

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food prices	255 14%	267 15%hjk	266 15%jk	290 16%hkl	401 22%abcdffghij kl	292 16%hkl	320 18%abchijkl	226 12%	261 14%k	223 12%	219 12%	245 13%
The amount of salt in food	147 8%	136 7%	140 8%	143 8%	187 10%abcdk	189 10%abcdk	163 9%	178 10%bcdk	182 10%abcdk	176 10%bck	134 7%	205 11%abcdjk
The amount of fat in food	144 8%	136 7%	148 8%	131 7%	187 10%abcdk	198 11%abcdk	170 9%bd	171 9%bd	186 10%abcdk	165 9%df	138 8%	201 11%abcdjk
The use of additives (such as preservatives and colouring) in food products	140 8%	116 6%	113 6%	116 6%	127 7%	143 8%	126 7%	118 6%	135 7%	142 8%	117 6%	166 9%bcdeghk
Food hygiene when eating out	124 7%cd	118 7%cd	88 5%	111 6%	169 9%abcdghk	180 10%abcdghjk	115 6%	112 6%	160 9%abcdghk	145 8%cdh	123 7%cd	178 10%abcdghk
Animal welfare	112 6%bcg	81 4%	77 4%	93 5%	129 7%bcdffg	96 5%	78 4%	125 7%bcdffg	130 8%abcdffg	144 8%abcdffg	143 8%abcdffg	212 12%abcdffghijk
The amount of sugar in food	106 6%	125 7%cd	95 5%	117 6%	156 9%acd	168 9%abcd	159 9%abcd	189 10%abcd	216 12%abcdffg	262 14%abcdffghi	222 12%abcdffg	332 18%abcdffghijk
The amount of saturated fat in food	99 5%	83 5%	75 4%	74 4%	132 7%abcd	133 7%abcd	118 6%bcd	112 6%bcd	137 8%abcd	154 8%abcdgh	126 7%bcd	181 10%abcdffghk
Genetically Modified (GM) foods	97 5%	96 5%	72 4%	84 5%	90 5%	89 5%	87 5%	94 5%	148 8%abcdffghk	126 7%cdffghk	88 5%	122 7%cdffghk
Food hygiene at home	94 5%cdgh k	78 4%dgk	63 3%	52 3%	122 7%bcdffghijkl	111 6%bcdffghk	55 3%	57 3%	83 5%cdghk	91 5%cdghk	55 3%	90 5%cdghk
Food poisoning such as Salmonella and E.Coli	89 5%gh	72 4%	81 4%gh	90 5%gh	101 6%bgh	89 5%gh	53 3%	57 3%	91 5%gh	83 5%gh	82 4%gh	107 6%bgh
Date labels, such as "best before" and "use by" labels	86 5%	82 5%	63 3%	73 4%	101 6%cdjk	114 6%bcdjk	96 5%cj	90 5%cj	109 6%cdjk	65 4%	72 4%	90 5%cj

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	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The use of pesticides to grow food	79 4% _{cd}	75 4% _{cd}	53 3%	60 3%	85 5% _{cd}	91 5% _{cd}	81 4% _{cd}	67 4%	102 6% _{bcdh}	103 6% _{bcdh}	77 4% _{cd}	139 8% _{abcdeghijk}
Food miles (e.g. the distance food travels)	79 4% _{cd}	56 3%	41 2%	63 3% _{cd}	74 4% _{cd}	58 3%	67 4% _{cd}	73 4% _{cd}	75 4% _{cd}	96 5% _{bcdgjk}	64 3% _{cd}	75 4% _{cd}
Food waste	77 4% _{bd}	49 3%	58 3%	58 3%	120 7% _{abcdh}	111 6% _{abcd}	145 8% _{abcdh}	89 5% _{bcd}	136 7% _{abcdh}	128 7% _{abcdh}	162 9% _{abcdehij}	196 11% _{abcdeghij}
The feed given to livestock	46 3%	66 4% _{cdgh}	40 2%	44 2%	55 3%	71 4% _{acdghk}	36 2%	45 2%	66 4% _{cdg}	63 3% _{cdg}	48 3%	96 5% _{abcdeghijk}
Foods aimed at children including school meals	46 3% _{cd}	44 2% _{cd}	27 1%	43 2%	60 3% _{cd}	65 4% _{bcdk}	46 2% _{cd}	48 3% _{cd}	52 3% _{cd}	59 3% _{cd}	41 2%	88 5% _{abcdeghijk}
Hormones/steroids /antibiotics in food	45 2%	59 3% _{cd}	38 2%	39 2%	57 3% _{cd}	77 4% _{acdjk}	44 2%	66 4% _{cdgk}	91 5% _{abcdeghk}	74 4% _{acdjk}	44 2%	102 6% _{abcdeghijk}
BSE ('mad cow disease')	35 2%	47 3% _{ceghk}	25 1%	33 2%	29 2%	57 3% _{acdeghijkl}	24 1%	27 1%	35 2%	34 2%	25 1%	37 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 5% _{abcdehghi}	77 4% _{abcdehghi}	142 8% _{abcdeghijk}
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 5% _{abcdehghi}	73 4% _{abcdehghi}	111 6% _{abcdeghijk}
Other	98 5% _{kl}	80 4%	110 6% _{kl}	89 5%	109 6% _{kl}	183 10% _{abcdeghijkl}	108 6% _{kl}	127 7% _{bdkl}	123 7% _{bdkl}	106 6% _{kl}	93 5% _{kl}	65 4%
Net: Any	732 40%	728 40%	723 39%	777 42%	852 47% _{abcdhk}	813 44% _{abc}	800 44% _{abc}	759 42%	794 44% _{abc}	819 45% _{abck}	750 41%	848 46% _{abcdhk}
None	957 52% _{kel}	939 52% _{kl}	974 53% _{ejl}	916 50%	883 48%	935 51%	942 52% _{kl}	963 53% _{ejl}	937 51%	904 49%	932 51%	882 48%
Don't know	139 8% _{efgh}	151 8% _{efgh}	138 7% _{efghil}	142 8% _{efghil}	89 5%	93 5%	83 5%	103 6%	94 5%	117 6% _g	144 8% _{efghil}	97 5%

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	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Average number of mentions	2.86cd	2.67	2.46	2.45	3.04bcdg	3.24abcdgh	2.74d	2.86cd	3.28abcdgh	3.32abcdgh	3.05bcdg	3.82abcdefghijk
Standard deviation	3.10	3.22	2.60	2.60	3.10	3.52	2.80	3.09	3.36	3.79	3.00	4.12
Standard error	0.11	0.12	0.10	0.09	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14

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	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food prices	127 14%k	129 15%hk	113 13%	131 15%hk	189 21%abcd fghijkl	128 14%hk	147 17%chij k	99 11%	111 12%	108 12%	87 10%	118 13%k	128 14%	139 15%	154 16%v	159 17%v	212 23%mnop rstuvw	163 17%mtvx	172 18%mntv wx	127 14%
The amount of fat in food	65 7%	54 6%	63 7%	51 6%	84 9%bdk	77 9%cd	70 8%	80 9%bd	77 9%cd	74 8%cd	59 7%	95 11%abcd gk	79 8%	82 9%	85 9%	80 8%	103 11%lm	121 13%mnop tw	101 11%	91 10%
The amount of salt in food	64 7%	62 7%	65 7%	61 7%	80 9%	80 9%	69 8%	73 8%	86 10%cdk	80 9%	60 7%	102 11%abcd ghk	83 9%	74 8%	76 8%	82 9%	107 11%nopw	109 12%mnop w	94 10%	105 11%now
Food hygiene when eating out	61 7%cd	53 6%cd	35 4%	58 7%cd	86 10%abcdg hk	78 9%bcogh	48 5%	47 5%	80 9%bcogh	74 8%cogh	59 7%cd	85 10%abcd ghk	63 7%	65 7%	54 6%	52 5%	84 9%op	102 11%mnop tw	67 7%	65 7%
The use of additives (such as preservatives and colouring) in food products	52 6%	49 6%	43 5%	46 5%	50 6%	51 6%	47 5%	50 6%	50 6%	63 7%cdk	41 5%	79 9%abcd elghik	88 9%	67 7%	70 7%	70 7%	76 8%	92 10%n	78 8%	68 7%
The amount of sugar in food	51 6%	54 6%	43 5%	46 5%	61 7%	64 7%cd	72 8%cd	76 9%acd	102 11%abcd elgh	120 13%abcd elgh	98 11%abcd elg	152 17%abcd efghijk	55 6%	72 8%	52 5%	70 7%	95 10%nop	104 11%mnop	87 9%mo	114 12%mnop
Food poisoning such as Salmonella and E.Coli	48 5%gh	31 4%	36 4%	45 5%gh	44 5%gh	36 4%h	22 2%	21 2%	47 5%gh	44 5%gh	35 4%	56 6%bcfg hk	42 4%	41 4%	45 5%	45 5%	57 6%st	53 6%st	31 3%	36 4%
Food hygiene at home	46 5%cdgh k	36 4%dh	23 3%	17 2%	53 6%cdghk	49 6%cdghk	22 3%	21 2%	39 4%cdgh	42 5%cdgh	27 3%	43 5%cdgh	48 5%w	42 4%	40 4%	35 4%	69 7%mnop tuwx	62 7%opstw	33 3%	37 4%
Animal welfare	44 5%	34 4%	30 3%	33 4%	50 6%cd	34 4%	34 4%	53 6%cdg	49 6%cd	57 6%bcdg	54 6%bcdg	81 10%abcd efghijk	68 7%nos	47 5%	47 5%	60 6%	78 8%nos	62 7%	45 5%	72 8%nos

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	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food prices	150 16%v	115 12%	132 14%	127 14%
The amount of fat in food	110 12%mpw	91 10%	79 8%	106 11%mpw
The amount of salt in food	96 10%	97 10%	74 8%	103 11%now
Food hygiene when eating out	80 9%op	71 7%	65 7%	93 10%mnopstw
The use of additives (such as preservatives and colouring) in food products	85 9%	79 8%	76 8%	87 9%
The amount of sugar in food	114 12%mnop s	143 15%mnop s	124 13%mnop s	180 19%mnoprstuw s
Food poisoning such as Salmonella and E.Coli	44 5%	39 4%	46 5%	51 5% s
Food hygiene at home	44 5%	50 5%w	28 3%	48 5%w
Animal welfare	81 9%nos	88 9%no s	89 10%no s	120 13%mnoprstuw s

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Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
The amount of saturated fat in food	42 5%cd	33 4%	25 3%	38 4%	63 7%bcd	55 6%abc	57 6%bc	53 6%bc	73 8%abcd	71 8%abcd	61 7%bcd	88 10%abcd efghk	57 6%p	50 5%	49 5%	36 4%	70 7%p	78 8%nop	61 7%p	59 6%p
Genetically Modified (GM) foods	41 5%	47 5%cd	28 3%	36 4%	34 4%	37 4%	44 5%	38 4%	57 6%cd	61 7%cd	51 6%cd	48 5%	56 6%w	49 5%	44 5%	48 5%	56 6%w	52 5%	44 5%	55 6%w
Date labels, such as "best before" and "use by" labels	38 4%	38 4%	25 3%	26 3%	41 5%cd	42 5%cd	49 6%cd	47 5%cd	48 5%cd	32 4%	33 4%	48 5%cd	48 5%	44 5%	39 4%	47 5%	60 6%low	72 8%mnop twxx	48 5%	43 5%
Food miles (e.g. the distance food travels)	36 4%cd	23 3%cd	8 1%	19 2%cd	35 4%cd	22 2%cd	22 2%cd	28 3%cd	29 3%cd	40 5%bcd	25 3%cd	34 4%cd	43 5%	33 4%	33 4%	44 5%	40 4%	36 4%	45 5%	45 5%
Food waste	35 4%	20 2%	21 2%	32 4%	49 6%bc	46 5%bc	61 7%abcdh	40 4%bc	62 7%abcdh	62 7%abcdh	67 8%abcd fh	101 11%abcd efghijk	41 4%	29 3%	37 4%	27 3%	71 8%mnop	65 7%mnop	84 9%mnop	49 5%np
The use of pesticides to grow food	33 4%cd	32 4%cd	15 2%	21 2%	41 5%cd	36 4%cd	34 4%cd	27 3%	41 5%cd	46 5%cd	32 4%cd	72 8%abcd efghijk	46 5%	44 5%	38 4%	38 4%	44 5%	55 6%	48 5%	39 4%
Foods aimed at children including school meals	23 3%cd	22 3%cd	5 1%	19 2%cd	22 2%cd	22 2%cd	23 3%cd	18 2%cd	22 2%cd	20 2%cd	16 2%cd	41 5%abcd efghijk	23 2%	22 2%	23 2%	24 2%	39 4%mnop	43 5%mnop w	23 2%	30 3%
Hormones/steroids/antibiotics in food	22 2%	29 3%cdg	13 1%	15 2%	22 3%	33 4%cdg	15 2%	32 4%cdg	28 3%cd	30 3%cdg	19 2%	47 5%abcd efghijk	24 3%	29 3%	25 3%	24 3%	35 4%	44 5%mnopw	28 3%	34 4%
The feed given to livestock	21 2%	30 3%cd	14 2%	20 2%	21 2%	28 3%cd	21 2%	20 2%	21 2%	23 3%	16 2%	45 5%acde fghijk	26 3%	36 4%cd	26 3%	25 3%	34 4%cd	43 5%mnop	16 2%	25 3%

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	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
The amount of saturated fat in food	64 7%p	83 9%mnop	65 7%p	93 10%mnopstuw
Genetically Modified (GM) foods	91 10%mnopq rstvw	65 7%sw	37 4%	73 8%nopraw
Date labels, such as "best before" and "use by" labels	60 6%ovw	33 3%	39 4%	42 4%
Food miles (e.g. the distance food travels)	46 5%	55 6%nor	39 4%	41 4%
Food waste	74 8%mnopt	67 7%mnop	95 10%mnop qrv	95 10%mnopqrv
The use of pesticides to grow food	61 6%opt	57 6%	45 5%	67 7%mnopqtw
Foods aimed at children including school meals	30 3%	39 4%mmo	25 3%	47 5%mnopsw
Hormones/steroids/antibiotics in food	63 7%mnopq stvw	44 5%mpw	25 3%	55 6%mnopqstw
The feed given to livestock	44 5%mpst	40 4%a	31 3%a	51 5%mpstw

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Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
BSE ('mad cow disease')	19 2%	21 2%g	12 1%	12 1%	16 2%	23 3%gh	9 1%	11 1%	16 2%	17 2%	12 1%	18 2%	17 2%	26 3%oqw	13 1%	21 2%	13 1%	35 4%moqst uwx	14 2%	16 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	42 5%abcde fghi	38 4%abcde fghi	68 8%abcd efghij k	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	46 5%abcde fghi	34 4%abcde fghi	51 6%abcd efghi	-	-	-	-	-	-	-	-
Other	42 5%l	33 4%	41 5%l	33 4%	45 5%l	78 9%abcde ghjkl	46 5%l	51 6%kl	57 6%bdkl	48 5%l	33 4%	25 3%	56 6%	47 5%	68 7%unx	56 6%	64 7%lx	105 11%mnopq stuvwx	62 7%lx	75 8%mx
Net: Any	319 36%	324 37%	317 35%	336 38%	386 43%abcd hk	360 40%c	356 40%c	330 37%	367 41%ac	381 43%abcd hk	328 37%	397 45%abc dhk	413 44%	404 43%	406 43%	441 46%	466 50%mnw	453 48%no	444 47%	429 46%
None	506 57%eijl	481 55%	505 57%eijl	476 54%	456 51%	484 54%	490 55%l	504 57%eijl	487 55%	452 51%	494 56%kl	447 50%	451 48%	458 49%	469 50%	441 46%	427 46%	451 48%	452 48%	459 49%
Don't know	59 7%gl	76 9%efgl	72 8%efgil	71 8%efgil	47 5%	50 6%	38 4%	54 6%	38 4%	55 6%	68 8%gil	43 5%	80 8%qrst ux	75 8%qrst x	66 7%qrs	71 7%qrst	42 4%	43 5%	44 5%	48 5%
Average number of mentions	2.96cd	2.66	2.21	2.37	2.95cd	2.97cd	2.67c	2.81cd	3.10cdg	3.26bcd g	3.03cd	3.87ab cdefgh ijk	2.78	2.68	2.66	2.51	3.11nop	3.45mno pet	2.79	2.89
Standard deviation	3.23	3.27	2.24	2.49	2.94	3.11	2.64	3.02	3.04	3.71	2.78	4.31	3.00	3.18	2.84	2.69	3.23	3.81	2.92	3.15
Standard error	0.18	0.18	0.13	0.13	0.15	0.15	0.14	0.17	0.15	0.18	0.15	0.21	0.14	0.15	0.14	0.12	0.14	0.17	0.13	0.14

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	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
BSE ('mad cow disease')	19 2%	17 2%	13 1%	19 2%
Chemicals from the environment, such as lead, in food	-	59 6% <i>mnpq</i> <i>rstuw</i>	39 4% <i>mnpq</i> <i>rstu</i>	73 8% <i>mnpqrstuw</i>
Food not being what the label says it is	-	53 6% <i>mnpq</i> <i>rstu</i>	39 4% <i>mnpq</i> <i>rstu</i>	60 6% <i>mnpqrstuw</i>
Other	65 7% <i>x</i>	58 6%	60 6% <i>x</i>	41 4%
Net: Any	427 46%	438 46%	423 45%	452 48% <i>no</i>
None	450 48%	452 47%	438 47%	435 46%
Don't know	56 6%	63 7% <i>q</i>	75 8% <i>qrstx</i>	54 6%
Average number of mentions	3.43 <i>mno</i> <i>pst</i>	3.38 <i>mno</i> <i>pst</i>	3.06 <i>p</i>	3.78 <i>mnpqrstv</i>
Standard deviation	3.61	3.86	3.17	3.94
Standard error	0.17	0.18	0.15	0.18

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 Base: All adults England/Wales/NI

