<br>2%                 | 14<br>1%                | 19<br>1%                | -            | 1<br>1%                | -                        | 20<br>1%             | -            |
| <b>Mean score</b>               | <b>3.70</b>    | <b>3.75<sub>c</sub></b>  | <b>3.72</b>   | <b>3.65</b>             | <b>3.73</b>           | <b>3.69</b> | <b>3.70</b>       | <b>3.69</b>             | <b>3.79<sub>i</sub></b> | <b>3.67</b>             | <b>3.68</b>             | -            | <b>3.83</b>            | <b>4.15<sub>jl</sub></b> | <b>3.70</b>          | -            |
| <b>Standard deviation</b>       | <b>0.82</b>    | <b>0.78</b>              | <b>0.83</b>   | <b>0.86</b>             | <b>0.78</b>           | <b>0.84</b> | <b>0.82</b>       | <b>0.81</b>             | <b>0.79</b>             | <b>0.83</b>             | <b>0.82</b>             | -            | <b>0.71</b>            | <b>0.90</b>              | <b>0.82</b>          | -            |
| <b>Standard error</b>           | <b>0.02</b>    | <b>0.03</b>              | <b>0.06</b>   | <b>0.03</b>             | <b>0.04</b>           | <b>0.03</b> | <b>0.02</b>       | <b>0.05</b>             | <b>0.04</b>             | <b>0.02</b>             | <b>0.02</b>             | -            | <b>0.08</b>            | <b>0.09</b>              | <b>0.02</b>          | -            |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i - j/k/l/m - n/o

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



**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                                    | Total          | GOVERNMENT REGION |                   |                              |                         |                         |                           |               |                   |                   | ETHNICITY    |                           |
|------------------------------------|----------------|-------------------|-------------------|------------------------------|-------------------------|-------------------------|---------------------------|---------------|-------------------|-------------------|--------------|---------------------------|
|                                    |                | North East<br>(a) | North West<br>(b) | Yorkshire<br>& Humber<br>(c) | East<br>Midlands<br>(d) | West<br>Midlands<br>(e) | East of<br>England<br>(f) | London<br>(g) | South East<br>(h) | South West<br>(i) | White<br>(j) | Minority<br>Ethnic<br>(k) |
| Unweighted Base                    | 1564           | 79                | 185               | 142                          | 117                     | 131                     | 140                       | 163           | 254               | 164               | 1434         | 126                       |
| Weighted Base                      | 1421           | 74*               | 177               | 126                          | 108                     | 127                     | 143                       | 148           | 245               | 157               | 1292         | 125                       |
| I trust it a lot                   | (5) 173<br>12% | 6<br>7%           | 20<br>11%         | 24<br>19%abefgh              | 14<br>13%               | 8<br>7%                 | 14<br>10%                 | 10<br>7%      | 24<br>10%         | 22<br>14%eg       | 163<br>13%   | 10<br>8%                  |
| I trust it                         | (4) 764<br>54% | 44<br>59%         | 95<br>54%         | 66<br>52%                    | 54<br>50%               | 78<br>62%f              | 69<br>48%                 | 78<br>52%     | 139<br>57%        | 84<br>53%         | 695<br>54%   | 68<br>54%                 |
| I neither trust nor<br>distrust it | (3) 362<br>25% | 19<br>26%         | 42<br>24%         | 24<br>19%                    | 26<br>24%               | 32<br>25%               | 46<br>32%c                | 39<br>26%     | 68<br>28%         | 42<br>27%         | 328<br>25%   | 32<br>25%                 |
| I distrust it                      | (2) 78<br>6%   | 4<br>5%           | 11<br>6%          | 6<br>5%                      | 11<br>10%ehi            | 4<br>3%                 | 12<br>8%h                 | 13<br>9%ehi   | 6<br>3%           | 6<br>4%           | 67<br>5%     | 10<br>8%                  |
| I distrust it a lot                | (1) 25<br>2%   | 1<br>1%           | 3<br>2%           | 5<br>4%                      | 3<br>3%                 | 3<br>2%                 | 1<br>*                    | 4<br>3%       | 5<br>2%           | 1<br>1%           | 22<br>2%     | 2<br>2%                   |
| Net: Trust                         | 937<br>66%     | 49<br>67%         | 115<br>65%        | 90<br>71%fg                  | 68<br>63%               | 87<br>68%               | 84<br>58%                 | 88<br>59%     | 163<br>67%        | 106<br>68%        | 858<br>66%   | 78<br>62%                 |
| Net: Distrust                      | 103<br>7%      | 5<br>7%           | 14<br>8%          | 11<br>9%                     | 14<br>13%hi             | 7<br>5%                 | 13<br>9%                  | 17<br>12%hi   | 11<br>5%          | 6<br>4%           | 90<br>7%     | 12<br>9%                  |
| Don't know                         | 20<br>1%       | 1<br>1%           | 6<br>3%           | 1<br>1%                      | 1<br>1%                 | 1<br>1%                 | 1<br>*                    | 4<br>3%       | 2<br>1%           | 2<br>2%           | 16<br>1%     | 4<br>3%                   |
| <b>Mean score</b>                  | <b>3.70</b>    | <b>3.67</b>       | <b>3.69</b>       | <b>3.79g</b>                 | <b>3.60</b>             | <b>3.68</b>             | <b>3.60</b>               | <b>3.54</b>   | <b>3.70g</b>      | <b>3.78fg</b>     | <b>3.71</b>  | <b>3.61</b>               |
| <b>Standard deviation</b>          | <b>0.82</b>    | <b>0.75</b>       | <b>0.83</b>       | <b>0.94</b>                  | <b>0.93</b>             | <b>0.75</b>             | <b>0.80</b>               | <b>0.86</b>   | <b>0.76</b>       | <b>0.75</b>       | <b>0.82</b>  | <b>0.82</b>               |
| <b>Standard error</b>              | <b>0.02</b>    | <b>0.08</b>       | <b>0.06</b>       | <b>0.08</b>                  | <b>0.09</b>             | <b>0.07</b>             | <b>0.07</b>               | <b>0.07</b>   | <b>0.05</b>       | <b>0.06</b>       | <b>0.02</b>  | <b>0.07</b>               |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k

\* small base

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                                    |     | CONCERN ABOUT FOOD SAFETY IN RESTAURANTS (Q.2a) |                       |                         |  |                              |                            |                          |                            |
|------------------------------------|-----|---|-----------------------|-------------------------|--|------------------------------|----------------------------|--------------------------|----------------------------|
|                                    |     | Total   | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned<br>nor<br>unconcerned<br>(c) | Fairly<br>unconcerned<br>(d) | Very<br>unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                    |     | 1564  | 242                   | 567                     | 290  | 299                          | 163                        | 809                      | 462                        |
| Weighted Base                      |     | 1421  | 206                   | 516                     | 281  | 274                          | 143                        | 722                      | 417                        |
| I trust it a lot                   | (5) | 173<br>12%                                      | 33<br>16%b            | 55<br>11%               | 32<br>11%                                      | 31<br>11%                    | 22<br>15%                  | 88<br>12%                | 53<br>13%                  |
| I trust it                         | (4) | 764<br>54%                                      | 99<br>48%             | 281<br>54%              | 145<br>52%                                     | 154<br>56%                   | 83<br>58%                  | 380<br>53%               | 237<br>57%a                |
| I neither trust nor<br>distrust it | (3) | 362<br>25%                                      | 37<br>18%             | 135<br>26%a             | 89<br>32%aefg                                  | 70<br>25%                    | 31<br>22%                  | 172<br>24%               | 100<br>24%                 |
| I distrust it                      | (2) | 78<br>6%  | 22<br>11%bcdeg        | 30<br>6%                | 9<br>3%  | 11<br>4%                     | 6<br>4%                    | 52<br>7%cg               | 17<br>4%                   |
| I distrust it a lot                | (1) | 25<br>2%  | 10<br>5%bcdefg        | 7<br>1%                 | 3<br>1%  | 3<br>1%                      | 1<br>1%                    | 17<br>2%                 | 4<br>1%                    |
| Net: Trust                         |     | 937<br>66%                                      | 133<br>64%            | 336<br>65%              | 177<br>63%                                     | 185<br>68%                   | 105<br>73%c                | 469<br>65%               | 290<br>70%                 |
| Net: Distrust                      |     | 103<br>7%                                       | 33<br>16%bcdefg       | 37<br>7%                | 13<br>4%                                       | 14<br>5%                     | 7<br>5%                    | 69<br>10%cdg             | 21<br>5%                   |
| Don't know                         |     | 20<br>1%  | 4<br>2%               | 8<br>2%                 | 2<br>1%  | 5<br>2%                      | 1<br>*                     | 12<br>2%                 | 5<br>1%                    |
| <b>Mean score</b>                  |     | <b>3.70</b>                                     | <b>3.61</b>           | <b>3.68</b>             | <b>3.69</b>                                    | <b>3.74</b>                  | <b>3.83af</b>              | <b>3.66</b>              | <b>3.77af</b>              |
| <b>Standard deviation</b>          |     | <b>0.82</b>                                     | <b>1.05</b>           | <b>0.80</b>             | <b>0.76</b>                                    | <b>0.76</b>                  | <b>0.76</b>                | <b>0.88</b>              | <b>0.76</b>                |
| <b>Standard error</b>              |     | <b>0.02</b>                                     | <b>0.07</b>           | <b>0.03</b>             | <b>0.05</b>                                    | <b>0.04</b>                  | <b>0.06</b>                | <b>0.03</b>              | <b>0.04</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                                    |     | CONCERN ABOUT FOOD SAFETY IN SHOPS (Q.2b) |                       |                         |  |                              |                            |                          |                            |