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food prices	31 11%	39 14% ^{dh}	28 9%	22 8%	36 12% ^h	37 13% ^h	40 14% ^{dh}	19 6%	26 9%	29 10%	26 9%	39 15% ^{edh ik}	51 16%	57 19%	52 17%	66 20%	67 21%	55 16%	57 18%	50 15%
Food hygiene when eating out	20 7%	16 6%	10 3%	12 4%	31 10% ^{cd}	32 11% ^{abcdj}	20 7%	22 8% ^c	22 7% ^c	18 6%	23 8% ^c	30 11% ^{abcdj}	19 6%	26 9% ^t	15 5%	27 8%	31 10% ^{ot}	37 11% ^{mot}	26 8%	14 4%
The amount of fat in food	16 6%	28 10% ^{cdek}	12 4%	11 4%	14 5%	18 6%	21 7%	19 6%	23 8% ^k	17 6%	11 4%	24 9% ^{cdek}	24 8%	29 10%	23 8%	20 6%	34 11% ^p	34 10%	26 8%	23 7%
Food hygiene at home	11 4%	14 5% ⁱ	8 3%	7 3%	20 7% ^{cdhij}	16 5% ⁱ	10 3%	9 3%	7 2%	12 2%	7 4%	20 8% ^{acd hij}	15 5%	21 7% ^{ostw}	7 2%	13 4%	23 7% ^{ostw}	27 8% ^{ostw}	9 3%	8 3%
Animal welfare	11 4%	13 5%	5 2%	7 2%	15 5% ^c	10 3%	11 4%	19 6% ^{cd}	14 5%	17 6% ^c	25 8% ^{acdf g}	31 12% ^{abcd efghij}	13 4%	16 5% ^r	8 3%	14 4%	13 4%	6 2%	14 4%	17 5% ^r
Food poisoning such as Salmonella and E.Coli	10 4%	12 5%	10 3%	12 4%	21 7% ^{thi}	8 3%	10 3%	9 2%	7 3%	10 3%	11 4%	16 6% ⁱ	9 3%	19 6% ^m	10 3%	21 6%	21 6% ^m	21 6%	12 4%	11 3%
Date labels, such as "best before" and "use by" labels	10 3% ^c	12 4% ^c	1 *	6 2% ^c	9 3% ^c	14 5% ^c	17 6% ^{cd}	7 2% ^c	10 3% ^c	8 3% ^c	10 3% ^c	11 4% ^c	18 6% ^{ov}	25 8% ^{optv x}	7 2%	11 3%	15 5%	23 7% ^{opvx}	17 5% ^v	13 4%
Food waste	8 3%	11 4% ^{cd}	3 1%	3 1%	17 6% ^{cd}	8 3%	27 9% ^{abcdf hjk}	11 4% ^c	12 4% ^{cd}	13 4% ^{cd}	14 5% ^{cd}	29 11% ^{abcd efhjk}	12 4%	9 3%	9 3%	10 3%	17 5%	20 6%	22 7% ^{nop}	13 4%
The amount of sugar in food	8 3%	20 7% ^{acde}	8 3%	7 2%	8 3%	13 5%	18 6% ^{de}	16 5%	18 6% ^d	22 7% ^{acde}	17 6%	32 12% ^{acde fghk}	14 4%	25 8% ^o	12 4%	18 5%	34 10% ^{mop}	32 9% ^{mo}	26 8% ^o	25 8%
The amount of salt in food	8 3%	20 7% ^a	15 5%	11 4%	13 4%	15 5%	18 6%	16 5%	20 7% ^a	16 6%	16 5%	15 6%	23 7%	33 11% ^o	18 6%	25 7%	35 11% ^o	31 9%	30 10%	26 8%

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food prices	66 20%	49 15%	57 16%	53 16%
Food hygiene when eating out	37 11%mot	33 10%ot	30 9%t	39 12%mot
The amount of fat in food	37 11%p	27 8%	33 10%	28 8%
Food hygiene at home	26 8%ostw	25 7%ostw	11 3%	22 6%ot
Animal welfare	21 6%or	16 5%r	24 7%or	40 12%mnoprstuvw
Food poisoning such as Salmonella and E.Coli	27 8%mostw	16 5%	14 4%	23 7%m
Date labels, such as "best before" and "use by" labels	29 9%optvx	7 2%	16 5%	10 3%
Food waste	20 6%	25 8%nop	32 9%mnop	33 10%mnopqt
The amount of sugar in food	39 12%nop	47 14%mnop	41 12%nop	61 18%mnoprstuvw
The amount of salt in food	24 7%	25 7%	29 8%	33 10%

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food miles (e.g. the distance food travels)	6 2%	6 2%	5 2%	3 1%	7 2%	4 1%	6 2%	4 1%	6 2%	10 3%	14 5%acdf ghij	11 3%	7 2%	8 3%	11 3%	7 2%	4 1%	7 2%	10 3%	
The use of pesticides to grow food	6 2%	9 3%h	5 2%	3 1%	10 3%h	8 3%h	16 5%acdhj	1 *	8 3%h	5 2%	8 3%h	15 6%acdh j	13 4%o	12 4%o	3 1%	6 2%	16 5%op	10 3%	11 3%o	12 4%o
The amount of saturated fat in food	6 2%	20 7%acd	4 1%	7 2%	11 4%	15 5%c	21 7%acd	17 6%ac	16 6%ac	21 7%acd	11 4%	21 8%acde k	9 3%	17 6%o	6 2%	14 4%	29 9%ompt	23 7%mo	18 6%o	13 4%
Genetically Modified (GM) foods	5 2%	6 2%	8 3%	11 4%	8 3%	4 1%	7 3%	7 2%	8 3%	10 3%	10 3%	12 5%f	12 4%	22 7%oq	8 3%	13 4%	10 3%	18 5%	13 4%	22 7%oq
Foods aimed at children including school meals	4 2%	4 2%	6 2%	2 1%	6 2%	5 2%	2 1%	3 1%	2 1%	2 1%	2 1%	7 3%dj	13 4%	13 4%	6 2%	13 4%	16 5%o	21 6%o	14 4%	14 4%
Hormones/steroids \antibiotics in food	2 1%	5 2% ^d	4 1%	-	5 2% ^d	6 2% ^d	3 1%	3 1%	7 2% ^d	5 2% ^d	6 2% ^d	12 5%acd ^g h	6 2%	16 5%ompp ^q w	3 1%	2 1%	5 1%	10 3% ^p	7 2%	13 4% ^{op}
The use of additives (such as preservatives and colouring) in food products	2 1%	11 4% ^a	7 2%	7 2%	4 1%	14 5% ^{aeh}	15 5% ^{aeh}	3 1%	8 3%	9 3%	11 4% ^{ah}	15 5% ^{aceh}	25 8% ^s	16 5%	14 5%	26 8% ^s	26 8% ^s	23 7% ^s	9 3%	25 8% ^s
The feed given to livestock	-	9 3% ^{ade}	5 2% ^a	1 *	2 1%	5 2% ^a	2 1%	4 1%	8 3% ^{ad}	3 1%	9 3% ^{ade}	13 5% ^{acde} ghi	6 2%	19 6% ^{mopp} rstuw	3 1%	6 2%	9 3%	5 1%	5 1%	6 2%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	9 3% ^{abcde} fghi	12 4% ^{abcde} fghi	11 4% ^{abcd} efghi	-	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	14 5% ^{abcde} fghi	11 4% ^{abcde} fghi	11 4% ^{abcd} efghi	-	-	-	-	-	-	-	-	-

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food miles (e.g. the distance food travels)	12 4%r	14 4%r	6 2%	16 5%rw
The use of pesticides to grow food	17 5%op	22 6%opr	14 4%o	28 8%mnoprstw
The amount of saturated fat in food	25 8%mo	25 7%mo	24 7%mo	30 9%mopt
Genetically Modified (GM) foods	23 7%oq	19 6%	15 4%	21 6%o
Foods aimed at children including school meals	12 3%	12 3%	15 4%	19 6%o
Hormones/steroids 'antibiotics in food	11 3%p	13 4%op	7 2%	20 6%moqpsw
The use of additives (such as preservatives and colouring) in food products	19 6%	21 6%	21 6%	27 8%a
The feed given to livestock	8 2%	12 4%o	5 1%	18 5%moqrstw
Chemicals from the environment, such as lead, in food	-	16 5%mnopq rstu	16 5%mnopq rstu	26 8%mnopqrst
Food not being what the label says it is	-	15 4%mnopq rstu	13 4%mnopq rstu	22 7%mnopqrst

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
BSE ('mad cow disease')	-	9 3%aceg hk	1 *	4 1%	1 *	7 2%acek	2 1%	2 1%	4 1%	2 1%	-	4 2%ak	5 2%	10 3%qrsu v	3 1%	4 1%	3 1%	3 1%	1 *	3 1%
Other	8 3%	6 2%	13 4%	6 2%	9 3%	14 5%	14 5%	13 4%	12 4%	7 2%	10 3%	7 3%	14 5%	15 5%	16 5%	17 5%	14 4%	30 9%mqpsw x	13 4%	18 5%
Net: Any	75 26%	80 29%	85 28%	65 22%	97 33% ^d	88 30%	89 31% ^d	85 29%	91 31% ^d	96 32% ^d	91 31% ^d	106 40%abc dfghik	126 40%	127 42%	111 37%	153 45% ^{ot}	140 44%	146 42%	129 41%	120 37%
None	188 65% ^{el}	168 61%	183 61%	188 65% ^{el}	166 56%	186 64% ^l	179 62%	194 65% ^{el}	187 63% ^l	176 59%	175 59%	146 55%	164 52%	148 49%	167 55%	164 49%	171 53%	186 53%	172 55%	179 55%
Don't know	27 9%	26 10% ^l	31 10% ^l	36 12% ^{lghil}	35 12% ^{lhil}	19 6%	19 7%	18 6%	18 6%	25 8%	31 10% ^l	13 5%	25 8% ^q	29 9% ^{qrs}	25 8% ^q	21 6%	10 3%	18 5%	13 4%	26 8% ^q
Average number of mentions	2.46	3.45 ^{cd}	1.98	2.23	2.61	2.95 ^c	3.24 ^{cd}	2.52	2.72 ^c	2.67	2.99 ^c	3.74 ^{ac}	2.54	3.23 ^{op}	2.17	2.33	3.06 ^{op}	3.05 ^{op}	2.68	2.88 ^o
Standard deviation	2.42	4.10	1.77	1.95	2.93	3.18	3.02	2.14	2.63	3.24	2.98	3.95	2.77	3.85	1.69	2.44	2.84	3.12	2.78	3.19
Standard error	0.28	0.48	0.19	0.24	0.30	0.32	0.34	0.23	0.27	0.33	0.30	0.36	0.25	0.34	0.16	0.20	0.25	0.26	0.25	0.29

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
BSE ('mad cow disease')	3 1%	1 *	5 1%	5 2%
Other	23 7%	15 5%	14 4%	15 4%
Net: Any	141 42%	147 44%	141 40%	152 45%ot
None	166 49%	167 50%	182 52%	167 49%
Don't know	28 8%qs	22 7%	26 7%q	20 6%
Average number of mentions	3.47mop	3.12op	3.19op	3.90mopst
Standard deviation	3.19	3.28	2.97	4.29
Standard error	0.28	0.28	0.26	0.36

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food prices	67 15%	76 16%	77 17%	77 18%	128 30%abcd fghijkl	81 18%k	92 20%ajk	68 16%	75 18%	62 15%	49 13%	75 17%	60 13%	57 13%	68 15%	84 18%nuvw x	103 23%nmor tuvwx	66 16%x	88 20%mtu vw	62 14%
The use of additives (such as preservatives and colouring) in food products	45 10%	38 8%	35 8%	29 7%	33 8%	41 9%	29 7%	30 7%	46 11%dgk	33 8%	26 7%	59 14%abcd efghk	49 11%p	44 10%q	36 8%	27 6%	39 9%	38 9%	51 11%q	43 9%q
The amount of salt in food	44 10%	37 8%	38 8%	41 10%	57 13%bc	47 11%	41 9%	47 11%	55 13%bc	54 13%b	34 9%	60 14%bcgk	41 9%	31 7%	42 9%	39 8%	52 11%nw	54 13%npw	42 9%	53 11%rw
The amount of fat in food	42 9%	33 7%	42 9%	43 10%	61 14%abck	42 10%	45 10%	47 11%b	48 12%b	48 11%b	33 9%	59 14%bk	37 8%	26 6%	48 10%np	30 6%	50 11%np	59 14%mnps uw	43 10%n	48 11%np
Animal welfare	31 7%	30 7%	21 5%	25 6%	34 8%	30 7%	22 5%	28 7%	44 11%bcdg	38 9%cg	33 9%cg	60 14%abcd efghjk	42 9%ns	12 3%	28 6%n	32 7%n	39 9%ns	32 7%n	22 5%	45 10%nsu
Food hygiene when eating out	30 7%c	38 8%c	12 3%	32 7%c	46 11%cgh	42 9%c	28 6%c	24 6%c	44 11%cgh	35 8%c	26 7%c	47 11%acgh	35 8%	25 6%	33 7%	27 6%	38 8%	37 9%	28 6%	37 8%
The amount of saturated fat in food	30 7%	20 4%	23 5%	20 5%	39 9%bcd	30 7%	33 7%	23 5%	36 9%bcd	37 9%bd	27 7%	57 13%abcd fghk	36 8%np	19 4%	27 6%	19 4%	38 8%np	36 8%np	29 7%	37 8%np
The amount of sugar in food	27 6%	30 6%	22 5%	33 8%	47 11%abc	41 9%c	36 8%	52 12%abcd g	61 15%abcd fg	82 19%abcd efgh	55 14%abcd fg	103 24%abcd efghk	37 8%	35 8%	36 8%	37 8%	40 9%	42 10%	47 11%	61 13%mnopq
Genetically Modified (GM) foods	23 5%	29 6%	23 5%	22 5%	28 6%	32 7%	26 6%	24 6%	43 10%abcdg h	33 8%	25 7%	39 9%acd	45 10%npqr tw	27 6%	24 5%	27 6%	31 7%	23 6%	32 7%	28 6%

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food prices	54 12%	58 13%	54 11%	48 11%
The use of additives (such as preservatives and colouring) in food products	41 9%	56 13%opw	38 8%	43 9%p
The amount of salt in food	46 10%	46 10%	32 7%	63 14%mnopaw
The amount of fat in food	43 10%n	45 10%n	38 8%	60 13%mnopw
Animal welfare	27 6%n	48 11%nopsu	40 9%ns	52 11%noprsu
Food hygiene when eating out	29 6%	39 9%	27 6%	42 9%npw
The amount of saturated fat in food	32 7%	47 11%nops	39 8%np	48 11%nops
The amount of sugar in food	59 13%mnop q	62 14%mnop q	71 15%mnop qr	86 19%mnopqrstuv
Genetically Modified (GM) foods	50 11%nopq rstw	51 11%nopqr stw	28 6%	37 8%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
The use of pesticides to grow food	23 5%	24 5%	14 3%	18 4%	26 6%ch	28 6%ch	18 4%	11 3%	34 8%cdghik	26 6%ch	15 4%	41 9%abcdghk	23 5%	22 5%	19 4%	18 4%	19 4%	27 6%	27 6%	26 6%
Food waste	22 5%	13 3%	14 3%	19 5%	36 8%bcdh	33 7%bc	27 6%b	19 5%	39 9%abcdh	46 11%abcdg	31 8%bc	62 14%abcdghk	21 5%	10 2%	23 5%ln	19 4%	31 7%ln	26 6%ln	47 11%mmopq	27 6%ln
Date labels, such as "best before" and "use by" labels	20 4%	19 4%	14 3%	22 5%	32 8%bcj	24 6%j	20 4%	20 5%	30 7%cj	11 3%	17 4%	31 7%cj	19 4%	17 4%	25 6%	21 5%	27 6%w	27 6%w	35 8%mpuw	31 7%w
Food poisoning such as Salmonella and E.Coli	20 4%h	16 3%	17 4%	25 6%gh	25 6%h	23 5%h	13 3%	7 2%	25 6%gh	19 5%h	25 6%bgh	28 6%bgh	28 6%nsu	13 3%	25 6%	20 4%	22 5%	17 4%	14 3%	20 4%
Food miles (e.g. the distance food travels)	20 4%c	22 5%c	7 1%	13 3%	22 5%c	18 4%c	15 3%	20 5%c	21 5%c	28 7%cdgkl	12 3%	14 3%	31 7%noru	14 3%	15 3%	23 5%	29 6%no	16 4%	26 6%ln	28 6%ln
Food hygiene at home	19 4%	18 4%	14 3%	16 4%	43 10%abcdfghijkl	24 5%gh	12 3%	10 2%	21 5%	21 5%	11 3%	15 3%	26 6%pw	16 4%	21 5%p	8 2%	19 4%p	23 5%pw	15 3%	22 5%p
Hormones/steroids /antibiotics in food	17 4%c	18 4%c	7 2%	15 3%	18 4%c	23 5%c	14 3%	16 4%c	35 8%abcdeghjk	19 5%c	11 3%	32 7%abcdghk	15 3%	15 3%	17 4%	15 3%	17 4%	20 5%	16 4%	25 5%
The feed given to livestock	17 4%gh	18 4%cgh	7 2%	13 3%	20 5%cgh	21 5%cgh	6 1%	5 1%	26 6%cdghik	15 4%gh	9 2%	31 7%abcdghk	17 4%u	17 4%u	17 4%u	14 3%	14 3%	20 5%u	19 4%u	21 4%u
Foods aimed at children including school meals	13 3%	17 4%c	6 1%	11 3%	27 6%acd	19 4%c	16 4%c	16 4%c	17 4%c	20 5%c	16 4%c	40 9%abcdghijkl	10 2%	7 2%	7 2%	11 2%w	5 1%	12 3%w	10 2%	12 3%w

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

Base: All adults England/Wales/NI

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
The use of pesticides to grow food	24 5%	36 8%opq	27 6%	35 8%opq
Food waste	33 7%np	28 6%n	50 11%mnop qrv	45 10%mnoprv
Date labels, such as "best before" and "use by" labels	17 4%	26 6%	14 3%	24 5%
Food poisoning such as Salmonella and E.Coli	14 3%	24 5%	21 4%	29 7%nsu
Food miles (e.g. the distance food travels)	17 4%	37 8%nopru x	25 5%	22 5%
Food hygiene at home	15 3%	24 5%pw	13 3%	26 6%pw
Hormones/steroids /antibiotics in food	20 4%	26 6%	15 3%	23 5%
The feed given to livestock	6 1%	25 6%u	16 3%	23 5%u
Foods aimed at children including school meals	7 2%	20 4%noquw	3 1%	17 4%noqw

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
BSE ('mad cow disease')	9 2%	8 2%	5 1%	7 2%	9 2%	22 5% abcde ghijkl	8 2%	4 1%	11 3%	9 2%	6 2%	7 2%	14 3%	11 2%	9 2%	11 2%	12 3%	15 3%	9 2%	12 3%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	24	6% abcde fghi	18 5% abcd	47 11% abcd	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	30	7% abcde fghi	31 5% abcde fghi	31 7% abcd	-	-	-	-	-	-	-	-
Other	25 6%	20 4%	29 6%	23 5%	27 6%	51 12% abcde ghijkl	27 6%	36 9% bl	27 7%	23 5%	25 7%	19 4%	32 7% x	19 4%	31 7% x	30 6%	44 10% nwx	64 15% mnopq stuvwx	37 8% tx	41 9% tx
Net: Any	192 43%	216 47%	196 44%	204 48%	239 55% abcd k	229 52% ac	224 50%	209 50%	208 50%	211 47%	180 53% ac	230 53% ac	207 46%	182 40%	206 45%	235 50% n	236 52% now	210 50% n	234 53% mnw	225 49% n
None	218 49% e	219 47% e	229 51% efjk l	196 46%	174 40%	190 43%	207 46%	187 45%	183 43%	165 43%	184 42%	184 42%	214 48%	232 52% psv x	213 47%	205 44%	203 45%	193 46%	196 44%	211 46%
Don't know	32 7% q	28 6%	23 5%	26 6%	18 4%	23 5%	17 4%	19 5%	19 5%	27 6%	36 9% celgh il	21 5%	29 7% qsu	36 8% qsuv x	37 8% qsuv x	29 6% qsu	12 3%	20 5% u	13 3%	24 5% u
Average number of mentions	2.95c	2.50	2.38	2.61	3.30bcd gh	3.10cg	2.48	2.57	3.65bcd gh	3.48bcd gh	2.98c	4.26ab cdefgh k	3.12p	2.52	2.85	2.33	2.94p	3.33np	2.90p	3.19p
Standard deviation	3.08	2.91	2.34	2.85	3.33	3.32	2.55	2.69	3.75	3.69	2.96	4.12	3.47	2.94	3.24	2.42	2.95	3.77	2.98	3.66
Standard error	0.23	0.20	0.17	0.20	0.22	0.22	0.17	0.19	0.27	0.26	0.23	0.28	0.24	0.22	0.23	0.16	0.19	0.25	0.19	0.24