|------------------------------------|-----|---|-----------------------|-------------------------|--|------------------------------|----------------------------|--------------------------|----------------------------|
|                                    |     | Total                                     | Very concerned<br>(a) | Fairly concerned<br>(b) | Neither concerned<br>nor<br>unconcerned<br>(c) | Fairly<br>unconcerned<br>(d) | Very<br>unconcerned<br>(e) | Net:<br>Concerned<br>(f) | Net:<br>Unconcerned<br>(g) |
| Unweighted Base                    |     | 1564                                      | 187                   | 513                     | 301  | 377                          | 182                        | 700                      | 559                        |
| Weighted Base                      |     | 1421                                      | 166                   | 456                     | 283  | 350                          | 162                        | 622                      | 512                        |
| I trust it a lot                   | (5) | 173<br>12%                                | 29<br>17%bc           | 44<br>10%               | 25<br>9%                                       | 41<br>12%                    | 34<br>21%bcdf              | 73<br>12%                | 74<br>15%bc                |
| I trust it                         | (4) | 764<br>54%                                | 77<br>46%             | 252<br>55%a             | 162<br>57%a                                    | 191<br>55%                   | 80<br>49%                  | 329<br>53%               | 271<br>53%                 |
| I neither trust nor<br>distrust it | (3) | 362<br>25%                                | 33<br>20%             | 108<br>24%              | 81<br>29%af                                    | 100<br>29%af                 | 39<br>24%                  | 141<br>23%               | 139<br>27%                 |
| I distrust it                      | (2) | 78<br>6%                                  | 18<br>11%cdeg         | 35<br>8%cdg             | 7<br>3%  | 12<br>4%                     | 6<br>4%                    | 53<br>8%cdeg             | 18<br>4%                   |
| I distrust it a lot                | (1) | 25<br>2%                                  | 6<br>4%dg             | 8<br>2%                 | 6<br>2%  | 4<br>1%                      | 1<br>1%                    | 14<br>2%                 | 5<br>1%                    |
| Net: Trust                         |     | 937<br>66%                                | 106<br>64%            | 296<br>65%              | 187<br>66%                                     | 232<br>66%                   | 114<br>70%                 | 402<br>65%               | 345<br>67%                 |
| Net: Distrust                      |     | 103<br>7%                                 | 25<br>15%cdeg         | 43<br>9%cdg             | 13<br>5%                                       | 16<br>5%                     | 7<br>4%                    | 67<br>11%cdeg            | 23<br>4%                   |
| Don't know                         |     | 20<br>1%                                  | 3<br>2%               | 10<br>2%                | 2<br>1%  | 2<br>1%                      | 2<br>1%                    | 13<br>2%                 | 5<br>1%                    |
| <b>Mean score</b>                  |     | <b>3.70</b>                               | <b>3.63</b>           | <b>3.65</b>             | <b>3.69</b>                                    | <b>3.73</b>                  | <b>3.87abcf</b>            | <b>3.64</b>              | <b>3.77bf</b>              |
| <b>Standard deviation</b>          |     | <b>0.82</b>                               | <b>1.02</b>           | <b>0.83</b>             | <b>0.75</b>                                    | <b>0.75</b>                  | <b>0.81</b>                | <b>0.88</b>              | <b>0.77</b>                |
| <b>Standard error</b>              |     | <b>0.02</b>                               | <b>0.08</b>           | <b>0.04</b>             | <b>0.04</b>                                    | <b>0.04</b>                  | <b>0.06</b>                | <b>0.03</b>              | <b>0.03</b>                |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**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**

|                                 | Total          | FSA AWARE (Q.4) |           | FSS AWARE (Q.4) |             | FSS/FSA AWARE (Q.4) |           | AWARE OF HYGIENE STANDARDS (Q.3a) |                          |                   |              |
|---------------------------------|----------------|-----------------|-----------|-----------------|-------------|---------------------|-----------|-----------------------------------|--------------------------|-------------------|--------------|
|                                 |                | Yes<br>(a)      | No<br>(b) | Yes<br>(c)      | No<br>(d)   | Yes<br>(e)          | No<br>(f) | Yes- always<br>(g)                | Yes-<br>sometimes<br>(h) | Total- Yes<br>(i) | No/DK<br>(j) |
| Unweighted Base                 | 1564           | 1564            | -         | -               | 1564        | 1564                | -         | 886                               | 488                      | 1374              | 190          |
| Weighted Base                   | 1421           | 1421            | -**       | -**             | 1421        | 1421                | -**       | 791                               | 463                      | 1254              | 167          |
| I trust it a lot                | (5) 173<br>12% | 173<br>12%      | -         | -               | 173<br>12%  | 173<br>12%          | -         | 110<br>14%j                       | 49<br>11%                | 160<br>13%        | 13<br>8%     |
| I trust it                      | (4) 764<br>54% | 764<br>54%      | -         | -               | 764<br>54%  | 764<br>54%          | -         | 432<br>55%                        | 249<br>54%               | 681<br>54%        | 83<br>50%    |
| I neither trust nor distrust it | (3) 362<br>25% | 362<br>25%      | -         | -               | 362<br>25%  | 362<br>25%          | -         | 171<br>22%                        | 137<br>30%gi             | 308<br>25%        | 53<br>32%gi  |
| I distrust it                   | (2) 78<br>6%   | 78<br>6%        | -         | -               | 78<br>6%    | 78<br>6%            | -         | 48<br>6%                          | 18<br>4%                 | 66<br>5%          | 12<br>7%     |
| I distrust it a lot             | (1) 25<br>2%   | 25<br>2%        | -         | -               | 25<br>2%    | 25<br>2%            | -         | 17<br>2%                          | 5<br>1%                  | 23<br>2%          | 2<br>1%      |
| Net: Trust                      | 937<br>66%     | 937<br>66%      | -         | -               | 937<br>66%  | 937<br>66%          | -         | 543<br>69%j                       | 298<br>64%               | 841<br>67%j       | 96<br>58%    |
| Net: Distrust                   | 103<br>7%      | 103<br>7%       | -         | -               | 103<br>7%   | 103<br>7%           | -         | 66<br>8%h                         | 23<br>5%                 | 89<br>7%          | 14<br>9%     |
| Don't know                      | 20<br>1%       | 20<br>1%        | -         | -               | 20<br>1%    | 20<br>1%            | -         | 12<br>2%                          | 5<br>1%                  | 17<br>1%          | 3<br>2%      |
| <b>Mean score</b>               | <b>3.70</b>    | <b>3.70</b>     | -         | -               | <b>3.70</b> | <b>3.70</b>         | -         | <b>3.73j</b>                      | <b>3.70</b>              | <b>3.72j</b>      | <b>3.57</b>  |
| <b>Standard deviation</b>       | <b>0.82</b>    | <b>0.82</b>     | -         | -               | <b>0.82</b> | <b>0.82</b>         | -         | <b>0.86</b>                       | <b>0.76</b>              | <b>0.82</b>       | <b>0.80</b>  |
| <b>Standard error</b>           | <b>0.02</b>    | <b>0.02</b>     | -         | -               | <b>0.02</b> | <b>0.02</b>         | -         | <b>0.03</b>                       | <b>0.03</b>              | <b>0.02</b>       | <b>0.06</b>  |