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
BSE ('mad cow disease')	6 1%	14 3%	9 2%	14 3%
Chemicals from the environment, such as lead, in food	-	39 9% ^{mncpq} rstuw	18 4% ^{mncpq} rstu	41 9% ^{mncpqrstuw}
Food not being what the label says it is	-	24 5% ^{mncpq} rstu	17 4% ^{mncpq} rstu	31 7% ^{mncpqrstuw}
Other	44 10% ^{nwx}	45 10% ^{npwx}	26 6%	16 4%
Net: Any	226 50% ⁿ	228 51% ⁿ	210 45%	233 52% ^{nw}
None	218 48%	201 45%	231 49%	199 44%
Don't know	9 2%	20 4% ^u	28 6% ^{qsu}	20 5% ^u
Average number of mentions	2.72	3.78 ^{nop} qsu	3.09 ^p	3.64 ^{nopqsu}
Standard deviation	2.49	4.54	3.17	4.33
Standard error	0.17	0.29	0.23	0.28

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Food prices	46 14%hjl	39 12%j	41 12%j	41 13%hjl	68 21%abcdgfhj kl	53 16%hjl	44 13%hjl	27 8%	40 12%j	25 7%	33 10%	30 9%
The amount of salt in food	31 9%b	15 5%	26 8%	26 8%b	30 9%b	42 13%bcdk	32 10%b	36 11%bk	37 11%bk	35 10%bk	22 7%	34 10%bk
The amount of fat in food	26 8%	20 6%	23 7%	27 9%	28 9%	44 13%abcdekl	36 11%bk	33 10%b	35 11%bk	28 8%	22 7%	30 9%
Food hygiene at home	23 7%bcdg hkl	9 3%	12 4%	7 2%	16 5%chl	9 6%bdghkl	21 3%	8 2%	15 5%l	15 4%	9 3%	7 2%
Food poisoning such as Salmonella and E.Coli	23 7%bdgh kl	12 4%g	18 5%g	11 4%g	13 4%g	19 6%gl	5 1%	10 3%	17 5%g	14 4%g	11 3%	10 3%
Food hygiene when eating out	20 6%	13 4%	18 5%	14 4%	24 7%bg	32 10%bcdghjkl	13 4%	14 4%	28 8%bdghk	21 6%	17 5%	19 6%
The amount of sugar in food	20 6%	16 5%	17 5%	22 7%	28 9%b	39 12%abcd	32 10%abc	35 11%abc	40 12%abcd	49 15%abcdeg	39 12%abcd	50 15%abcdeg
Date labels, such as "best before" and "use by" labels	19 6%bg	10 3%	17 5%g	13 4%	17 5%g	26 8%bdgkl	8 2%	19 6%bg	22 7%bj	13 4%	15 4%	14 4%
The use of additives (such as preservatives and colouring) in food products	19 6%b	8 2%	22 7%b	28 9%bh	25 8%b	27 8%b	21 6%b	17 5%b	21 6%b	23 7%b	21 6%b	22 7%b
The amount of saturated fat in food	18 5%b	7 2%	15 5%	13 4%	17 5%b	29 9%abcdeg	16 5%b	23 7%b	27 8%bcdg	24 7%b	25 7%bd	25 8%bd
Food waste	15 4%	7 2%	9 3%	7 2%	20 6%bcd	24 7%bcd	22 7%bcd	19 6%bcd	32 10%abcdehj	15 4%b	35 11%abcdeghj	27 8%abcdj
Animal welfare	15 4%	9 3%	15 5%	15 5%	28 9%abcdgh	18 5%	10 3%	17 5%	25 8%bg	25 8%abg	22 7%bg	29 9%abcdfgh

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
The use of pesticides to grow food	14 4%	8 2%	12 4%	15 5%	15 5%	18 6%bg	9 3%	16 5%	19 6%bg	15 5%	13 4%	20 6%bg
Genetically Modified (GM) foods	12 4%	12 4%	8 3%	11 4%	14 4%	13 4%	10 3%	13 4%	24 7%abodeghjk l	11 3%	9 3%	12 4%
Food miles (e.g. the distance food travels)	12 4%	8 2%	6 2%	12 4%	10 3%	16 5%c	13 4%	11 3%	19 6%bcakl	12 3%	10 3%	9 3%
BSE ('mad cow disease')	7 2%	9 3%g	7 2%	8 2%	5 2%	12 4%gk	3 1%	6 2%	11 3%gk	6 2%	5 1%	7 2%
The feed given to livestock	7 2%	4 1%	8 3%	11 3%bg	10 3%bg	20 6%aboghjk	4 1%	9 3%	17 5%abcgjk	8 2%	8 3%	11 3%bg
Hormones/steroids	6 2%	5 2%	8 2%	8 3%	13 4%bg	18 5%abodghk	3 1%	8 3%	19 6%abodghk	10 3%g	6 2%	14 4%abgk
Antibiotics in food	5 2%	3 1%	3 1%	7 2%	6 2%	8 2%	4 1%	3 1%	13 4%abcghkl	7 2%	5 2%	4 1%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	13 4%abodeghji	14 4%abodeghji	16 5%abodeghji
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	15 5%abodeghji	13 4%abodeghji	15 5%abodeghji
Other	18 5%kl	20 6%kl	21 6%kl	12 4%	16 5%	24 7%kl	17 5%kl	18 6%kl	18 5%kl	16 5%	17 5%kl	8 2%
Net: Any	132 40%	123 38%	125 38%	120 38%	139 43%	140 42%	124 38%	121 37%	129 39%	136 41%	128 39%	127 38%
None	173 53%	171 52%	181 55%	164 52%	169 53%	180 54%	188 57%	188 58%	179 55%	177 53%	179 54%	186 55%
Don't know	24 7%ef	32 10%efgh i	23 7%	30 9%efgh	13 4%	14 4%	19 6%	16 5%	21 6%	23 7%	22 7%	22 7%
Average number of mentions	2.83b	2.09	2.56	2.67	3.02b	3.70abcdgk	2.59	2.94b	3.86abcdeghj k	3.00b	2.94b	3.34bcg

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Standard deviation	3.16	2.55	2.89	2.99	3.32	4.03	2.70	3.05	4.36	3.35	2.88	3.59
Standard error	0.24	0.21	0.24	0.23	0.25	0.28	0.20	0.24	0.32	0.22	0.21	0.26

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Food prices	237 14%	247 15%hjk	252 15%hjk	267 16%hjk	368 22%abcd fghijkl	265 16%hjk	286 17%ahij kl	207 12%	241 14%jk	192 11%	200 12%	234 14%j	-	-	-	-	-	-	-	-
The amount of salt in food	138 8%	125 7%	131 8%	132 8%	176 11%abcd k	174 10%abodk	151 9%	163 10%bkk	172 10%abodk	160 9%bkk	126 8%	200 12%abcd ghjk	-	-	-	-	-	-	-	-
The amount of fat in food	136 8%	128 8%	135 8%	117 7%	175 11%abcd k	185 11%abodk	152 9%cd	156 9%cd	178 11%abodk	151 9%cd	127 8%	196 12%abcd ghjk	-	-	-	-	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	127 8%	106 6%	100 6%	106 6%	115 7%	129 8%	118 7%	109 7%	125 7%	128 8%	103 6%	182 10%abcd efghijk	-	-	-	-	-	-	-	-
Food hygiene when eating out	115 7%cd	114 7%cd	81 5%	60 6%	164 10%abcd ghjk	169 10%abodg hjk	108 7%cd	102 6%	158 10%abodg hjk	125 7%cd	114 7%cd	171 10%abcd ghjk	-	-	-	-	-	-	-	-
The amount of sugar in food	101 6%	113 7%cd	86 5%	110 7%	143 9%acd	154 9%abcd	143 9%acd	169 10%abcd	203 12%abcd elg	241 14%abcd efgh	208 12%abcd efgh	319 19%abcd efghijk	-	-	-	-	-	-	-	-
Animal welfare	99 6%cd	77 5%	69 4%	89 5%	120 7%bcdfg	90 5%	76 5%	116 7%bcg	129 8%abcdf g	126 7%bcdfg	140 8%abcd fg	209 12%abcd efghijk	-	-	-	-	-	-	-	-
The amount of saturated fat in food	93 6%cd	78 5%	70 4%	67 4%	123 7%abcd	123 7%abcd	110 7%bcd	98 6%cd	132 8%abcdh	136 8%abcdh	115 7%bcd	177 11%abcd efghijk	-	-	-	-	-	-	-	-
Food hygiene at home	88 5%cdgh k	76 5%cdgh k	53 3%	47 3%	113 7%bcdgh ijk	106 6%cdgh jk	53 3%	48 3%	78 5%cdghk	77 5%cdghk	53 3%	86 5%cdgh k	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Food prices	-	-	-	-
The amount of salt in food	-	-	-	-
The amount of fat in food	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	-	-	-	-
Food hygiene when eating out	-	-	-	-
The amount of sugar in food	-	-	-	-
Animal welfare	-	-	-	-
The amount of saturated fat in food	-	-	-	-
Food hygiene at home	-	-	-	-

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

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

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Genetically Modified (GM) foods	-	-	-	-
Food poisoning such as Salmonella and E.Coli	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
The use of pesticides to grow food	-	-	-	-
Food waste	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-
Foods aimed at children including school meals	-	-	-	-
Hormones/steroids /antibiotics in food	-	-	-	-
The feed given to livestock	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	-**	-**	-**	-**	-**	-**	-**	-**
BSE ('mad cow disease')	30 2%	45 3%cegh k	21 1%	33 2%	23 1%	51 3%acegh jk	21 1%	23 1%	34 2%	30 2%	24 1%	36 2%cg	-	-	-	-	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	81 5%abcde fghi	71 4%abcde fghi	138 8%abcde efghij k	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	82 5%abcde fghi	72 4%abcde fghi	108 6%abcde efghij k	-	-	-	-	-	-	-	-
Other	83 5%	74 4%	97 6%l	83 5%	100 6%l	170 10%abcde ghijkl	100 6%l	116 7%abcd	112 7%abcd	97 6%l	91 5%l	62 4%	-	-	-	-	-	-	-	-
Net: Any	674 40%	665 40%	663 39%	707 42%	793 48%abcd ghjk	753 44%abc	725 44%bc	710 42%	740 45%abc	740 44%bc	699 42%	807 48%abcd fghijk	-	-	-	-	-	-	-	-
None	863 52%el	858 52%el	886 53%el	835 50%	784 47%	853 50%l	864 52%el	874 52%el	838 50%l	843 50%	844 50%l	783 47%	-	-	-	-	-	-	-	-
Don't know	133 8%efgh il	143 9%efgh ij	133 8%efghi l	134 8%efghi l	84 5%	88 5%	70 4%	97 6%g	86 5%	109 6%g	136 8%efghi l	89 5%	-	-	-	-	-	-	-	-
Average number of mentions	2.83cd	2.74	2.43	2.45	2.99cd	3.23abc dgh	2.78cd	2.77cd	3.37abc degh	3.22abc dgh	3.05cd	3.89abcde fghijk	-	-	-	-	-	-	-	-
Standard deviation	3.01	3.34	2.48	2.61	2.99	3.50	2.84	2.98	3.44	3.57	3.03	4.16	-	-	-	-	-	-	-	-
Standard error	0.11	0.13	0.10	0.10	0.10	0.12	0.10	0.11	0.12	0.13	0.11	0.14	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
BSE ('mad cow disease')	-	-	-	-
Chemicals from the environment, such as lead, in food	-	-	-	-
Food not being what the label says it is	-	-	-	-
Other	-	-	-	-
Net: Any	-	-	-	-
None	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Food prices	13 13%	8 9%	9 8%	12 11%	19 18%	10 11%	24 24%abcd i	15 18%	15 15%	23 26%abcd fl	13 15%	7 8%	5 8%	12 20%lux	6 12%	11 21%lux	14 25%mtuw x	17 30%most uwxx	10 15% x	5 7%
Animal welfare	11 11%bdlg i	2 2%	7 7%cdg	1 1%	5 4%g	1 1%	-	8 10%bdgij	1 1%	17 19%bcdef gkl	3 4%	3 4%g	2 4%	2 4%	1 2%	3 6%uwxx	4 7%uwxx	6 10%stuw x	2 4%uwxx	2 2%
The use of additives (such as preservatives and colouring) in food products	7 7%fg	4 5%	10 10%efgl	4 4%	3 3%	*	1 1%	7 8%fg	6 6%f	10 11%efgl	11 12%defgl	2 3%	6 10%	6 10%	3 5%	6 11%	8 14%tx	13 23%mnos tuwx	7 10%t	2 4%
Genetically Modified (GM) foods	6 6%f	1 1%	6 6%f	2 2%	3 3%	*	2 2%	5 7%f	2 2%	13 14%bcdef gij	8 9%bdgij	3 3%	3 5%	4 6%	1 1%	7 13%otuw x	5 9%vxx	7 12%otuw x	3 5%	2 2%
Food miles (e.g. the distance food travels)	6 6%egk	3 4%e	2 2%	5 5%e	-	1 1%	1 1%	6 8%efgk	2 2%	12 14%bcdef gij	*	2 2%	2 4%	2 3%	1 3%	1 2%	4 7%uw x	4 7%stuw x	1 1%	1 1%
The amount of salt in food	5 5%	3 3%	7 7%f	4 4%	2 2%	1 1%	2 2%	10 13%bdefg kl	6 6%	13 15%abdef gkl	3 4%	4 4%	4 7%	9 14% x	2 4%	6 11% x	9 17%otvx	14 24%mpot uwxx	11 17%otuw x	4 6%
The amount of fat in food	4 4%	3 4%	10 10%defi	3 3%	3 3%	-	9 9%defi	11 14%abdef il	2 2%	11 13%abdef i	6 7%f	5 5%f	4 7% x	5 9% x	3 6%	11 21%motu vwxx	10 17%tvx	13 23%mot uwxx	9 15%twx	4 6% x
Date labels, such as "best before" and "use by" labels	4 4%	2 2%	4 4%	4 4%	3 2%	-	3 3%	7 8%fk	3 3%	8 9%efk	1 1%	3 4%	5 8%	1 1%	3 6%	13 24%mnos tuwx	8 13%nuwx	8 14%ntuw x	6 9%nux	3 5%
The use of pesticides to grow food	4 4%	-	5 5%bd	-	1 1%	*	4 4% d	6 7%bdefi	1 1%	13 15%abcde fgkl	5 6%bdf	2 2%	3 5%	4 7%	-	3 6%	7 12% kostu vx	9 16% mostu vwxx	1 2%	1 1%

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

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

Base: All adults England/Wales/NI

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food prices	6 9%	9 14% ^x	7 11%	4 6%
Animal welfare	-	2 3%	-	-
The use of additives (such as preservatives and colouring) in food products	5 8%	5 8%	4 6%	2 4%
Genetically Modified (GM) foods	1 2%	1 2%	2 3%	1 2%
Food miles (e.g. the distance food travels)	-	-	-	1 2%
The amount of salt in food	4 6%	3 6%	4 7%	1 2%
The amount of fat in food	6 9% ^x	3 6% ^x	4 7% ^x	* 1%
Date labels, such as "best before" and "use by" labels	1 2%	4 6%	2 4%	1 2%
The use of pesticides to grow food	1 2%	1 2%	3 5%	1 1%

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
The feed given to livestock	1 1%	* *	2 3%	* 1%
Food poisoning such as Salmonella and E.Coli	1 1%	5 8%otuw	1 2%	3 5%
Food hygiene when eating out	1 2%	5 9%ou	4 7%o	4 7%o
Food waste	1 2%	2 3%	3 4%	* 1%
BSE ('mad cow disease')	- -	- -	* 1%	- -
Food hygiene at home	1 1%	2 4%	* 1%	2 3%
The amount of saturated fat in food	4 7%	2 3%	5 8%	1 2%
The amount of sugar in food	6 9%	4 7%	5 8%	3 5%
Foods aimed at children including school meals	- -	1 2%	2 3%	2 3%

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Hormones/steroids antibiotics in food	1 1%	-	8 7%abdfg i	-	2 2%	-	-	5 7%abdfg i	-	13 14%abdef gkl	1 1%	3 3%	5 8%tx	1 2%	-	1 1%	5 10%otux	7 13%nopst uvx	3 4%t	-
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	19 21%abcde fghkl	3 4%	3 3%	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	14 16%abcde fghkl	-	3 3%	-	-	-	-	-	-	-	-
Other	13 14%bdkl	1 2%	6 6%	2 2%	6 6%	12 13%bdkl	7 7%k	5 6%	9 10%bdkl	8 9%bdk	1 1%	2 3%	1 2%	4 7%	6 11%rsuvw x	4 8%	3 5%	1 2%	1 2%	6 10%rsuvw x
Net: Any	39 40%	25 27%	41 40%	33 32%	33 31%	25 28%	48 48%bdef i	29 36%	39 40%	56 64%abcd efghkl	35 40%	28 32%	19 32%	38 64%moq stuvwx	20 37%x	36 67%moqs tuvwx	26 46%uwx	35 62%most uvw	26 41%uwx	21 32%
None	55 56%gj	64 68%gjk	57 57%gj	64 61%gj	73 69%gjk	61 68%gjk	42 41%	48 60%gj	58 59%gj	25 29%	46 53%j	53 60%gj	39 65%npq r	17 29%	31 59%npqr	18 33%	26 45%	21 36%	36 56%npqr	41 63%npqr
Don't know	3 3%	4 4%e	3 3%	7 7%e	-	4 4%e	11 11%acei	3 4%	2 2%	6 7%e	6 7%e	6 7%e	2 3%	4 6%	2 4%	-	5 9%p	1 2%	2 3%	3 4%
Average number of mentions	2.69dg	1.50	3.23dg	1.48	2.02	1.30	1.68	4.90	1.88	4.98ade	2.88dgi	2.65	4.02	2.23	1.87	3.19	5.76	4.77ntv	3.54n	2.82
Standard deviation	3.02	0.70	4.40	0.88	1.47	0.64	1.13	4.86	1.25	6.02	2.50	3.94	5.47	1.37	1.12	3.23	5.61	4.45	3.42	2.90
Standard error	0.47	0.13	0.67	0.15	0.24	0.12	0.16	0.89	0.20	0.73	0.42	0.56	1.17	0.22	0.26	0.55	1.04	0.50	0.44	0.45

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

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

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

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

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

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

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

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

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

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food hygiene when eating out	679 .37%	689 38%k	666 .36%	716 39%ek	641 .35%	755 41%aceghk	667 .37%	665 .36%	728 40%ceghk	702 38%k	633 .35%	694 38%k
Food poisoning such as Salmonella and E.Coli	541 30%g	550 30%g	560 31%g	574 31%eghk	507 28%	547 30%g	471 26%	515 28%	590 32%eghjk	524 28%	506 28%	544 30%g
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egk	536 29%ek	476 26%	531 29%ek
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%cek	509 28%cehk	426 23%	497 27%cek
Date labels, such as "best before" and "use by" labels	396 22%	489 27%acg jk	436 24%	475 26%aj	471 26%a	509 28%acgkjl	427 23%	500 27%acgkjl	532 29%acdegkjl	424 23%	430 24%	436 24%
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acelgh	444 24%acelg	405 22%e	426 23%celg
Food hygiene at home	370 20%ghk	375 21%ghk	354 19%gk	357 19%gk	397 22%eghk	390 21%ghk	278 15%	316 17%	362 20%gk	366 20%gk	281 15%	354 19%gk
Hormones/steroids \antibiotics in food	357 20%	355 20%	324 18%	384 21%ce	332 19%	409 22%bcog	353 19%	436 24%abcdegk	471 26%abcdefgk	469 25%abcdefgk	385 21%ce	447 24%abcdegk
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%ccdegk	304 17%	330 18%	372 20%cdegk	346 19%e	311 17%	396 22%cddegk
BSE ('mad cow disease')	277 15%egk	321 18%aeg hjk	287 16%egk	324 18%aeghjk	205 11%	290 16%egk	233 13%	271 15%e	306 17%egkl	271 15%e	230 13%	255 14%e
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abcdefghi	474 26%abcdefghi	541 30%abcdefghk
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28%abcdefghi k	456 25%abcdefghi	492 27%abcdefghi