Fieldwork : 13/05/2016 - 22/05/2016 (Week 19/20)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j

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

**Sample profiles****Base: All adults England/Wales and NI**

|                         | Unweighted  | Weighted   |
|-------------------------|-------------|------------|
| Unweighted Base         | 2044        | 2044       |
| Weighted Base           | 2044        | 1826       |
| <b>Sex</b>              |             |            |
| Male                    | 984<br>48%  | 887<br>49% |
| Female                  | 1060<br>52% | 939<br>51% |
| <b>Age</b>              |             |            |
| 16-24                   | 288<br>14%  | 246<br>13% |
| 25-34                   | 314<br>15%  | 329<br>18% |
| 35-44                   | 290<br>14%  | 322<br>18% |
| 45-54                   | 297<br>15%  | 286<br>16% |
| 55+                     | 855<br>42%  | 643<br>35% |
| <b>Class</b>            |             |            |
| AB                      | 347<br>17%  | 357<br>20% |
| C1                      | 546<br>27%  | 564<br>31% |
| C2                      | 383<br>19%  | 365<br>20% |
| DE                      | 768<br>38%  | 539<br>30% |
| <b>Working status</b>   |             |            |
| Full time               | 693<br>34%  | 741<br>41% |
| Part time (8-29 hrs)    | 244<br>12%  | 233<br>13% |
| Part time (under 8 hrs) | 12<br>1%    | 11<br>1%   |

**Sample profiles****Base: All adults England/Wales and NI**

|                                   | Unweighted | Weighted   |
|-----------------------------------|------------|------------|
| Unweighted Base                   | 2044       | 2044       |
| Weighted Base                     | 2044       | 1826       |
| <b>Retired</b>                    | 634<br>31% | 441<br>24% |
| <b>Still at school</b>            | 15<br>1%   | 11<br>1%   |
| <b>Full time higher education</b> | 108<br>5%  | 96<br>5%   |
| <b>Unemployed (seeking)</b>       | 115<br>6%  | 95<br>5%   |
| <b>Unemployed (not seeking)</b>   | 223<br>11% | 198<br>11% |
| <b>Male chief income earner</b>   | 772<br>38% | 691<br>38% |
| <b>Female chief income earner</b> | 622<br>30% | 529<br>29% |
| <b>Male main shopper</b>          | 669<br>33% | 597<br>33% |
| <b>Female main shopper</b>        | 939<br>46% | 836<br>46% |
| <b>Household size</b>             |            |            |
| 1                                 | 442<br>22% | 347<br>19% |
| 2                                 | 711<br>35% | 615<br>34% |
| 3                                 | 357<br>17% | 344<br>19% |
| 4                                 | 310<br>15% | 305<br>17% |
| 5+                                | 224<br>11% | 215<br>12% |
| <b>Government region</b>          |            |            |
| North East                        | 99<br>5%   | 89<br>5%   |

**Sample profiles****Base: All adults England/Wales and NI**

|                    | Unweighted | Weighted   |
|--------------------|------------|------------|
| Unweighted Base    | 2044       | 2044       |
| Weighted Base      | 2044       | 1826       |
| North West         | 240<br>12% | 227<br>12% |
| Yorkshire & Humber | 184<br>9%  | 161<br>9%  |
| East Midlands      | 165<br>8%  | 150<br>8%  |
| West Midlands      | 175<br>9%  | 164<br>9%  |
| East of England    | 192<br>9%  | 189<br>10% |
| London             | 274<br>13% | 242<br>13% |
| South East         | 284<br>14% | 270<br>15% |
| South West         | 195<br>10% | 188<br>10% |
| Wales              | 110<br>5%  | 88<br>5%   |
| Northern Ireland   | 126<br>6%  | 60<br>3%   |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Weighting matrix - weighted respondents**  
**Base: All adults England/Wales and NI**