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Net: Any	1230 67%	1276 70% ^{cgh} k	1215 66%	1314 72% ^{acaghk}	1244 68%	1286 70% ^{ch} k	1225 67%	1209 66%	1271 70% ^{ch} k	1295 70% ^{acaghk}	1216 67%	1268 69% ^{ch}
None of these	445 24% ^{lbde} fl	372 20%	443 24% ^{bdef}	373 20%	387 21%	379 21%	437 24% ^{bdf}	475 26% ^{bdefij}	406 22%	402 22%	461 25% ^{bdefij}	392 21%
Don't know	153 8%	169 9%	177 10% ^h j	147 8%	193 11% ^{adhjk}	176 10%	162 9%	141 8%	148 8%	143 8%	150 8%	166 9%
Average number of mentions	3.52 ^{eg}	3.56 ^{eg}	3.49 ^e	3.44	3.29	3.59 ^{eg}	3.31	3.62 ^{eg}	3.81 ^{abcdefg}	4.35 ^{abcdefgh} i	4.13 ^{abcdefgh} i	4.43 ^{abcdefghik}
Standard deviation	2.49	2.58	2.48	2.53	2.49	2.62	2.47	2.57	2.63	3.12	2.99	3.15
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.08

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food hygiene when eating out	294 33%	302 34% ^c	265 30%	301 34% ^c	311 35% ^c	327 37% ^{cqgk}	277 31%	288 33%	324 36% ^{cqgk}	304 34% ^c	282 32%	301 34%	385 41% ^q	387 41% ^q	401 43% ^{qw}	415 44% ^{qw}	330 35%	428 45% ^{qtw}	390 42% ^q	376 40% ^q
Food poisoning such as Salmonella and E.Coli	240 27% ^q	225 25%	238 27%	247 28% ^q	231 26%	224 25%	200 23%	217 24%	271 30% ^{belq}	232 26%	230 26%	245 28% ^g	300 32%	325 35% ^{qsw}	323 34% ^{qsw}	327 34% ^{qsw}	276 30%	323 34% ^{qsw}	272 29%	298 32%
The use of additives (such as preservatives and colouring) in food products	200 23%	223 25%	193 22%	198 22%	200 23%	195 22%	200 23%	214 24%	210 24%	215 24%	192 22%	226 26%	316 33% ^q	299 32%	301 32%	308 32%	270 29%	305 32%	281 30%	296 32%
The use of pesticides to grow food	179 20%	196 22%	169 19%	175 20%	185 21%	203 23%	205 23% ^c	193 22%	193 22%	204 23% ^c	174 20%	217 24% ^{acd}	277 29%	279 30% ^q	255 27%	289 30% ^q	239 26%	267 29%	259 28%	253 27%
Food hygiene at home	163 18% ^{gk}	154 17% ^g	138 15%	149 17%	181 20% ^{cghk}	172 19% ^{cghk}	119 13%	138 16%	161 18% ^q	162 18% ^{gk}	130 15%	168 19% ^{gk}	207 22% ^{sw}	221 24% ^{stwx}	216 23% ^{stwx}	208 22% ^{sw}	216 23% ^{stwx}	218 23% ^{stwx}	159 17%	178 19%
Date labels, such as "best before" and "use by" labels	159 18%	206 23% ^a	175 20%	198 22% ^a	196 22% ^a	233 26% ^{acgj}	180 20%	227 26% ^{acgj}	236 27% ^{acqg}	179 20%	202 23% ^a	198 22% ^a	237 25%	284 30% ^{mw}	261 28%	277 29% ^{mw}	275 29% ^{mw}	275 29% ^{mw}	247 26%	273 29% ^{mw}
Hormones/steroids /antibiotics in food	152 17% ^c	158 18% ^c	116 13%	150 17% ^c	134 15%	170 19% ^{ce}	147 17% ^c	209 24% ^{abcd}	193 22% ^{acde}	197 22% ^{abcd}	168 19% ^{ce}	193 22% ^{abc}	205 22%	197 21%	208 22%	233 25%	198 21%	238 25% ^{nq}	206 22%	227 24%
The feed given to livestock	149 17%	151 17%	128 14%	138 16%	124 14%	165 18% ^{ccegh}	121 14%	128 14%	157 18% ^{eg}	136 15%	132 15%	177 20% ^{cdk}	207 22% ^q	209 22% ^q	192 20%	180 19%	166 18%	210 22% ^q	183 19%	203 22% ^q
Genetically Modified (GM) foods	149 17%	177 20%	150 17%	173 20%	149 17%	159 18%	169 19%	172 19%	188 21% ^{ace}	187 21% ^{ace}	187 21% ^{ace}	183 21% ^{ace}	230 24%	229 24%	225 24%	235 25%	204 22%	214 23%	203 22%	218 23%
BSE ('mad cow disease')	129 15% ^{eg}	139 16% ^{ceg}	109 12%	140 16% ^{cegh}	93 10%	125 14% ^e	99 11%	108 12%	138 15% ^{cegh}	122 14% ^e	101 11%	117 13%	148 16% ^q	182 19% ^{mq}	178 19% ^{qswx}	184 19% ^{mqsv}	112 12%	165 17% ^{qw}	134 14%	163 17% ^{qw}

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food hygiene when eating out	404 43%qw	398 42%q	351 38%	393 42%q
Food poisoning such as Salmonella and E.Coli	319 34%qsw	292 31%	276 30%	300 32%
The use of additives (such as preservatives and colouring) in food products	332 36%qsw	320 34%q	283 30%	305 33%
The use of pesticides to grow food	299 32%oqst w	305 32%oqst w	252 27%	280 30%q
Food hygiene at home	201 22%sw	204 21%sw	152 16%	187 20%w
Date labels, such as "best before" and "use by" labels	296 32%msvw x	245 26%	228 24%	238 25%
Hormones/steroids /antibiotics in food	278 30%mnop qrstw	272 29%mnoc stw	217 23%	254 27%mnocq
The feed given to livestock	216 23%pqw	210 22%q	179 19%	219 23%pqsw
Genetically Modified (GM) foods	265 28%moqr stw	257 27%qrs	218 23%	243 26%qs
BSE ('mad cow disease')	168 18%qsw	149 16%q	129 14%	138 15%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	216	210	256	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	24%abcd efghi	24%abcd efghi	29%abcd efghijk	-	-	-	-	-	-	-	-
Net: Any	545	574	536	594	591	569	556	562	587	583	558	569	685	703	679	720	653	717	669	647
None of these	62% 250	65% 213	60% 254	67% 206	66% 203	64% 220	63% 236	63% 254	66% 225	63% 226	64% 253	64% 225	73% 195	75% 160	72% 190	76% 167	70% 184	76% 160	71% 201	69% 221
Don't know	28% 89	24% 95	28% 104	23% 83	23% 96	25% 106	27% 92	29% 72	25% 79	28% 78	25% 93	25% 93	21% 64	17% 74	20% 73	18% 64	20% 97	17% 70	21% 70	24% 69
Average number of mentions	3.33	3.36e	3.14	3.15	3.05	3.47cde	3.09	3.37e	3.53cde	4.11abc defghi	3.95abc defghi	4.37ab cdefgh	3.66	3.72	3.77e	3.69	3.50	3.69	3.49	3.84qs
Standard deviation	2.47	2.50	2.37	2.45	2.37	2.61	2.37	2.52	2.58	3.10	2.95	3.26	2.50	2.59	2.54	2.58	2.58	2.62	2.54	2.59
Standard error	0.11	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.12	0.12	0.13	0.09	0.09	0.10	0.09	0.10	0.09	0.10	0.10

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Chemicals from the environment, such as lead, in food	-	299 31%mnop qrst	264 28%mnop qrst	285 30%mnopqrstu
Food not being what the label says it is	-	282 30%mnop qrst	263 28%mnop qrst	285 30%mnopqrstu
Net: Any	684 73%kl	712 75%qtw	658 70%	699 74%qtw
None of these	180 19%	176 18%	207 22%npvr x	167 18%
Don't know	69 7%	65 7%	70 8%	73 8%
Average number of mentions	4.06mno pqrs	4.54mno pqrstu	4.28mno pqrst	4.48mnopqrstu
Standard deviation	2.65	3.13	3.02	3.06
Standard error	0.10	0.11	0.11	0.11

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food hygiene when eating out	94 32%	98 36%	91 30%	88 30%	96 32%	117 40%cdhjk	90 32%	83 28%	95 32%	90 30%	84 28%	87 33%	104 33%	121 40%q	112 37%	138 41%mq	102 32%	134 38%	115 37%	114 35%
Food poisoning such as Salmonella and E.Coli	72 25%	85 31%ghk	79 27%	73 25%	81 27%k	73 25%	58 20%	63 21%	80 27%	78 26%	60 20%	69 26%	68 22%	83 27%	76 25%	107 32%lm	79 25%	100 29%	86 27%	88 27%
Date labels, such as "best before" and "use by" labels	46 16%	71 26%aceg	53 18%	63 22%	54 18%	64 22%	52 18%	64 22%	61 21%	64 21%	57 19%	53 20%	66 21%	90 30%movx	65 21%	90 27%	78 24%	106 30%movx	75 24%	90 28%v
Food hygiene at home	37 13%	56 20%adgk	51 17%	36 13%	50 17%	52 18%h	38 13%	33 11%	45 15%	42 14%	40 13%	40 15%	57 18%	68 22%tw	49 16%	80 24%otw	72 22%tw	77 22%tw	56 18%	51 16%
The use of pesticides to grow food	32 11%	38 14%	35 12%	30 10%	32 11%	38 13%	46 16%	37 13%	37 13%	39 13%	38 13%	48 18%acde	62 20%	59 19%	52 17%	71 21%	56 17%	59 17%	58 18%	71 22%
The use of additives (such as preservatives and colouring) in food products	29 10%	50 18%aeh	40 13%	45 16%	31 10%	35 12%	38 13%	35 12%	40 14%	41 14%	43 14%	41 15%	82 26%w	63 21%	74 24%	105 31%nqrs	70 22%	79 23%	62 20%	81 25%
Genetically Modified (GM) foods	28 10%	41 15%	33 11%	43 15%	32 11%	27 9%	37 13%	39 13%	32 11%	34 11%	52 18%acel	38 14%	60 19%	64 21%q	50 16%	83 24%oq	46 14%	65 19%	62 20%	68 21%q
The feed given to livestock	26 9%	26 10%	26 9%	17 6%	19 6%	31 11%	22 8%	28 9%	29 10%	23 8%	27 9%	29 11%d	38 12%	56 18%moq	34 11%	50 15%w	34 11%	45 13%	34 11%	40 12%
Hormones/steroids /antibiotics in food	22 8%	26 9%	20 7%	17 6%	21 7%	37 13%cddeg	20 7%	34 11%d	38 13%acde	37 12%cde	36 12%cdeg	41 15%abcdeg	45 14%	49 16%	37 12%	66 19%o	46 14%	54 15%	56 18%	67 21%moq
BSE ('mad cow disease')	20 7%	29 10%egjk	21 7%	26 9%e	11 4%	31 11%egjk	14 5%	27 9%e	28 10%eg	16 5%	17 6%	22 8%e	45 14%rw	46 15%qrw	36 12%	50 15%qrw	29 9%	32 9%	35 11%	36 11%

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food hygiene when eating out	132 .39%	127 .38%	126 .36%	133 .39%
Food poisoning such as Salmonella and E.Coli	120 36% <i>mnoq</i> <i>stvw</i>	86 26%	87 25%	104 31% <i>m</i>
Date labels, such as "best before" and "use by" labels	108 32% <i>mogs</i> <i>vx</i>	69 20%	95 27% <i>vw</i>	73 22%
Food hygiene at home	66 20%	66 20%	50 14%	80 24% <i>otw</i>
The use of pesticides to grow food	74 22%	67 20%	58 17%	76 22%
The use of additives (such as preservatives and colouring) in food products	97 29% <i>nsw</i>	81 24%	64 18%	87 26% <i>w</i>
Genetically Modified (GM) foods	69 20%	69 21%	72 21% <i>q</i>	87 26% <i>oqr</i>
The feed given to livestock	50 15% <i>v</i>	30 9%	39 11%	59 17% <i>oqpsw</i>
Hormones/steroids \antibiotics in food	72 21% <i>mog</i>	62 18% <i>o</i>	57 16%	80 24% <i>mnoqsw</i>
BSE ('mad cow disease')	40 12%	31 9%	26 8%	45 13% <i>w</i>

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	39	39	47	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	54	56	45	-	-	-	-	-	-	-	-
Net: Any	166	174	165	176	178	170	163	156	171	175	171	168	202	211	196	245	209	237	199	218
None of these	57%	64%h	55%	61%	60%	58%	57%	53%	59%	59%	58%	63%ch	64%	69%	64%	72%mosw	65%	68%	63%	67%
Don't know	97	74	100	86	84	93	94	119	100	91	100	73	82	68	80	66	75	76	81	82
	33%	27%	33%	30%	28%	32%	33%	40%bdej	34%	31%	33%	27%	26%	22%	26%	20%	23%	22%	26%	25%
Average number of mentions	2.46	2.98ae	2.73	2.49	2.40	2.99ade	2.54	2.83	2.84e	3.18ade	3.22ade	3.32ac	3.10	3.32	2.99	3.43q	2.93	3.17	3.20	3.23
Standard deviation	1.82	2.36	2.19	1.82	1.74	2.21	2.20	2.08	2.08	2.44	2.66	2.68	2.36	2.43	2.19	2.65	2.35	2.50	2.32	2.32
Standard error	0.14	0.19	0.17	0.14	0.13	0.16	0.18	0.16	0.16	0.18	0.19	0.19	0.17	0.16	0.16	0.17	0.16	0.17	0.17	0.16

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Chemicals from the environment, such as lead, in food	-	69 20%mnop qrst	79 23%mnop qrst	96 28%mnopqrstuv
Food not being what the label says it is	-	84 25%mnop qrst	82 24%mnop qrst	95 28%mnopqrst
Net: Any	231 69%	219 65%	224 64%	230 68%
None of these	75 22%	89 26%p	93 27%p	76 22%
Don't know	30 9%	29 9%	33 9%	32 10%
Average number of mentions	3.58moq	3.85mno qrst	3.73moq rst	4.41mnopqrstuw
Standard deviation	2.32	2.82	2.57	3.20
Standard error	0.16	0.19	0.18	0.22

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food hygiene when eating out	185 42%	193 42%	168 38%	177 41%	160 37%	193 44%	170 38%	177 42%	166 40%	158 37%	158 41%	177 41%	189 42%	178 40%	190 42%	200 43%	183 41%	189 45%w	183 41%	202 44%
The use of additives (such as preservatives and colouring) in food products	143 32%	163 35%dg	135 30%	123 29%	136 31%	132 30%	126 28%	140 34%	136 33%	133 32%	113 30%	152 35%g	173 38%pq	162 36%	152 33%	149 32%	142 31%	148 35%	163 37%	164 36%
Food poisoning such as Salmonella and E.Coli	139 31%g	138 30%g	132 29%	126 29%	116 27%	129 29%	106 24%	116 28%	134 32%g	112 27%	121 32%g	135 31%g	159 35%	146 33%	175 39%a	168 36%	146 32%	143 34%	141 32%	155 34%
Date labels, such as "best before" and "use by" labels	118 27%	134 29%gj	115 26%	107 25%	128 30%gjk	116 26%	97 22%	127 30%gjk	119 29%gj	89 21%	87 23%	113 26%	91 20%	121 27%lm	119 26%lm	136 29%lm	126 28%lm	130 31%lm	126 28%lm	140 30%lm
The use of pesticides to grow food	106 24%	140 30%ach	106 24%	107 25%	119 27%	118 27%	121 27%	99 24%	120 29%	119 28%	108 28%	135 31%ach	155 34%	146 32%	149 33%	165 35%	134 30%	154 36%q	154 35%	153 33%
Hormones/steroids /antibiotics in food	101 23%	102 22%	86 19%	92 22%	89 21%	105 24%	92 21%	109 26%c	116 26%bcde	120 29%bcde	88 23%	128 29%abc	123 27%	120 27%	117 26%	143 31%	113 25%	134 32%q	124 28%	158 34%mnopq
The feed given to livestock	100 23%g	115 25%cde	81 18%	74 17%	76 18%	93 21%	72 16%	74 18%	92 22%g	90 21%	81 21%	111 25%cde	119 27%	99 22%	113 25%	119 25%	100 22%	133 32%nopq	117 26%	122 27%
Genetically Modified (GM) foods	96 22%	115 25%	100 22%	94 22%	111 26%	115 26%	103 23%	97 23%	121 29%acdg	119 28%a	99 26%	122 28%a	126 28%	127 28%	126 28%	123 26%	107 24%	108 26%	111 25%	125 27%
Food hygiene at home	92 21%g	94 20%g	82 18%g	88 21%g	103 24%gd	83 19%g	58 13%	79 19%g	84 20%g	80 19%g	61 16%	78 18%g	106 24%sw	92 21%	99 22%	93 20%	105 23%aw	101 24%sw	77 17%	98 21%
BSE ('mad cow disease')	73 16%e	75 16%	70 16%	71 17%e	50 12%	77 17%e	58 13%	55 13%	71 17%e	64 15%	52 14%	63 14%	85 19%	102 23%qw	101 22%qw	117 25%mqsw	70 16%	90 21%q	80 18%	93 20%

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food hygiene when eating out	210 46%nw	195 43%	176 38%	180 40%
The use of additives (such as preservatives and colouring) in food products	168 37%	176 39%pq	164 35%	162 36%
Food poisoning such as Salmonella and E.Coli	159 35%	145 32%	153 33%	147 32%
Date labels, such as "best before" and "use by" labels	133 29%m	118 26%m	117 25%	116 26%
The use of pesticides to grow food	152 34%	179 40%noqt wx	144 31%	147 32%
Hormones/steroids /antibiotics in food	151 34%mnoc	157 35%mnoc swx	132 28%	128 28%
The feed given to livestock	122 27%	121 27%	100 21%	130 29%nqw
Genetically Modified (GM) foods	156 35%mnop qrstwx	141 32%qs	124 27%	123 27%
Food hygiene at home	98 22%	107 24%sw	78 17%	99 22%
BSE ('mad cow disease')	100 22%qw	106 24%qsw	75 16%	85 19%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	134	124	152	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	32%abcd efghi	33%abcd efghi	35%abcd efghi	-	-	-	-	-	-	-	-
Net: Any	305 69%	349 75%a	315 70%	310 73%	320 74%	328 74%	325 72%	302 72%	300 73%	313 74%	284 75%	327 75%	344 76%	331 74%	332 73%	365 79%	335 74%	321 76%	329 74%	334 73%
None of these	103 23%bcf	79 17%	96 22%	88 21%	70 16%	76 17%	90 20%	82 20%	78 19%	83 20%	73 19%	80 18%	79 18%	80 18%	78 17%	68 15%	84 19%	63 15%	83 19%	93 20%pr
Don't know	35 8%	35 8%	37 8%	29 7%	42 10%	38 9%	34 7%	34 8%	35 8%	25 6%	24 6%	28 6%	27 6%	39 9%	45 10%mv	35 7%	33 7%	38 9%	31 7%	33 7%
Average number of mentions	3.77g	3.64g	3.42	3.42	3.40	3.54g	3.08	3.55g	3.86cde g	4.31abc defgh	4.22bcd efgh	4.55ab cdefgh	3.85	3.91	4.04	3.87	3.67	4.14q	3.87	4.21q
Standard deviation	2.56	2.53	2.45	2.52	2.54	2.51	2.37	2.43	2.74	3.18	3.03	3.06	2.53	2.66	2.56	2.63	2.60	2.85	2.63	2.88
Standard error	0.15	0.13	0.14	0.15	0.15	0.14	0.13	0.14	0.16	0.18	0.18	0.18	0.14	0.15	0.14	0.13	0.14	0.15	0.14	0.16