|                     | Total         | North       | Midlands    | South        |
|---------------------|---------------|-------------|-------------|--------------|
| Total               | 1825.80       | 536.20      | 590.40      | 699.20       |
| Men ABC1 : 16-24    | 64.10<br>4%   | 16.07<br>3% | 20.11<br>3% | 27.92<br>4%  |
| Men ABC1 : 25-44    | 172.33<br>9%  | 45.42<br>8% | 49.96<br>8% | 76.95<br>11% |
| Men ABC1 : 45-64    | 142.96<br>8%  | 36.81<br>7% | 46.59<br>8% | 59.55<br>9%  |
| Men ABC1 : 65+      | 69.66<br>4%   | 19.19<br>4% | 21.60<br>4% | 28.87<br>4%  |
| Men C2 : 16-24      | 24.95<br>1%   | 5.76<br>1%  | 9.67<br>2%  | 9.51<br>1%   |
| Men C2 : 25-44      | 70.66<br>4%   | 20.87<br>4% | 24.11<br>4% | 25.68<br>4%  |
| Men C2 : 45-64      | 67.71<br>4%   | 21.65<br>4% | 24.43<br>4% | 21.63<br>3%  |
| Men C2 : 65+        | 32.05<br>2%   | 8.25<br>2%  | 11.53<br>2% | 12.27<br>2%  |
| Men DE : 16-24      | 34.37<br>2%   | 12.06<br>2% | 11.28<br>2% | 11.03<br>2%  |
| Men DE : 25-44      | 80.74<br>4%   | 30.32<br>6% | 23.73<br>4% | 26.68<br>4%  |
| Men DE : 45-64      | 69.26<br>4%   | 23.06<br>4% | 23.39<br>4% | 22.81<br>3%  |
| Men DE : 65+        | 57.78<br>3%   | 19.09<br>4% | 20.57<br>3% | 18.12<br>3%  |
| Female ABC1 : 16-24 | 62.00<br>3%   | 16.58<br>3% | 18.77<br>3% | 26.65<br>4%  |
| Female ABC1 : 25-44 | 181.98<br>10% | 48.94<br>9% | 54.22<br>9% | 78.82<br>11% |
| Female ABC1 : 45-64 | 153.45<br>8%  | 41.89<br>8% | 48.38<br>8% | 63.18<br>9%  |
| Female ABC1 : 65+   | 74.37<br>4%   | 16.28<br>3% | 23.58<br>4% | 34.51<br>5%  |
| Female C2 : 16-24   | 24.25<br>1%   | 7.24<br>1%  | 8.75<br>1%  | 8.27<br>1%   |
| Female C2 : 25-44   | 60.88<br>3%   | 16.57<br>3% | 21.86<br>4% | 22.46<br>3%  |



## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Weighting matrix - weighted respondents**  
**Base: All adults England/Wales and NI**

|                   | Total       | North       | Midlands    | South       |
|-------------------|-------------|-------------|-------------|-------------|
| Total             | 1825.80     | 536.20      | 590.40      | 699.20      |
| Female C2 : 45-64 | 58.01<br>3% | 17.43<br>3% | 20.92<br>4% | 19.66<br>3% |
| Female C2 : 65+   | 26.92<br>1% | 7.72<br>1%  | 9.45<br>2%  | 9.75<br>1%  |
| Female DE : 16-24 | 36.36<br>2% | 11.82<br>2% | 12.26<br>2% | 12.28<br>2% |
| Female DE : 25-44 | 84.37<br>5% | 31.70<br>6% | 25.16<br>4% | 27.50<br>4% |
| Female DE : 45-64 | 81.39<br>4% | 28.89<br>5% | 27.12<br>5% | 25.38<br>4% |
| Female DE : 65+   | 95.23<br>5% | 32.57<br>6% | 32.94<br>6% | 29.72<br>4% |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