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Chemicals from the environment, such as lead, in food	-	172 38%mnop qrst	152 32%mnop qrst	159 35%mnopqrstu
Food not being what the label says it is	-	152 34%mnop qrst	135 29%mnop qrst	151 33%mnopqrstu
Net: Any	350 77%	350 78%	341 73%	331 73%
None of these	72 16%	71 16%	95 20%pr	81 18%
Don't know	30 7%	27 6%	33 7%	40 9%
Average number of mentions	4.14q	5.06mno pqrstu	4.54mno pqs	4.91mnopqrstu
Standard deviation	2.76	3.35	3.21	3.32
Standard error	0.15	0.17	0.18	0.18

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Food hygiene when eating out	107 33%	100 30%	104 32%	113 36%hk	100 31%	123 37%hk	109 33%	90 26%	125 38%bcehk	131 39%abcceghk	90 27%	117 35%htk
Food poisoning such as Salmonella and E.Coli	102 31%g	97 30%	98 30%	101 32%gk	85 27%	102 31%g	81 24%	93 29%	99 30%	102 31%g	85 26%	90 27%
The use of pesticides to grow food	100 30%k	93 28%	82 25%	91 29%	83 26%	101 30%k	86 26%	86 27%	109 33%ceghk	105 31%ck	79 24%	92 27%
The use of additives (such as preservatives and colouring) in food products	90 27%	83 26%	94 29%	85 27%	91 28%	105 31%	92 28%	90 28%	101 31%	103 31%	92 28%	90 27%
Food hygiene at home	79 24%ghk l	64 20%	73 22%gk	60 19%	66 21%g	77 23%ghkl	50 15%	55 17%	69 21%gk	72 21%gk	52 16%	58 17%
Date labels, such as "best before" and "use by" labels	74 22%	73 22%	83 25%	79 25%	85 26%	92 28%	76 23%	79 24%	111 34%abcdefg hijkl	85 25%	74 23%	82 25%
The feed given to livestock	72 22%	64 20%	65 20%	57 18%	60 19%	72 22%	60 18%	66 20%	80 24%deg	83 25%deg	64 20%	68 20%
Genetically Modified (GM) foods	70 21%	60 18%	66 20%	65 21%	56 18%	57 17%	60 18%	76 19%	62 23%efkl	80 24%belfgk	58 18%	56 17%
Hormones/steroids \antibiotics in food	66 20%	59 18%	65 20%	67 21%	64 20%	79 24%b	62 19%	69 21%	93 29%abcdeg hkl	92 28%abcdeg hkl	71 22%	70 21%
BSE ('mad cow disease')	54 16%l	70 21%egj l	58 18%l	60 19%egl	44 14%	61 18%l	47 14%	60 19%l	67 20%egl	54 16%	60 18%l	40 12%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 30%abcdefg hijkl	79 24%abcdefg hijkl	87 26%abcdefg hijkl
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 29%abcdefg hijkl	75 23%abcdefg hijkl	79 24%abcdefg hijkl

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Net: Any	213 65%	212 65%	207 63%	218 70%cegkhl	203 63%	230 69%hk	208 63%	199 61%	220 67%k	238 71%acegkhl	195 59%	211 63%
None of these	83 25%	71 22%	90 27%dfj	63 20%	75 23%	71 21%	88 27%dfj	99 31%bdefjl	82 25%	67 20%	100 30%bdefjl	83 25%
Don't know	33 10%	44 13%hij	32 10%	30 10%	44 14%hij	33 10%	35 10%	27 8%	27 8%	30 9%	34 10%	41 12%hi
Average number of mentions	3.83	3.59	3.80	3.56	3.63	3.77	3.47	3.78	4.23bdefgh	4.65abcdefgh	4.51abcdefgh	4.39abcdefgh
Standard deviation	2.64	2.64	2.64	2.57	2.71	2.66	2.50	2.58	2.77	3.07	3.10	3.10
Standard error	0.15	0.16	0.16	0.15	0.16	0.14	0.14	0.16	0.15	0.15	0.18	0.17

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

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

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Food hygiene when eating out	-	-	-	-
Food poisoning such as Salmonella and E.Coli	-	-	-	-
The use of additives (such as preservatives and colouring) in food products	-	-	-	-
The use of pesticides to grow food	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
Genetically Modified (GM) foods	-	-	-	-
Food hygiene at home	-	-	-	-
The feed given to livestock	-	-	-	-
Hormones/steroids/antibiotics in food	-	-	-	-
BSE ('mad cow disease')	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	466	418	498	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	28%abcd efghi	25%abcd efghi	30%abcd efghik	-	-	-	-	-	-	-	-
Net: Any	1115 67%	1169 70%acg hk	1114 66%	1193 71%acgh k	1142 69%	1186 70%acgh k	1107 67%	1111 66%	1148 69%	1181 70%chk	1112 66%	1183 71%acgh k	-	-	-	-	-	-	-	-
None of these	409 24%bde ll	334 20%	401 24%bdef l	346 21%	336 20%	343 20%	404 24%bdef l	433 26%bdef ij	375 23%	378 22%	424 25%bdef l	339 20%	-	-	-	-	-	-	-	-
Don't know	146 9%	161 10%	167 10%j	138 8%	183 11%adgh ijk	165 10%	147 9%	136 8%	139 8%	133 8%	142 8%	156 9%	-	-	-	-	-	-	-	-
Average number of mentions	3.49e	3.59eg	3.47e	3.41	3.20	3.56eg	3.33	3.60eg	3.78acd efg	4.24abc defghi	4.07abc defghi	4.39abcde fghik	-	-	-	-	-	-	-	-
Standard deviation	2.46	2.57	2.48	2.50	2.42	2.59	2.48	2.54	2.61	3.04	2.97	3.11	-	-	-	-	-	-	-	-
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.08	0.09	0.09	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Chemicals from the environment, such as lead, in food	-	-	-	-
Food not being what the label says it is	-	-	-	-
Net: Any	-	-	-	-
None of these	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food poisoning such as Salmonella and E.Coli	28 43%	31 51%mtw	22 36%	29 49%t
Food hygiene when eating out	32 49%	25 42%	22 37%	25 42%
The use of additives (such as preservatives and colouring) in food products	25 39%	26 43%	19 32%	22 37%
The use of pesticides to grow food	24 37%mt	26 43%mtw	17 29%	24 41%mt
Hormones/steroids &antibiotics in food	20 32%os	22 36%nos	17 29%a	23 39%mnqost
Genetically Modified (GM) foods	20 31%st	17 29%st	13 22%	16 26%
BSE ('mad cow disease')	19 29%w	12 21%	9 15%	14 24%
The feed given to livestock	18 29%	15 26%	11 18%	19 32%mtw
Date labels, such as "best before" and "use by" labels	21 33%w	27 45%msw	11 19%	20 33%w
Food hygiene at home	14 22%w	23 38%nsuwx	9 6%	10 17%w

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	103	99	107	117	118	99	110	86	107	112	92	110	64	63	53	53	60	127	141	115
Weighted Base	98*	93*	101*	104	106	90*	102	80*	98*	87*	88*	88*	60*	60*	53*	54*	57*	57	64	64
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	32	34	15	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	37%abcd efghil	39%abcd efghil	17%abcd efghil	-	-	-	-	-	-	-	-
Net: Any	73 74%bce fl	53 57%	60 60%	72 70%el	57 54%	55 60%	74 73%bcel	51 64%	77 79%bcef hi	70 80%bcef hi	67 76%bcef i	47 53%	42 70%	54 91%mrs tuwx	41 77%w	49 91%msu vwx	45 78%wx	45 79%swx	44 68%	47 73%
None of these	20 20%j	34 37%adg ijk	31 31%gijk	23 23%j	39 37%adgi jk	27 30%gij	16 16%	26 32%gijk	13 13%	8 10%	15 16%	31 35%adg ijk	16 27%np	3 6%	12 22%np	4 7%	12 21%np	9 15%	17 26%np	16 25%np
Don't know	5 5%	6 6%	10 10%	8 8%	9 9%	8 9%	11 11%	3 4%	8 8%	9 10%	5 6%	10 12%	2 3%	2 3%	1 1%	1 2%	1 2%	3 5%k	4 6%lx	2 3%
Average number of mentions	3.80bg	2.73	3.73bg	3.73bg	4.10bg	3.53g	2.55	3.67g	3.77bg	4.33abc dftghil	4.62bg	3.52g	3.69	3.62	3.80	3.93	4.34	4.43	3.99	4.06
Standard deviation	2.71	1.99	2.41	2.75	3.08	2.84	1.98	2.85	2.46	3.67	3.14	3.03	2.93	2.61	2.72	3.02	2.99	2.97	2.80	2.83
Standard error	0.31	0.26	0.30	0.31	0.39	0.37	0.22	0.39	0.27	0.39	0.38	0.39	0.43	0.35	0.43	0.44	0.44	0.29	0.28	0.31

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

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

Base: All adults England/Wales/NI

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Chemicals from the environment, such as lead, in food	-	17 29%mnop qrst	22 36%mnop qrst	28 47%mnopqrstuv
Food not being what the label says it is	-	31 51%mnop qrstw	18 29%mnop qrst	26 44%mnopqrstuw
Net: Any	46 72%	44 73%w	36 60%	38 63%
None of these	17 27%np	15 25%np	21 35%npqr	22 36%npqr
Don't know	1 1%	1 2%	3 4%	* 1%
Average number of mentions	4.77n	6.19mno pqrstw	5.07mno st	6.84mnopqrstuw
Standard deviation	3.23	3.61	3.39	3.37
Standard error	0.35	0.37	0.39	0.38

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

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

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

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

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of salt in food	830 45% ^{kk}	910 50% ^{aeg ijk}	863 47% ^{ek}	901 49% ^{aegikl}	797 44%	876 48% ^{legk}	800 44%	862 47% ^{legk}	819 45%	860 47% ^{kk}	763 42%	822 45%
The amount of fat in food	741 41%	816 45% ^{ace gijk}	753 41%	836 46% ^{aceghijkl}	756 41% ^{kk}	807 44% ^{agik}	726 40%	768 42% ^{kk}	735 40%	755 41%	692 38%	747 41%
The amount of saturated fat in food	713 39% ^{kk}	766 42% ^{ehj k}	752 41% ^{jk}	777 42% ^{aehjk}	707 39% ^{kk}	767 42% ^{jk}	720 39% ^{kk}	706 39% ^{kk}	716 39% ^{kk}	689 37%	638 35%	719 39% ^{kk}
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43% ^{ace}	793 43% ^{ace}	883 48% ^{abcdefg}	868 48% ^{abcdefg}	949 52% ^{abcdefgj}	926 51% ^{abcdefg}	1011 55% ^{abcdefghijk}
Foods aimed at children including school meals	410 22%	470 26% ^a	437 24%	487 27% ^a	460 25%	476 26% ^a	469 26% ^a	478 26% ^a	472 26% ^a	495 27% ^{ac}	457 25%	498 27% ^{ac}
Net: Any	1239 68%	1301 72% ^{ace ghik}	1250 68%	1335 73% ^{acefghijk l}	1240 69%	1276 69%	1241 68%	1231 67%	1230 67%	1273 69%	1218 67%	1270 70%
None of these	440 24% ^{bd}	363 20%	426 23% ^{bd}	369 20%	400 22%	390 21%	446 24% ^{bd}	438 24% ^{bd}	409 22%	402 22%	459 25% ^{bd}	398 22%
Don't know	150 8%	154 8%	160 9%	130 7%	184 10% ^{adgk}	175 10% ^{dg}	137 8%	156 9%	184 10% ^{dgk}	165 9% ^d	149 8%	158 9%
Average number of mentions	2.75	2.86	2.82	2.83	2.77	2.92^{ae}	2.83	3.00^{abcdegk}	2.93^{ae}	2.94^{acdeg}	2.86	2.99^{abcdegk}
Standard deviation	1.48	1.47	1.44	1.45	1.49	1.49	1.48	1.47	1.50	1.47	1.48	1.49
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
The amount of salt in food	361 41%	393 45% ^{egk}	367 41%	376 43%	352 40%	386 43% ^k	349 40%	376 42%	367 41%	398 45% ^{egk}	343 39%	362 41%	469 50% ^w	516 55% ^{mqs} uwvx	496 53% ^{qsw}	525 55% ^{mqsu} vw	445 48%	489 52% ^w	451 48%	487 52% ^w
The amount of fat in food	311 35%	336 38%	325 36%	365 41% ^{acgikl}	336 38%	352 39% ^k	308 35%	339 38% ^k	317 36%	345 39% ^k	299 34%	314 35%	430 46%	480 51% ^{moq} stuvwxyz	428 45%	470 49% ^{suvw}	420 45%	455 48% ^{vw}	417 44%	429 46%
The amount of saturated fat in food	309 35%	320 36% ^k	318 36%	337 38% ^{jk}	322 36% ^k	348 39% ^{jk}	322 36% ^k	310 35%	331 37% ^k	298 34%	280 31%	312 35%	404 43% ^w	446 48% ^{mqs} tuw	434 46% ^{quvw}	440 46% ^{quvw}	385 41%	419 44% ^w	398 42%	396 42%
The amount of sugar in food	300 34%	317 36%	298 33%	329 37%	308 35%	337 38%	349 39% ^{ace}	392 44% ^{abcd} ef	377 42% ^{abcd} ef	432 49% ^{abcd} efgi	401 45% ^{abcd} efg	452 51% ^{abcd} delghik	412 44%	440 47%	416 44%	444 47%	409 44%	463 49% ^{moq}	444 47%	492 53% ^{mnpqrs}
Foods aimed at children including school meals	174 20%	205 23% ^c	170 19%	191 22%	188 21%	192 21%	188 21%	199 22%	196 22%	192 22%	193 22%	223 25% ^{ac}	237 25%	265 28%	267 28%	296 31% ^m	272 29% ^m	284 30% ^m	280 30% ^m	278 30% ^m
Net: Any	550 62%	584 66%	560 63%	598 68% ^{achik}	579 65%	575 64%	566 64%	553 62%	560 63%	583 66%	549 62%	581 66%	688 73%	717 77% ^{qst} uwvx	689 73%	737 77% ^{moqs} uwvx	661 71%	701 74%	676 72%	678 72%
None of these	258 29% ^{bddef}	207 24%	245 27%	207 23%	213 24%	220 25%	251 28% ^{bde}	250 28% ^{bd}	233 26%	223 25%	261 29% ^{bddef}	224 25%	181 19%	156 17%	180 19%	162 17%	187 20%	170 18%	195 21% ^{np}	188 20%
Don't know	75 8%	90 10%	88 10%	78 9%	98 11% ^g	98 11% ^g	67 8%	85 10%	98 11% ^g	81 9%	79 9%	82 9%	75 8% ^p	64 7%	72 8%	52 5%	87 9% ^{np}	77 8% ^p	70 7%	71 8%
Average number of mentions	2.64	2.69	2.64	2.67	2.60	2.81 ^e	2.68	2.92 ^{abc}	2.83 ^{ace}	2.86 ^{acd}	2.76	2.86 ^{ac}	2.84	3.00 ^m	2.96	2.95	2.92	3.01 ^m	2.95	3.07 ^m
Standard deviation	1.49	1.48	1.39	1.44	1.45	1.47	1.43	1.49	1.48	1.46	1.46	1.52	1.47	1.45	1.46	1.45	1.51	1.49	1.51	1.45
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.05	0.06	0.05

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
The amount of salt in food	452 48%	462 49%	420 45%	459 49%
The amount of fat in food	418 45%	410 43%	394 42%	433 46%
The amount of saturated fat in food	385 41%	391 41%	358 38%	407 43%w
The amount of sugar in food	491 53%mnop qs	517 54%mnop qrs	525 56%mnop qrs	559 59%mnopqrstuv qrs
Foods aimed at children including school meals	276 30%m	302 32%m	264 28%	276 29%m
Net: Any	671 72%	691 72%	668 71%	689 73%
None of these	177 19%	178 19%	198 21%np	175 19%
Don't know	86 9%p	84 9%p	70 7%	75 8%p
Average number of mentions	3.02m	3.02m	2.93	3.09mqw
Standard deviation	1.52	1.47	1.49	1.45
Standard error	0.06	0.05	0.05	0.05

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
The amount of salt in food	80 27%	109 40%acd efhijk l	85 28%	88 30%	75 25%	80 27%	93 32%	86 29%	93 31%	79 27%	86 29%	73 27%	121 39%	145 48%mw	147 48%mw	161 48%mw	132 41%	166 47%mw	134 42%	146 45%w
The amount of saturated fat in food	78 27%	85 31%k	86 29%k	79 28%	75 25%	87 30%k	78 27%	80 27%	81 27%	75 25%	65 22%	70 26%	102 33%	119 39%w	117 39%w	140 41%muw	118 36%	133 38%w	109 35%	116 36%
The amount of fat in food	70 24%	99 36%ace gk	76 25%	97 34%ac	79 26%	86 29%	76 27%	90 30%	97 33%ac	86 29%	82 28%	84 32%a	112 36%	132 43%uw	118 39%	155 46%muw	127 39%	139 40%	119 38%	134 41%
The amount of sugar in food	59 20%	79 29%ae	79 27%e	68 23%	55 19%	68 23%	81 28%ae	75 25%	93 31%adef	98 33%adef	103 35%acde fh	113 42%abc delghi j	112 36%	118 39%	108 36%	137 40%	106 33%	137 39%	126 40%	150 46%mo
Foods aimed at children including school meals	52 18%l	52 19%dl	45 15%	35 12%	49 16%	47 16%	47 17%	44 15%	33 11%	43 15%	48 16%	46 17%l	75 24%	87 29%	86 28%	117 34%mqru w	83 26%	85 24%	98 31%	96 30%
Net: Any	161 55%	170 62%h	164 55%	176 61%h	164 55%	169 58%	153 53%	151 51%	172 56%	164 55%	170 57%	156 59%	211 67%	221 73%w	211 69%	246 73%w	216 67%	239 68%	215 68%	218 67%
None of these	107 37%bl	75 27%	108 36%bl	95 33%	97 32%	97 33%	106 37%bl	114 38%bl	92 31%	94 32%	96 32%	75 28%	78 25%	60 20%	64 21%	69 20%	74 23%	81 23%	71 23%	76 23%
Don't know	23 8%	30 11%d	26 9%	16 6%	37 12%d	27 9%	27 9%	32 11%d	32 11%d	39 13%d	31 10%d	34 13%d	26 8%	23 8%	29 10%	24 7%	32 10%	30 8%	28 9%	31 9%
Average number of mentions	2.10	2.50ad ef	2.26	2.08	2.03	2.18	2.45ade	2.48ade	2.31e	2.32	2.25	2.47ad e	2.48	2.72	2.73	2.88m	2.62	2.76	2.72	2.94mq
Standard deviation	1.32	1.40	1.39	1.22	1.22	1.39	1.48	1.44	1.27	1.36	1.38	1.46	1.48	1.50	1.47	1.46	1.45	1.48	1.48	1.51
Standard error	0.10	0.11	0.11	0.09	0.10	0.11	0.13	0.12	0.09	0.10	0.10	0.11	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
The amount of salt in food	140 42%	126 37%	126 36%	146 43%
The amount of saturated fat in food	109 33%	114 34%	105 30%	124 37%
The amount of fat in food	117 35%	120 36%	120 34%	131 39%
The amount of sugar in food	153 46%moq	157 47%moq	167 48%mnopqr	185 55%mnopqrstu
Foods aimed at children including school meals	85 25%	105 31%	87 25%	108 32%mr
Net: Any	229 68%	227 67%	223 64%	232 68%
None of these	76 23%	83 25%	102 29%nop	81 24%
Don't know	30 9%	28 8%	25 7%	26 8%
Average number of mentions	2.64	2.75	2.71	2.99mqu
Standard deviation	1.46	1.49	1.45	1.49
Standard error	0.10	0.10	0.10	0.10

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
The amount of salt in food	214 48%	253 55%gik	225 50%g	225 53%gk	218 51%g	219 49%g	187 42%	220 53%gk	193 47%	224 53%gk	171 45%	212 49%g	263 58%qsw	246 55%	249 55%	267 57%sw	227 50%	244 58%qsw	223 50%	260 57%
The amount of fat in food	190 43%	220 48%g	205 46%	190 45%	207 48%g	194 44%	179 40%	190 45%	173 42%	198 47%g	165 43%	194 45%	236 52%qwx	223 50%	218 48%	239 51%w	206 46%	232 55%oqst uwvx	205 46%	214 47%
The amount of sugar in food	185 42%	201 44%	182 41%	192 45%	194 45%	206 47%	199 44%	216 52%abcg	208 50%ac	254 60%abcd efghi	209 55%abcd efg	267 61%abc delghi	215 48%	226 50%	212 47%	227 48%	214 47%	227 54%o	225 51%	285 62%mnopqrs
The amount of saturated fat in food	184 41%	224 48%ahj k	202 45%	186 44%	189 44%	196 44%	188 42%	170 41%	173 42%	174 41%	148 39%	200 46%k	218 48%w	210 47%	217 48%	240 51%vwxx	205 45%	214 51%vwxx	217 49%w	216 47%
Foods aimed at children including school meals	130 29%	147 32%	149 33%	136 32%	153 35%	148 34%	142 32%	150 36%	142 34%	133 32%	121 32%	157 36%a	107 24%	121 27%	111 24%	133 28%	112 25%	130 31%moq	129 29%	125 27%
Net: Any	314 71%	345 75%	322 72%	323 76%	326 76%	323 74%	331 74%	309 71%	293 71%	323 77%	276 72%	328 76%	340 75%	341 76%	338 74%	369 79%qtsuw	322 71%	320 76%	319 72%	350 76%
None of these	97 22%ef	80 17%	97 22%ef	70 16%	70 16%	67 15%	91 20%	76 17%	71 17%	70 17%	77 18%	80 18%	73 16%	78 17%	81 18%	67 14%	89 20%p	64 15%	90 20%pr	73 16%
Don't know	32 7%	38 8%	29 6%	33 8%	36 8%	52 12%acgjk l	26 6%	34 8%	48 12%acgjl	28 7%	28 7%	26 6%	37 8%	30 7%	37 8%	33 7%	40 9%	38 9%	34 8%	37 8%
Average number of mentions	2.87	3.03g	2.99g	2.87	2.95	2.99g	2.70	3.07g	3.03g	3.04g	2.95	3.14ad	3.06	3.01	2.98	3.00	2.99	3.27nop	3.13	3.14
Standard deviation	1.52	1.51	1.43	1.48	1.57	1.52	1.49	1.55	1.56	1.42	1.51	1.56	1.44	1.46	1.43	1.44	1.44	1.44	1.45	1.40
Standard error	0.09	0.08	0.08	0.08	0.09	0.08	0.08	0.09	0.09	0.08	0.09	0.09	0.08	0.08	0.08	0.07	0.08	0.08	0.08	0.07

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
The amount of salt in food	239 53%	263 59%qsw	234 50%	237 52%
The amount of fat in food	211 47%	209 47%	208 44%	206 46%
The amount of sugar in food	251 56%mpq	262 58%mnop qs	279 60%mnop qs	270 60%mnopqs
The amount of saturated fat in food	213 47%	195 43%	194 41%	198 44%
Foods aimed at children including school meals	130 29%	137 31%moq	131 28%	124 27%
Net: Any	320 71%	334 75%	340 72%	340 75%
None of these	86 19%	79 18%	95 20%p	75 17%
Don't know	45 10%	35 8%	34 7%	37 8%
Average number of mentions	3.26nop	3.19	3.08	3.05
Standard deviation	q			
Standard error	1.48	1.47	1.45	1.46
	0.08	0.08	0.08	0.08

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
The amount of salt in food	151 46%	156 48%	157 48%	161 52%k	145 45%	166 50%	164 50%	150 46%	153 47%	168 50%	146 44%	154 46%
The amount of sugar in food	140 42%	133 41%	133 40%	149 48%bc	148 46%	161 48%bc	163 49%abc	157 48%bc	163 50%abc	179 53%abce	168 51%abc	176 53%abc
The amount of fat in food	134 41%	141 43%k	138 42%	154 49%acijkl	138 43%k	155 46%kl	147 44%k	140 43%k	137 42%	141 42%k	117 36%	132 39%
The amount of saturated fat in food	131 40%	128 39%	130 40%	131 42%	121 38%	137 41%	130 39%	124 38%	139 42%	132 39%	126 38%	126 38%
Foods aimed at children including school meals	46 14%	63 19%a	47 14%	66 21%acg	63 20%ac	66 20%ac	52 16%	63 19%ac	82 25%acghl	76 23%acg	70 21%acg	63 19%a
Net: Any	213 65%	224 68%	215 65%	221 71%hkl	211 66%	225 67%	223 67%	203 62%	215 66%	225 67%	209 63%	214 64%
None of these	86 26%	70 22%	75 23%	67 22%	70 22%	80 24%	87 26%	99 31%bcdefj	84 26%	76 23%	90 27%	86 26%
Don't know	31 9%	33 10%	39 12%dgh	24 8%	40 12%dgh	29 9%	21 6%	23 7%	29 9%	35 10%g	31 9%	35 10%g
Average number of mentions	2.83	2.78	2.81	3.00	2.91	3.04b	2.94	3.13abc	3.13abc	3.10abc	3.00	3.05bc
Standard deviation	1.41	1.42	1.36	1.41	1.47	1.37	1.43	1.37	1.48	1.42	1.44	1.37
Standard error	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.08	0.07	0.08	0.08

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

	ENGLAND												SCOTLAND								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	1898	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1898	-	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**	**
The amount of salt in food	757 45%k	834 50%ace gijkl	780 46%k	814 49%egik	724 44%	807 48%egik	727 44%	794 47%ek	730 44%	780 46%k	696 41%	759 45%k	-	-	-	-	-	-	-	-	-
The amount of fat in food	671 40%	754 45%ace gijkl	692 41%	758 45%aceg ijkl	694 42%k	746 44%agij k	657 40%	709 42%k	658 40%	679 40%	635 38%	694 41%k	-	-	-	-	-	-	-	-	-
The amount of saturated fat in food	646 39%k	702 42%aah jk	691 41%jk	693 41%k	641 39%k	705 42%hijk	662 40%jk	642 38%k	634 38%k	613 36%	577 34%	665 40%jk	-	-	-	-	-	-	-	-	-
The amount of sugar in food	642 38%	688 41%	651 39%	705 42%a	650 39%	734 43%ace	719 43%ace	805 48%abcd efg	777 47%abcd ef	860 51%abcd efgi	854 51%abcd efgi	934 56%abcd efghijk	-	-	-	-	-	-	-	-	-
Foods aimed at children including school meals	369 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%ac	-	-	-	-	-	-	-	-	-
Net: Any	1136 68%	1192 72%acg hik	1141 68%	1222 73%acef ghijk	1138 69%	1176 69%	1133 68%	1128 67%	1111 67%	1111 69%	1164 67%	1174 70%	-	-	-	-	-	-	-	-	-
None of these	393 24%bd	323 19%	391 23%bd	336 20%	349 21%	355 21%	406 25%bdef i	401 24%bdf	376 23%b	377 22%b	420 25%bdef i	356 21%	-	-	-	-	-	-	-	-	-
Don't know	140 8%	150 9% d	149 9% d	118 7%	174 10%adgk	163 10% dg	119 7%	150 9% d	175 11%adgk	152 9% d	137 8%	148 9%	-	-	-	-	-	-	-	-	-
Average number of mentions	2.71	2.86a	2.81	2.79	2.74	2.92ade	2.82	3.00abc	2.90ae	2.90ae	2.83	2.98abcde	-	-	-	-	-	-	-	-	-
Standard deviation	1.48	1.47	1.43	1.44	1.49	1.49	1.48	1.47	1.50	1.45	1.47	1.48	-	-	-	-	-	-	-	-	-
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
The amount of salt in food	-	-	-	-
The amount of fat in food	-	-	-	-
The amount of saturated fat in food	-	-	-	-
The amount of sugar in food	-	-	-	-
Foods aimed at children including school meals	-	-	-	-
Net: Any	-	-	-	-
None of these	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
The amount of salt in food	35 55%	37 61%mw	28 47%	31 52%
The amount of saturated fat in food	29 45%	33 59%mw	24 41%	31 52% <i>m</i>
The amount of fat in food	33 52%	35 58%mw	24 40%	32 53% <i>w</i>
The amount of sugar in food	36 57% <i>m</i>	38 63%mpsw	29 48%	34 57%
Foods aimed at children including school meals	24 37%	29 49% <i>mopr</i> <i>stw</i>	21 35%	31 51% <i>moprstuw</i>
Net: Any	44 69%	45 75% <i>mw</i>	36 60%	42 70%
None of these	16 25% <i>n</i>	14 23% <i>n</i>	22 38% <i>nopq</i> <i>rv</i>	16 27% <i>nrr</i>
Don't know	4 6%	1 2%	2 3%	2 3%
Average number of mentions	3.54	3.81 <i>nop</i> <i>qrst</i>	3.49	3.77 <i>nqrst</i>
Standard deviation	1.61	1.45	1.58	1.64
Standard error	0.18	0.14	0.18	0.18

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of salt in food	830 45%k	910 50%aeg ijk	863 47%ek	901 49%aegikl	797 44%	876 48%legk	800 44%	862 47%legk	819 45%	860 47%k	763 42%	822 45%
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abcdefg	868 48%abcdefg	949 52%abcdefgij	926 51%abcdefg	1011 55%abcdefghijk
The amount of fat in food	741 41%	816 45%ace gjk	753 41%	836 46%aceghijkl	756 41%k	807 44%agik	726 40%	768 42%k	735 40%	755 41%	692 38%	747 41%
The amount of saturated fat in food	713 39%k	766 42%ehj k	752 41%jk	777 42%aehjk	707 39%k	767 42%kjk	720 39%k	706 39%k	716 39%k	689 37%	638 35%	719 39%k
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%ac
Net: Any	1239 68%	1301 72%ace ghk	1250 68%	1335 73%acelghijk l	1240 68%	1276 69%	1241 68%	1231 67%	1230 67%	1273 69%	1218 67%	1270 70%
None of these	440 24%bdf	363 20%	426 23%bd	369 20%	400 22%	390 21%	446 24%bdf	438 24%bdf	409 22%	402 22%	459 25%bdefj	398 22%
Don't know	150 8%	154 8%	160 9%	130 7%	184 10%adgk	175 10%cdg	137 8%	156 9%	184 10%cdgk	165 9%cd	149 8%	158 9%
Average number of mentions	2.75	2.86	2.82	2.83	2.77	2.92ae	2.83	3.00abcdegk	2.93ae	2.94acdeg	2.86	2.99abcdegk
Standard deviation	1.48	1.47	1.44	1.45	1.49	1.49	1.48	1.47	1.50	1.47	1.48	1.49
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food prices	976 53% ^{kl}	1133 62% ^{agh ijk}	1114 61% ^{ahijkl}	1150 63% ^{afghijkl}	1116 61% ^{ahijkl}	1094 59% ^{ahijkl}	1073 59% ^{ahijkl}	933 51% ^{ijkl}	915 50% ^{ijkl}	781 42%	771 42%	729 40%
Food waste	766 42%	805 44%	806 44%	835 46% ^a	800 44%	818 44%	925 51% ^{abcdefh}	808 44%	883 48% ^{abcdefh}	895 49% ^{abcdefh}	898 49% ^{abcdefh}	964 53% ^{abcdefhijkl}
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 38%	732 40%	710 39%	750 41%	757 42% ^e	783 43% ^{ceeg}	752 41%	826 45% ^{abcdefghijkl}
Food miles (e.g. the distance food travels)	425 23% ^{ck}	452 25% ^{cek}	360 20%	424 23% ^c	401 22%	438 24% ^{ck}	438 24% ^{ck}	411 23% ^c	414 23% ^c	468 25% ^{cehkl}	384 21%	408 22% ^c
Packaging/over packaging	-	-	-	-	-	11 1% ^{abcde}	13 1% ^{abcde}	15 1% ^{abcde}	12 1% ^{abcde}	14 1% ^{abcde}	9 * ^{abcde}	9 * ^{abcde}
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	11 1% ^{abcde}	11 1% ^{abcde}	12 1% ^{abcde}	10 * ^{abcde}	5 * ^{abcde}	4 * ^{abcde}	1 *
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87 5% ^{abcdeghijkl}	31 2% ^{abcdeijkl}	18 1% ^{abcdeijkl}	14 1% ^{abcdeijkl}	*	-	-
Fair Trade	-	-	-	-	-	-	-	-	3 *	1 *	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *
Any other issue not previously seen/mentioned	-	-	-	-	-	8 * ^{abcde}	6 * ^{abcde}	7 * ^{abcde}	13 1% ^{abcde}	11 1% ^{abcde}	14 1% ^{abcde}	5 * ^{abcde}
Net: Any	1435 79% ^{kl}	1511 83% ^{ahij}	1481 81% ^{hijkl}	1523 83% ^{ahijkl}	1482 81% ^{ahijkl}	1493 81% ^{hijkl}	1477 81% ^{hijkl}	1405 77%	1401 77%	1397 76%	1383 76%	1383 76%
None of these	316 17% ^{bcd}	229 13%	272 15%	251 14%	273 15% ^b	270 15%	286 16% ^b	341 19% ^{bcdefg}	319 18% ^{bcd}	331 18% ^{bcd}	355 19% ^{bcdefg}	314 17% ^{bdf}

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/NI

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Don't know	76 4%	78 4%	82 4%	60 3%	69 4%	77 4%	60 3%	78 4%	104 6%abdefg	113 6%abdefgh	88 5%dg	128 7%abcdefghk
Average number of mentions	2.03	2.07	2.02	2.08	2.03	2.14acek	2.17abcdek	2.10c	2.16abcdek	2.12ace	2.05	2.13ace
Standard deviation	1.04	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.09	1.07	1.06	1.05
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food prices	459 52%hij kl	517 59%ahi jkl	487 54%hijk l	506 57%ahij kl	521 59%ahij kl	501 56%hijk l	484 55%hijk l	417 47%ijkl	409 46%kl	351 40%	343 39%	332 37%	517 55%vwxy	616 66%mtu vwxy	627 67%mtuv wx	644 68%mrst uvwxy	595 64%mtuv wx	593 63%mtuv wx	590 63%mtuv wx	517 55%vwxy
Food waste	325 37%	333 38%	345 39%	375 42%a	377 42%a	360 40%	420 48%abcd efh	367 41%	402 45%abcd	387 44%abc	402 45%abcd	439 49%abc defg	441 47%	472 50%q	461 49%	460 48%	423 45%	458 48%	505 54%mnopq r	440 47%
Animal welfare	318 36%	300 34%	282 32%	321 36%c	306 34%	294 33%	296 33%	331 37%c	326 37%c	328 37%c	330 37%c	365 41%abc defg	429 45%	432 46%	425 45%	440 46%	392 42%	437 46%	414 44%	419 45%
Food miles (e.g. the distance food travels)	175 20%	196 22%ck	148 17%	178 20%c	174 20%	181 20%c	176 20%	170 19%	166 19%	187 21%ck	148 17%	184 21%ck	250 26%	256 27%o	213 23%	246 26%	227 24%	257 27%o	262 28%o	241 26%
Packaging/over packaging	-	-	-	-	-	3	4	8	4	7	3	4	-	-	-	-	-	8	10	6
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	5	6	3	6	3	1	-	-	-	-	-	-	6	5	9
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	1%abcde l	1%abcde ijkl	1%abcde ijkl	1%abcde jkl	1%abcde jkl	1%abcde jkl	-	-	-	-	-	-	5%mnopq stuvwxy	2%mnopq uvwx	1%mnopq x
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	6	2	5	6	4	5	2	-	-	-	-	-	2	4	3
Net: Any	667 76%k	701 80%hij kl	681 76%jk	697 79%hijk l	698 78%hijk l	688 77%jkl	685 78%ijkl	658 74%	653 73%	636 72%	625 70%	640 72%	768 81%	810 86%mtu vwxy	800 85%mtuv wx	826 87%mtuv wx	784 84%tuvxy	805 85%mtuv wx	792 84%tuvxy	748 80%

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/NI

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food prices	506 54%vwx	430 45%	428 46%	397 42%
Food waste	481 52%mqf	508 53%mpqr t	496 53%mpqr t	526 56%mnopqr t
Animal welfare	431 46%	455 48%q	422 45%	462 49%qs
Food miles (e.g. the distance food travels)	247 27%	281 30%oqwx	236 25%	225 24%
Packaging/over packaging	8 1%mnopq	7 1%mnopq	6 1%mnopq	5 1%mnopq
Labelling/mislabelling/ ensuring labelling is correct/not misleading	4 *mnopq	2 *	3 *	1 *
Horse meat scandal/meat not being what it is claimed to be	7 1%mnopq vwx	- -	- -	- -
Fair Trade	3 *	1 *	- -	- -
Farmers not paid fair price/not helped	1 *	3 *	1 *	- -
Any other issue not previously seen/mentioned	7 1%mnopq	7 1%mnopq	9 1%mnopq r	3 *
Net: Any	748 80%	761 80%	758 81%	744 79%