**Weighting matrix - unweighted respondents**  
**Base: All adults England/Wales and NI**

|                     | Total     | North    | Midlands | South    |
|---------------------|-----------|----------|----------|----------|
| Total               | 2044      | 649      | 642      | 753      |
| Men ABC1 : 16-24    | 83<br>4%  | 16<br>2% | 22<br>3% | 45<br>6% |
| Men ABC1 : 25-44    | 123<br>6% | 34<br>5% | 29<br>5% | 60<br>8% |
| Men ABC1 : 45-64    | 133<br>7% | 45<br>7% | 36<br>6% | 52<br>7% |
| Men ABC1 : 65+      | 104<br>5% | 27<br>4% | 37<br>6% | 40<br>5% |
| Men C2 : 16-24      | 30<br>1%  | 5<br>1%  | 13<br>2% | 12<br>2% |
| Men C2 : 25-44      | 65<br>3%  | 15<br>2% | 19<br>3% | 31<br>4% |
| Men C2 : 45-64      | 59<br>3%  | 19<br>3% | 18<br>3% | 22<br>3% |
| Men C2 : 65+        | 47<br>2%  | 16<br>2% | 20<br>3% | 11<br>1% |
| Men DE : 16-24      | 40<br>2%  | 15<br>2% | 17<br>3% | 8<br>1%  |
| Men DE : 25-44      | 90<br>4%  | 38<br>6% | 23<br>4% | 29<br>4% |
| Men DE : 45-64      | 105<br>5% | 36<br>6% | 39<br>6% | 30<br>4% |
| Men DE : 65+        | 105<br>5% | 46<br>7% | 31<br>5% | 28<br>4% |
| Female ABC1 : 16-24 | 57<br>3%  | 15<br>2% | 20<br>3% | 22<br>3% |
| Female ABC1 : 25-44 | 155<br>8% | 50<br>8% | 39<br>6% | 66<br>9% |
| Female ABC1 : 45-64 | 137<br>7% | 38<br>6% | 40<br>6% | 59<br>8% |
| Female ABC1 : 65+   | 101<br>5% | 26<br>4% | 39<br>6% | 36<br>5% |
| Female C2 : 16-24   | 25<br>1%  | 8<br>1%  | 7<br>1%  | 10<br>1% |
| Female C2 : 25-44   | 59<br>3%  | 17<br>3% | 21<br>3% | 21<br>3% |

**Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)**

**Weighting matrix - unweighted respondents**  
**Base: All adults England/Wales and NI**

|                   | Total     | North    | Midlands | South    |
|-------------------|-----------|----------|----------|----------|
| Total             | 2044      | 649      | 642      | 753      |
| Female C2 : 45-64 | 58<br>3%  | 18<br>3% | 19<br>3% | 21<br>3% |
| Female C2 : 65+   | 40<br>2%  | 14<br>2% | 15<br>2% | 11<br>1% |
| Female DE : 16-24 | 53<br>3%  | 15<br>2% | 16<br>2% | 22<br>3% |
| Female DE : 25-44 | 112<br>5% | 41<br>6% | 35<br>5% | 36<br>5% |
| Female DE : 45-64 | 110<br>5% | 37<br>6% | 35<br>5% | 38<br>5% |
| Female DE : 65+   | 153<br>7% | 58<br>9% | 52<br>8% | 43<br>6% |