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/NI

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
None of these	178 20% ^b	129 15%	163 18% ^b	150 17%	159 18%	158 18%	167 19% ^b	196 22% ^{bdef}	184 21% ^b	190 21% ^b	207 23% ^{bode}	188 21% ^b	139 15% ^{nop}	100 11%	109 12%	101 11%	114 12%	112 12%	119 13%	144 15% ^{nopqr}
Don't know	39 4%	51 6% ^{eg}	49 5%	36 4%	32 4%	47 5%	31 4%	34 4%	55 6% ^{egh}	62 7% ^{adegh}	58 6% ^{degh}	59 7% ^{adeg}	38 4%	26 3%	33 3%	24 3%	37 4%	30 3%	29 3%	45 5% ^{np}
Average number of mentions	1.92	1.92	1.85	1.98 ^c	1.97 ^c	2.02 ^c	2.04 ^{abc}	1.99 ^c	2.04 ^{ac}	1.99 ^c	1.97 ^c	2.07 ^{ab}	2.13	2.19 ^q	2.16	2.17	2.09	2.25 ^{mqw}	2.28 ^{mop}	2.20 ^q
Standard deviation	1.02	1.05	1.00	1.02	1.02	1.10	1.06	1.06	1.05	1.03	1.02	1.05	1.05	1.07	1.04	1.08	1.09	1.16	1.11	1.12
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
None of these	135 15%np	141 15%nop	148 16%nopq r	126 13%
Don't know	50 5%np ^{rs} w	50 5%np ^{rs} w	31 3%	69 7% ^m no ^p rs ^t w
Average number of mentions	2.27 ^{mo} q	2.23 ^{qw}	2.11	2.18
Standard deviation	w			
Standard error	1.12	1.09	1.09	1.05
	0.04	0.04	0.04	0.04

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food prices	121 42%	140 51%ahj ki	136 45%kl	149 52%ahij kl	148 50%hklj	154 53%ahij kl	126 44%kl	114 39%	127 43%kl	115 39%	102 34%	92 35%	162 52%x	195 64%mtu vwx	192 63%mtuv wx	227 67%mqrt uwx	190 59%vwx	206 59%vwx	190 60%mvwx	179 55%vwx
Animal welfare	94 32%e	84 31%e	80 27%	74 26%	68 23%	90 31%e	81 28%	99 33%e	94 32%e	87 29%	115 39%cdef efj	104 39%bcd efj	124 39%r	112 37%r	97 32%	131 39%r	102 32%	88 25%	101 32%	106 33%r
Food waste	68 24%	96 35%a	89 30%	100 35%a	88 29%	96 33%a	109 36%ace	92 31%	104 35%a	93 31%	111 37%ae	125 47%abc delghi jk	120 38%	124 41%	121 40%	154 45%	134 42%	140 40%	147 47%lm	130 40%
Food miles (e.g. the distance food travels)	37 13%	31 11%	26 9%	22 8%	27 9%	35 12%	37 13%	27 9%	35 12%	27 9%	44 15%cdeh j	42 16%cde hj	58 18%qw	55 18%qw	48 16%	69 20%qvw	38 12%	47 13%	51 16%	53 16%
Packaging/over packaging	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	-	1	1	2	*	1	-	-	-	-	-	-	-	1	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	4	3	2	1	-	-	-	-	-	-	-	-	13	3	1
Fair Trade	-	-	-	-	-	2%acejk l	1%	1%	*	-	-	-	-	-	-	-	-	4%mnopq stuvwx	1%	*
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	1	-	1	4	1	1	-	-	-	-	-	-	1	1	1

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food prices	184 55%vwx	151 45%	159 46%	145 43%
Animal welfare	110 33%r	111 33%r	121 35%r	133 39%r
Food waste	148 44%	153 45%	148 42%	168 50%mnort
Food miles (e.g. the distance food travels)	56 17%	61 18%q	43 12%	57 17%
Packaging/over packaging	-	2 1%	-	-
Labeling/mislabelling/e nsuring labelling is correct/not misleading	1 *	1 *	1 *	-
Horse meat scandal/meat not being what it is claimed to be	3 1%	-	-	-
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Any other issue not previously seen/mentioned	1 *	1 *	3 1%	-

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Net: Any	195 67%	204 74%hj	205 69%	207 72%	216 73%h	206 70%	195 68%	191 64%	204 69%	194 65%	202 68%	180 68%	239 76%	256 84%mor tuvwx	237 78%	286 84%moqr tuvwx	251 78%	266 76%	254 81%v	249 77%
None of these	76 26%	55 20%	74 25%	64 22%	66 22%	75 26%	80 28%	91 31%bde	81 27%	74 25%	76 26%	63 24%	63 20%np	37 12%	48 16%	39 12%	59 18%np	63 18%np	48 15%	57 17%p
Don't know	20 7%	15 5%	19 6%	17 6%	15 5%	12 4%	14 4%	11 5%	30 10%efghi	19 6%	23 9%fj	12 4%	11 4%	20 6%	13 4%	12 4%	21 6%	13 4%	19 6%	
Average number of mentions	1.65	1.72e	1.61	1.67	1.53	1.84ce	1.85ace	1.77e	1.79ce	1.67	1.85ace	2.01ab	1.94	1.90	1.93	2.03qw	1.85	1.86	1.94	1.88
Standard deviation	0.88	0.94	0.83	0.89	0.81	1.03	0.95	0.94	0.92	0.90	1.01	1.02	0.96	1.01	1.03	1.02	0.94	1.01	1.01	1.03
Standard error	0.06	0.07	0.06	0.06	0.06	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.06	0.06	0.07	0.06	0.06	0.06	0.07	0.07

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Net: Any	247 74%	241 71%	259 74%	249 74%
None of these	64 19%np	71 21%np	74 21%np	63 19%np
Don't know	24 7%	25 7%	16 5%	26 8% ⁿ
Average number of mentions	2.03 ^w	1.99	1.84	2.02
Standard deviation	1.04	0.94	0.98	1.04
Standard error	0.07	0.06	0.06	0.07

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food prices	274 62%hjk l	306 66%hij kl	301 67%hijk l	277 65%hijkl	302 70%afgh ijkl	274 62%hijkl	285 64%hijkl	225 54%l	240 58%kl	196 47%	193 51%	194 45%	237 53%vwxy	289 64%mtu vwx	305 67%mtuv wx	308 66%mtuv wx	288 64%mtuv wx	265 63%muvw x	285 64%mtuv wx	262 57%luvwxy
Food waste	193 44%	219 47%	214 48%	192 45%	206 48%	191 43%	219 49%	184 44%	207 50%	212 50%l	191 56%abc def	242 56%abc def	247 55%	223 50%	234 51%	246 53%	224 50%	231 55%	276 62%mnop q	246 54%
Animal welfare	181 41%	208 45%	190 42%	180 42%	199 46%	176 40%	179 40%	183 44%	184 45%	195 46%	162 42%	210 48%afg	219 49%	203 45%	215 47%	243 52%n	207 46%	234 55%mnopq sw	213 48%	227 49%
Food miles (e.g. the distance food travels)	108 24%c	137 30%cik	84 19%	105 25%c	117 27%ck	107 24%	106 24%	111 26%ck	92 22%	117 28%ck	75 20%	105 24%	139 31%	135 30%	128 28%	138 29%	139 31%	150 36%ouvw x	151 34%wx	142 31%
Packaging/over packaging	-	-	-	-	-	3	2	8	4	4	2	2	-	-	-	-	-	6	9	4
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	1	2	1	1	1	1	1	-	-	-	-	-	1	2	1
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	20 4%abode hijkl	10 2%abode jkl	3 1%	6 1%abode jkl	-	-	-	-	-	-	-	-	37 9%mnopq stuvw	12 3%mnopq uvwx	7 2%mnopqvw x
Fair Trade	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	3 1%	-	3 1%	3 1%	3 1%	-	-	-	-	-	-	-	2 1%	1	2
Net: Any	366 83%	398 86%hjk l	386 86%hijkl	362 85%	379 88%ahij kl	374 85%	379 84%	338 81%	336 81%	335 79%	305 80%	349 80%	386 86%wx	388 86%lwx	390 86%wx	417 89%luvw	385 85%w	376 89%luvw	387 87%luvw	389 85%w

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/NI

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food prices	217 48% ^x	197 44%	203 43%	183 41%
Food waste	246 54%	259 58% ^{nq}	268 57% ^{nq}	259 57% ^{nq}
Animal welfare	224 50%	237 53% ^{nq}	220 47%	239 53% ^{nq}
Food miles (e.g. the distance food travels)	130 29%	154 34% ^{wx}	130 28%	124 27%
Packaging/over packaging	6 1% ^{mnpq}	7 2% ^{mnpq}	5 1% ^{mnpq}	6 1% ^{mnpq}
Labeling/mislabelling/ ensuring labelling is correct/not misleading	5 1% ^{mnpq} x	1 *	1 *	- -
Horse meat scandal/meat not being what it is claimed to be	4 1% ^p	-	-	-
Fair Trade	1 *	-	-	-
Farmers not paid fair price/not helped	1 *	3 1%	1 *	-
Any other issue not previously seen/mentioned	3 1%	2 1%	7 1% ^{mnpq}	4 1%
Net: Any	366 81%	369 82%	373 80%	365 81%

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/NI

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
None of these	68 15% ^{ae}	50 11%	51 11%	51 12%	43 10%	54 12%	62 14%	63 15% ^{ae}	59 14%	67 16% ^{lbe}	56 15%	63 15% ^{ae}	44 10%	44 10%	50 11%	44 9%	52 11%	34 8%	44 10%	57 12% ^{af}
Don't know	8 2%	14 3%	11 2%	13 3%	9 2%	14 3%	7 2%	17 4% ^g	18 4% ^{ag}	20 5% ^{ag}	21 5% ^{aceg}	23 5% ^{aceg}	20 5% ^p	18 4% ^p	15 3%	7 2%	15 3%	12 3%	13 3%	13 3%
Average number of mentions	2.06	2.18	2.04	2.08	2.17	2.08	2.12	2.12	2.20	2.18	2.04	2.16	2.18	2.19	2.26	2.24	2.23	2.47 ^{mno}	2.46 ^{mno}	2.30
Standard deviation	1.06	1.11	0.99	1.05	1.10	1.10	1.05	1.12	1.11	1.10	1.04	1.09	1.07	1.07	1.08	1.09	1.08	1.22	1.16	1.12
Standard error	0.06	0.06	0.05	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.05	0.06	0.06	0.06

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/NI

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
None of these	60 13% _{cr}	62 14% _{pr}	76 16% _{mnop} qrs	59 13% _{cr}
Don't know	25 5% _{pt}	18 4% _p	20 4% _p	28 6% _{cpqrst}
Average number of mentions	2.30	2.34 _m	2.24	2.23
Standard deviation	1.10	1.10	1.09	1.05
Standard error	0.06	0.05	0.06	0.05

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Food prices	182 55%hij kl	203 62%ach ijkl	180 55%hijkl	190 61%hijkl	189 59%hijkl	195 58%hijkl	188 57%hijkl	154 47%jkl	148 45%jkl	121 36%	114 35%	114 34%
Food waste	138 42%	144 44%	149 45%	143 46%	147 46%	160 48%	175 53%abcde	155 48%	177 54%abcde	178 53%abcde	180 55%abcdeh	171 51%ab
Animal welfare	129 39%	126 38%	126 38%	133 43%	121 38%	143 43%	136 41%	135 42%	145 44%e	154 46%abce	134 41%	141 42%
Food miles (e.g. the distance food travels)	83 25%	93 29%	74 23%	90 29%c	80 25%	100 30%c	93 28%	79 24%	101 31%cehl	109 32%acehl	92 28%	81 24%
Packaging/over packaging	-	-	-	-	-	1	1	2	2	1	1	1
Labelling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	3 1%abcde	1	2	1	1	2	1
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	13 4%abcdeghijk l	2 1%	5 1%abcdeijkl	*	*	-	-
Fair Trade	-	-	-	-	-	-	-	-	1	1	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	1
Any other issue not previously seen/mentioned	-	-	-	-	-	2	4	1	2	4	4	2
Net: Any	249 76%	265 81%hkl	262 80%hl	251 80%hkl	249 78%kl	271 81%hkl	264 80%hl	237 73%	247 76%	258 77%	244 74%	240 72%
None of these	65 20%kl	42 13%	50 15%	52 17%	54 17%	45 13%	52 16%	72 22%bcdefgj	55 17%	57 17%	72 22%bcfjl	67 20%kl
Don't know	15 5%	20 6%kl	17 5%	9 3%	17 5%	19 6%	15 5%	15 5%	25 8%dk	21 6%kl	13 4%	28 9%acdghk

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/NI

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Average number of mentions	2.13	2.14	2.01	2.21c	2.15	2.28c	2.27c	2.25c	2.35abcckl	2.20c	2.16	2.13
Standard deviation	1.07	1.10	1.04	1.10	1.12	1.15	1.12	1.12	1.16	1.10	1.11	1.03
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.05

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/NI

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
Food prices	883 53% ^{jk} l	1026 62% ^{ahi} kl	1026 61% ^{ahij} kl	1035 62% ^{ahij} kl	1018 61% ^{ahij} kl	998 59% ^{ahij} kl	974 59% ^{ahij} kl	852 51% ^{ijkl} kl	815 49% ^{kl} kl	694 41% kl	699 42% kl	670 40% kl	-	-	-	-	-	-	-	
Food waste	888 41%	748 45% ^a	751 45% ^a	754 45% ^a	726 44%	753 44%	848 51% ^{abcd} efh	746 44%	799 48% ^{ae fh} efh	820 48% ^{abcd} efh	832 50% ^{abcd} efh	904 54% ^{abcd} efhijk	-	-	-	-	-	-	-	
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 39%	690 41%	679 41%	703 42%	687 41%	765 46% ^{abcd} efghijk	-	-	-	-	-	-	-	
Food miles (e.g. the distance food travels)	383 23% ^c	412 25% ^{ck}	334 20%	391 23% ^c	372 22%	401 24% ^c	404 24% ^{ck}	385 23% ^c	374 22%	423 25% ^{ck}	349 21%	378 23%	-	-	-	-	-	-	-	
Packaging/over packaging	-	-	-	-	-	9 1% ^{abcde}	11 1% ^{abcde}	15 1% ^{abcde}	9 1% ^{abcde}	14 1% ^{abcde}	9 1% ^{abcde}	9 1% ^{abcde} e	-	-	-	-	-	-	-	
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	11 1% ^{abcde} kl	11 1% ^{abcde} kl	10 1% ^{abcde} kl	6 * ^{abcde} kl	3 * kl	1 * kl	-	-	-	-	-	-	-	-	
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	78 5% ^{abcde} ghijkl	29 2% ^{abcde} ijkl	14 1% ^{abcde} ijkl	14 1% ^{abcde} ijkl	* * ijkl	-	-	-	-	-	-	-	-	-	
Fair Trade	-	-	-	-	-	-	-	-	2 *	1 *	-	-	-	-	-	-	-	-	-	
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2 *	3 *	2 *	1 *	-	-	-	-	-	-	-	
Any other issue not previously seen/mentioned	-	-	-	-	8 *	5 * ^{abcde}	7 * ^{abcde}	12 1% ^{abcde}	9 1% ^{abcde}	13 1% ^{abcde} l	5 e	-	-	-	-	-	-	-	-	

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Food prices	-	-	-	-
Food waste	-	-	-	-
Animal welfare	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-
Packaging/over packaging	-	-	-	-
Labeling/mislabelling/ ensuring labelling is correct/not misleading	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-

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/NI

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
Net: Any	1305 78% _{ij}	1384 83% _{ahij}	1365 81% _{ahij}	1389 83% _{ahij}	1358 82% _{ahij}	1370 81% _{hijk}	1341 81% _{hijk}	1291 77%	1265 76%	1272 75%	1263 75%	1284 77%	-	-	-	-	-	-	-	-
None of these	291 17% _{bcd} ef	209 13%	246 15%	232 14%	240 14%	250 15%	262 16% _b	314 19% _{bcd} fg	295 18% _{bcd} f	318 19% _{bcd} fg	308 20% _{bcd} fgl	275 16% _{bd}	-	-	-	-	-	-	-	-
Don't know	73 4%	71 4%	71 4%	54 3%	64 4%	74 4%	55 3%	74 4%	102 6% _{abcde} fgh	103 6% _{abcde} fgh	87 5% _{dg}	119 7% _{abcd} efghk	-	-	-	-	-	-	-	-
Average number of mentions	2.02	2.06	2.02	2.07	2.03	2.14 _{ace}	2.18 _{abc} dek	2.11 _{ac}	2.15 _{abc} ek	2.10 _a	2.06	2.13 _{ace}	-	-	-	-	-	-	-	-
Standard deviation	1.03	1.07	1.03	1.06	1.06	1.14	1.09	1.10	1.08	1.06	1.06	1.05	-	-	-	-	-	-	-	-
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Net: Any	-	-	-	-
None of these	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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/NI

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Food prices	38 60%w	39 64%w	27 45%	33 55%
Food waste	31 49%	39 64%mpor tuw	28 47%	36 61%mw
Animal welfare	27 42%	33 55%mpqs tuw	21 34%	33 55%mpqstuw
Food miles (e.g. the distance food travels)	18 29%mw	19 32%moqs tw	10 16%	22 37%mpqstuw
Packaging/over packaging	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	1%	1%	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-
Fair Trade	1 1%	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Any other issue not previously seen/mentioned	-	2%	-	-
Net: Any	49 76%	51 88%w	44 73%	46 77%

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

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

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

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

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

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

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

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

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

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food prices	976 53% <i>ijkl</i>	1133 62% <i>aghi ijkl</i>	1114 61% <i>ahijkl</i>	1150 63% <i>afghijkl</i>	1116 61% <i>ahijkl</i>	1094 59% <i>ahijkl</i>	1073 59% <i>ahijkl</i>	933 51% <i>ijkl</i>	915 50% <i>ijkl</i>	781 42%	771 42%	729 40%
The amount of salt in food	830 45% <i>kl</i>	910 50% <i>aeg ijkl</i>	863 47% <i>ek ijkl</i>	901 49% <i>aegijkl</i>	797 44%	876 48% <i>legk</i>	800 44%	862 47% <i>legk</i>	819 45%	860 47% <i>kl</i>	763 42%	822 45%
Food waste	766 42%	805 44%	806 44%	835 46% <i>a</i>	800 44%	818 44%	925 51% <i>abcdefh</i>	808 44%	883 48% <i>abcefh</i>	895 49% <i>abcefh</i>	898 49% <i>abcefh</i>	964 53% <i>abcdefhijkl</i>
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 39%	732 40%	710 39%	750 41%	757 42% <i>e</i>	783 43% <i>ceg</i>	752 41%	826 45% <i>abcdefghijkl</i>
The amount of fat in food	741 41%	816 45% <i>ace gijkl</i>	753 41%	836 46% <i>aceghijkl</i>	756 41% <i>kl</i>	807 44% <i>agik</i>	726 40%	768 42% <i>kl</i>	735 40%	755 41%	692 38%	747 41%
The amount of saturated fat in food	713 39% <i>kl</i>	766 42% <i>ehj k</i>	752 41% <i>jk</i>	777 42% <i>aehjk</i>	707 39% <i>kl</i>	767 42% <i>jk</i>	720 39% <i>kl</i>	706 39% <i>kl</i>	716 39% <i>kl</i>	689 37%	638 35%	719 39% <i>kl</i>
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43% <i>ace</i>	793 43% <i>ace</i>	883 48% <i>abcedfg</i>	868 48% <i>abcedfg</i>	949 52% <i>abcedfgi</i>	926 51% <i>abcedfg</i>	1011 55% <i>abcedfgijkl</i>
Food miles (e.g. the distance food travels)	425 23% <i>ck</i>	452 25% <i>cek</i>	360 20%	424 23% <i>c</i>	401 22%	438 24% <i>ck</i>	438 24% <i>ck</i>	411 23% <i>c</i>	414 23% <i>c</i>	468 25% <i>cehkl</i>	384 21%	408 22% <i>c</i>
Foods aimed at children including school meals	410 22%	470 26% <i>a</i>	437 24%	487 27% <i>a</i>	460 25%	476 26% <i>a</i>	469 26% <i>a</i>	478 26% <i>a</i>	472 26% <i>a</i>	495 27% <i>ac</i>	457 25%	498 27% <i>ac</i>
Packaging/over packaging	-	-	-	-	-	11 1% <i>abcde</i>	13 1% <i>abcde</i>	15 1% <i>abcde</i>	12 1% <i>abcde</i>	14 1% <i>abcde</i>	9 1% <i>abcde</i>	9 1% <i>abcde</i>
Labelling/mislabelling/erroneous labelling is correct/not misleading	-	-	-	-	-	11 1% <i>abcdel</i>	11 1% <i>abcdel</i>	12 1% <i>abcdel</i>	10 1% <i>abcdel</i>	5 1% <i>abcde</i>	4 1% <i>abcde</i>	1 1% <i>abcde</i>
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	87 5% <i>abodeghijkl</i>	31 2% <i>abcdeijkl</i>	18 1% <i>abcdeijkl</i>	14 1% <i>abcdeijkl</i>	*	-	-