## Food Omnibus Survey: May 2016 (QS9726 - 311619/311520)

## Weighting matrix - weights

Base: All adults England/Wales and NI

|                     | Total | North | Midlands | South |
|---------------------|-------|-------|----------|-------|
| Total               | 0.89  | 0.83  | 0.92     | 0.93  |
| Men ABC1 : 16-24    | 0.77  | 1.00  | 0.91     | 0.62  |
| Men ABC1 : 25-44    | 1.40  | 1.34  | 1.72     | 1.28  |
| Men ABC1 : 45-64    | 1.07  | 0.82  | 1.29     | 1.15  |
| Men ABC1 : 65+      | 0.67  | 0.71  | 0.58     | 0.72  |
| Men C2 : 16-24      | 0.83  | 1.15  | 0.74     | 0.79  |
| Men C2 : 25-44      | 1.09  | 1.39  | 1.27     | 0.83  |
| Men C2 : 45-64      | 1.15  | 1.14  | 1.36     | 0.98  |
| Men C2 : 65+        | 0.68  | 0.52  | 0.58     | 1.12  |
| Men DE : 16-24      | 0.86  | 0.80  | 0.66     | 1.38  |
| Men DE : 25-44      | 0.90  | 0.80  | 1.03     | 0.92  |
| Men DE : 45-64      | 0.66  | 0.64  | 0.60     | 0.76  |
| Men DE : 65+        | 0.55  | 0.41  | 0.66     | 0.65  |
| Female ABC1 : 16-24 | 1.09  | 1.11  | 0.94     | 1.21  |
| Female ABC1 : 25-44 | 1.17  | 0.98  | 1.39     | 1.19  |
| Female ABC1 : 45-64 | 1.12  | 1.10  | 1.21     | 1.07  |
| Female ABC1 : 65+   | 0.74  | 0.63  | 0.60     | 0.96  |
| Female C2 : 16-24   | 0.97  | 0.90  | 1.25     | 0.83  |
| Female C2 : 25-44   | 1.03  | 0.97  | 1.04     | 1.07  |
| Female C2 : 45-64   | 1.00  | 0.97  | 1.10     | 0.94  |
| Female C2 : 65+     | 0.67  | 0.55  | 0.63     | 0.89  |
| Female DE : 16-24   | 0.69  | 0.79  | 0.77     | 0.56  |
| Female DE : 25-44   | 0.75  | 0.77  | 0.72     | 0.76  |
| Female DE : 45-64   | 0.74  | 0.78  | 0.77     | 0.67  |
| Female DE : 65+     | 0.62  | 0.56  | 0.63     | 0.69  |

|   | Page | Table | Title  | Base Description  | Base |
|---|------|-------|--|---|------|
| ● | 1    | 1     | Q.1a What food issues, if any, are you concerned about? (Spontaneous)  | Base: All adults England/Wales and NI   | 2044 |
| ● | 22   | 2     | Q.1b And which of these food issues are you concerned about, if any? - Total concerns  | Base: All adults England/Wales and NI   | 2044 |
| ● | 36   | 3     | Q.1c And which of THESE food issues are you concerned about, if any? - Total concerns  | Base: All adults England/Wales and NI   | 2044 |
| ● | 43   | 4     | Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? - Total concerns  | Base: All adults England/Wales and NI   | 2044 |
| ● | 50   | 5     | Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? - Total concerns   | Base: All adults England/Wales and NI   | 2044 |
| ● | 61   | 6     | Q.1b-Q.1d Food issues concerned about - Summary  | Base: All adults England/Wales and NI   | 2044 |
| ● | 82   | 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 England/Wales and NI   | 2044 |
| ● | 88   | 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 England/Wales and NI   | 2044 |
| ● | 94   | 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 England/Wales and NI   | 2044 |
| ● | 100  | 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 | 1724 |
| ● | 106  | 11    | Q.4 Which of the following, if any, have you heard of? - UK  | Base: All adults England/Wales and NI   | 2044 |
| ● | 124  | 12    | Q.4 Which of the following, if any, have you heard of? - England   | Base: All adults England  | 1808 |
| ● | 136  | 14    | Q.4 Which of the following, if any, have you heard of? - Wales   | Base: All adults Wales  | 110  |
| ● | 145  | 15    | Q.4 Which of the following, if any, have you heard of? - NI  | Base: All adults NI   | 126  |
| ● | 155  | 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           | 1564 |
| ● | 169  | 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                  | 1564 |
| ● | 183  | 20    | 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                  | 1564 |
|   | 189  | 22    | Sample profiles  | Base: All adults England/Wales and NI   | 2044 |

|  | Page | Table | Title                                     | Base Description                      | Base   |
|--|------|-------|---|---------------------------------------|--------|
|  | 192  | 23    | Weighting matrix - weighted respondents   | Base: All adults England/Wales and NI | 1825.8 |
|  | 194  | 24    | Weighting matrix - unweighted respondents | Base: All adults England/Wales and NI | 2044   |
|  | 196  | 25    | Weighting matrix - weights                | Base: All adults England/Wales and NI | 0.89   |