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

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

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food prices	459 52%hij kl	517 59%ahi kl	487 54%hijk l	506 57%ahij kl	521 59%ahij kl	501 56%hijk l	484 55%hijk l	417 47%ijkl	409 46%kl	351 40%	343 39%	332 37%	517 55%vwxy	616 66%mtu vwx	627 67%mtuv wx	644 68%mrst uvwxy	595 64%mtuv wx	593 63%mtuv wx	590 63%mtuv wx	517 55%vwxy
The amount of salt in food	361 41%	393 45%egk	367 41%	376 43%	352 40%	386 43%k	349 40%	376 42%	367 41%	398 45%egk	343 39%	362 41%	469 50%w	516 55%mq	496 53%qsw	525 55%mqsu	445 48%	489 52%w	451 48%	487 52%w
Food waste	325 37%	333 38%	345 39%	375 42%a	377 42%a	360 40%	420 48%abcd efh	367 41%	402 45%abcd	387 44%abc	402 45%abcd	439 49%abc defh	441 47%	472 50%q	461 49%	460 48%	423 45%	458 48%	505 54%mnopq r	440 47%
Animal welfare	318 36%	300 34%	282 32%	321 36%c	306 34%	294 33%	296 33%	331 37%c	326 37%c	328 37%c	330 37%c	365 41%abc defg	429 45%	432 46%	425 45%	440 46%	392 42%	437 46%	414 44%	419 45%
The amount of fat in food	311 35%	336 38%	325 36%	365 41%acgi kl	336 38%	352 39%k	308 35%	339 38%k	317 36%	345 39%k	299 34%	314 35%	430 46%	480 51%moq stuvw	428 45%	470 49%suvw	420 45%	455 48%vw	417 44%	429 46%
The amount of saturated fat in food	309 35%	320 36%k	318 36%	337 38%jk	322 36%k	348 39%jk	322 36%k	310 35%	331 37%k	298 34%	280 31%	312 35%	404 43%w	446 48%mq tuv	434 46%quvw	440 46%quvw	385 41%	419 44%w	398 42%	396 42%
The amount of sugar in food	300 34%	317 36%	298 33%	329 37%	308 35%	337 38%	349 39%ace	392 44%abcd ef	377 42%abcd ef	432 49%abcd efgi	401 45%abcd efg	452 51%abc defghi k	412 44%	440 47%	416 44%	444 47%	409 44%	463 49%moq	444 47%	492 53%mnopq
Food miles (e.g. the distance food travels)	175 20%	196 22%ck	148 17%	178 20%c	174 20%	181 20%c	176 20%	170 19%	166 19%	187 21%uck	148 17%	184 21%ck	250 26%	256 27%o	213 23%	246 26%	227 24%	257 27%o	262 28%o	241 26%
Foods aimed at children including school meals	174 20%	205 23%c	170 19%	191 22%	188 21%	192 21%	188 21%	199 22%	196 22%	192 22%	193 22%	223 25%ac	237 25%	265 28%	267 28%	296 31%im	272 29%im	284 30%im	280 30%im	278 30%im
Packaging/over packaging	-	-	-	-	-	3	4	8	4	7	3	4	-	-	-	-	-	8	10	6
						*	*	*	*	*	*	*						1%mnopq	1%mnopq	1%mnopq

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food prices	506 54%vwx	430 45%	428 46%	397 42%
The amount of salt in food	452 48%	462 49%	420 45%	459 49%
Food waste	481 52%mq	508 53%mpqr t	496 53%mpqr t	526 56%mnopqr t
Animal welfare	431 46%	455 48%q	422 45%	462 49%qs
The amount of fat in food	418 45%	410 43%	394 42%	433 46%
The amount of saturated fat in food	385 41%	391 41%	358 38%	407 43%w
The amount of sugar in food	491 53%mnop	517 54%mnop	525 56%mnop	559 59%mnopqrstuv
Food miles (e.g. the distance food travels)	247 27%	281 30%qwx	236 25%	225 24%
Foods aimed at children including school meals	276 30%r	302 32%r	264 28%	276 29%r
Packaging/over packaging	8 1%mnopq	7 1%mnopq	6 1%mnopq	5 1%mnopq

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Labeling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	5	6	3	6	3	1	-	-	-	-	-	-	6	5	9
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	1%abode	1%abode	*	1%abode	*	*	-	-	-	-	-	-	1%mnopq	1%mnopq	1%mnopqvx
Any other issue not previously seen/mentioned	-	-	-	-	-	37	13	8	6	*	-	-	-	-	-	-	-	50	18	10
Fair Trade	-	-	-	-	-	4%abode	1%abode	1%abode	1%abode	*	-	-	-	-	-	-	-	5%mnopq	2%mnopq	1%mnopqvw
Farmers not paid fair price/not helped	-	-	-	-	-	ghijkl	jk	jk	jk	-	-	-	-	-	-	-	-	stuvw	uvwx	x
Net: Any	710	747	734	749	742	743	724	707	707	703	685	705	828	850	842	865	818	847	828	800
None of these	151	100	134	115	130	129	144	164	148	150	179	156	98	75	85	80	99	86	99	114
Don't know	22	34	26	18	18	22	15	16	36	34	26	26	19	12	14	6	18	14	13	22
Average number of mentions	3.85	3.91	3.73	3.98	3.89	4.04c	4.03c	4.14ac	4.12ac	4.17abc	4.01c	4.24ab	4.34	4.62mq	4.47	4.59m	4.36	4.63mq	4.59m	4.66mqw
Standard deviation	2.44	2.43	2.30	2.40	2.36	2.50	2.41	2.54	2.43	2.43	2.36	2.52	2.49	2.46	2.46	2.49	2.58	2.62	2.57	2.54
Standard error	0.09	0.09	0.08	0.08	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09	0.08	0.08	0.08	0.08	0.09	0.09	0.09	0.08

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Labeling/mislabeling/ ensuring labelling is correct/not misleading	4 *mnopq	2 *	3 *	1 *
Horse meat scandal/meat not being what it is claimed to be	7 vw	-	-	-
Any other issue not previously seen/mentioned	7 1%mnopq	7 1%mnopq	9 1%mnopq	3 *
Fair Trade	3 *	1 *	-	-
Farmers not paid fair price/not helped	1 *	3 *	1 *	-
Net: Any	809 87%	819 86%	807 86%	803 86%
None of these	105 11%np	107 11%np	114 12%nopr	104 11%n
Don't know	20 2%p	27 3%np	14 2%	32 3%mnopqrs
Average number of mentions	4.60m	4.61mq	4.41	4.67mqw
Standard deviation	2.63	2.52	2.47	2.41
Standard error	0.09	0.08	0.08	0.08

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food prices	121 42%	140 51%ahj ki	136 45%kl	149 52%ahij kl	148 50%hklj	154 53%ahij kl	126 44%kl	114 39%	127 43%kl	115 39%	102 34%	92 35%	162 52%x	195 64%mtu vwx	192 63%mtuv wx	227 67%mqrt uwvx	190 59%vwx	206 59%vwx	190 60%mvwx	179 55%vwx
Animal welfare	94 32%e	84 31%e	80 27%	74 26%	68 23%	90 31%e	81 28%	99 33%e	94 32%e	87 29%	115 39%cdef g	104 39%bcd efj	124 39%r	112 37%r	97 32%	131 39%r	102 32%	88 25%	101 32%	106 33%r
The amount of salt in food	80 27%	109 40%acd efhijk l	85 28%	88 30%	75 25%	80 27%	93 32%	86 29%	93 31%	79 27%	86 29%	73 27%	121 39%	145 48%mvw	147 48%mvw	161 48%mvw	132 41%	166 47%mvw	134 42%	146 45%w
The amount of saturated fat in food	78 27%	85 31%k	86 29%k	79 28%	75 25%	87 30%k	78 27%	80 27%	81 27%	75 25%	65 22%	70 26%	102 33%	119 39%w	117 39%w	140 41%muw	118 36%	133 38%w	109 35%	116 36%
The amount of fat in food	70 24%	99 36%ace gk	76 25%	97 34%ac	79 26%	86 29%	76 27%	90 30%	97 33%ac	86 29%	82 28%	84 32%a	112 36%	132 43%uw	118 39%	155 46%muwv	127 39%	139 40%	119 38%	134 41%
Food waste	68 24%	96 35%a	89 30%	100 35%a	88 29%	96 33%a	109 38%ace	92 31%	104 35%a	93 31%	111 37%ae	125 47%abc defghl jk	120 38%	124 41%	121 40%	154 45%	134 42%	140 40%	147 47%lm	130 40%
The amount of sugar in food	59 20%	79 29%ae	79 27%e	68 23%	55 19%	68 23%	81 28%ae	75 25%	93 31%adef	98 33%adef	103 35%acde fh	113 42%abc defghl j	112 36%	118 39%	108 36%	137 40%	106 33%	137 39%	126 40%	150 46%mqo
Foods aimed at children including school meals	52 18%l	52 19%dl	45 15%	35 12%	49 16%	47 16%	47 17%	44 15%	33 11%	43 15%	48 16%	46 17%l	75 24%	87 29%	86 28%	117 34%mqru w	83 26%	85 24%	98 31%	96 30%
Food miles (e.g. the distance food travels)	37 13%	31 11%	26 9%	22 8%	27 9%	35 12%	37 13%	27 9%	35 12%	27 9%	44 15%cdeh j	42 16%cdh hj	58 18%qw	55 18%qw	48 16%	69 20%qvw	38 12%	47 13%	51 16%	53 16%
Packaging/over packaging	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1
	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	*

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food prices	184 55%vwx	151 45%	159 46%	145 43%
Animal welfare	110 33%r	111 33%r	121 35%r	133 39%r
The amount of salt in food	140 42%	126 37%	126 36%	146 43%
The amount of saturated fat in food	109 33%	114 34%	105 30%	124 37%
The amount of fat in food	117 35%	120 36%	120 34%	131 39%
Food waste	148 44%	153 45%	148 42%	168 50%mnort
The amount of sugar in food	153 46%moq	157 47%moq	167 48%mnoq r	185 55%mnopqrstu
Foods aimed at children including school meals	85 25%	105 31%	87 25%	108 32%mr
Food miles (e.g. the distance food travels)	56 17%	61 18%q	43 12%	57 17%
Packaging/over packaging	-	2 1%	-	-

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	-	1	1	2	*	1	-	-	-	-	-	-	-	1	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	4	3	2	1	-	-	-	-	-	-	-	-	13	3	1
Any other issue not previously seen/mentioned	-	-	-	-	-	2%acejk l	1%	1%	*	-	-	-	-	-	-	-	-	4%mnopq stuvw	1%	*
Fair Trade	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	214 73%	222 81%hj	223 74%	228 79%h	236 79%h	226 77%h	213 74%	205 69%	227 77%h	217 73%	227 76%	197 74%	260 83%	268 88%quv wx	260 86%w	293 87%vw	265 82%	291 83%	265 84%	270 83%
None of these	66 23%ab	39 14%	67 22%b	56 19%	58 19%	60 21%	70 24%b	84 28%bdef ii	60 20%	62 21%	65 22%b	54 21%	48 15%n	29 10%	35 11%	34 10%	47 15%	52 15%n	43 14%	46 14%
Don't know	12 4%e	14 5%deg	9 3%	4 2%	4 1%	7 2%	4 1%	8 3%	10 3%	19 6%defgh k	6 2%	15 6%defg k	7 2%	7 2%	9 3%	11 3%	11 3%	6 2%	6 2%	9 3%
Average number of mentions	3.08	3.50e	3.15	3.13	2.80	3.31e	3.45e	3.48e	3.37e	3.25e	3.35e	3.81ac defijk	3.80	4.06	3.97	4.40moq rw	3.89	3.97	4.06	4.12
Standard deviation	2.10	2.14	2.08	1.99	1.94	2.22	2.39	2.33	2.11	2.12	2.11	2.34	2.33	2.40	2.37	2.44	2.33	2.37	2.36	2.53
Standard error	0.14	0.15	0.14	0.13	0.13	0.14	0.17	0.16	0.14	0.13	0.13	0.16	0.15	0.14	0.15	0.15	0.15	0.14	0.15	0.15

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Labelling/mislabelling/e nsuring labelling is correct/not misleading	1 *	1 *	1 *	- -
Horse meat scandal/meat not being what it is claimed to be	3 7%	- -	- -	- -
Any other issue not previously seen/mentioned	1 *	1 *	3 7%	- -
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Net: Any	272 81%	268 80%	275 79%	273 81%
None of these	50 15%	57 17%np	65 19%nop	55 16%np
Don't know	13 4%	12 4%	10 3%	11 3%
Average number of mentions	4.07	4.11	3.93	4.38mqw
Standard deviation	2.40	2.37	2.36	2.50
Standard error	0.15	0.15	0.14	0.16

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food prices	274 62%hjk l	306 66%hij kl	301 67%hijk l	277 65%hijkl	302 70%afgh ijkl	274 62%hijkl	285 64%hijkl	225 54%l	240 58%kl	196 47%	193 51%	194 45%	237 53%vwxx	289 64%mtu vwxx	305 67%mtuv wx	308 66%mtuv wx	288 64%mtuv wx	265 63%muwv x	285 64%mtuv wx	262 57%uvwx
The amount of salt in food	214 48%	253 55%gik	225 50%g	225 53%gk	218 51%g	219 49%g	187 42%	220 53%gk	193 47%	224 53%gk	171 45%	212 49%g	263 58%qgw	246 55%	249 55%	267 57%sw	227 50%	244 58%qgw	223 50%	260 57%
Food waste	193 44%	219 47%	214 48%	192 45%	206 48%	191 43%	219 49%	184 44%	207 50%	212 50%l	191 50%	242 56%abc defr	247 55%	223 50%	234 51%	246 53%	224 50%	231 55%	276 62%mnop qstu	246 54%
The amount of fat in food	190 43%	220 48%g	205 46%	190 45%	207 48%g	194 44%	179 40%	190 45%	173 42%	198 47%g	165 43%	194 45%	236 52%qwx	223 50%	218 48%	239 51%w	206 46%	232 55%qopt uvwxx	205 46%	214 47%
The amount of sugar in food	185 42%	201 44%	182 41%	192 45%	194 45%	206 47%	199 44%	216 52%abcg	208 50%ac	254 60%abcd efghi	209 55%abcd efg	267 61%abc defghi	215 48%	226 50%	212 47%	227 48%	214 47%	227 54%o	225 51%	285 62%mnopqrs
The amount of saturated fat in food	184 41%	224 48%ahj k	202 45%	186 44%	189 44%	196 44%	188 42%	170 41%	173 42%	174 41%	148 39%	200 46%k	218 48%w	210 47%	217 48%	240 51%vwxx	205 45%	214 51%vwxx	217 49%w	216 47%
Animal welfare	181 41%	208 45%	190 42%	180 42%	199 46%	176 40%	179 40%	183 44%	184 45%	195 46%	162 42%	210 48%afg	219 49%	203 45%	215 47%	243 52%in	207 46%	234 55%mnopq sw	213 48%	227 49%
Foods aimed at children including school meals	130 29%	147 32%	149 33%	136 32%	153 35%	148 34%	142 32%	150 36%	142 34%	133 32%	121 32%	157 36%a	107 24%	121 27%	111 24%	133 28%	112 25%	130 31%moq	129 29%	125 27%
Food miles (e.g. the distance food travels)	108 24%c	137 30%cik	84 19%	105 25%c	117 27%ck	107 24%	106 24%	111 26%ck	92 22%	117 28%ck	75 20%	105 24%	139 31%	135 30%	128 28%	138 29%	139 31%	150 36%ouwx	151 34%wx	142 31%
Packaging/over packaging	-	-	-	-	-	3 1%	2	8 2%abcde	4 1%	4 1%	2	2 1%	-	-	-	-	-	6 1%mnopq	9 2%mnopq	4 1%mnopq

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food prices	217 48% ^x	197 44%	203 43%	183 41%
The amount of salt in food	239 53%	263 59% ^{qsw}	234 50%	237 52%
Food waste	246 54%	259 58% ^{nq}	268 57% ^{nq}	259 57% ^{nq}
The amount of fat in food	211 47%	209 47%	208 44%	206 46%
The amount of sugar in food	251 56% ^{mopq}	262 58% ^{mnpq} ^{qs}	279 60% ^{mnpq} ^{qs}	270 60% ^{mnpqqs}
The amount of saturated fat in food	213 47%	195 43%	194 41%	198 44%
Animal welfare	224 50%	237 53% ^{nq}	220 47%	239 53% ^{nq}
Foods aimed at children including school meals	130 29%	137 31% ^{mopq}	131 28%	124 27%
Food miles (e.g. the distance food travels)	130 29%	154 34% ^{wx}	130 28%	124 27%
Packaging/over packaging	6 1% ^{mnpq}	7 2% ^{mnpq}	5 1% ^{mnpq}	6 1% ^{mnpq}

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Labeling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-	-	4	3	3	1	2	-	-	-	-	-	-	-	4	4	5
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	20	10	3	6	-	-	-	-	-	-	-	-	37	12	7
Any other issue not previously seen/mentioned	-	-	-	-	-	3	-	3	3	3	-	-	-	-	-	-	-	2	1	2
Fair Trade	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any	389 88%	416 90%	400 89%	389 91%jk	391 91%	396 90%	395 88%	363 87%	361 87%	365 87%	328 86%	379 87%	406 90%uw	405 90%	408 90%	435 93%qsuw wx	400 89%	390 92%luvw	394 89%	410 89%
None of these	50 11%	39 8%	43 10%	35 8%	37 9%	38 9%	49 11%	49 12%	45 11%	47 12%	46 12%	50 12%	33 7%	35 8%	40 9%	32 7%	45 10%	28 7%	40 9%	41 9%
Don't know	4 1%	8 2%	6 1%	2 1%	3 1%	8 2%	4 1%	7 1%	10 2%	8 2%	5 1%	5 1%	11 2%p	9 2%p	7 2%	2 1%	6 1%	5 1%	9 2%p	8 2%
Average number of mentions	4.26	4.60	4.38	4.32	4.57	4.40	4.29	4.59	4.51	4.70ag	4.38	4.70ag	4.63	4.63	4.63	4.70	4.55	5.07mno	4.95q	4.86
Standard deviation	2.58	2.58	2.43	2.49	2.53	2.59	2.37	2.58	2.68	2.48	2.40	2.54	2.52	2.49	2.46	2.45	2.49	2.69	2.63	2.51
Standard error	0.13	0.13	0.12	0.13	0.13	0.13	0.12	0.14	0.14	0.13	0.13	0.14	0.13	0.12	0.12	0.11	0.12	0.13	0.13	0.12

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Labelling/mislabelling/e nsuring labelling is correct/not misleading	5 1%mnopq x	1 *	1 *	- -
Horse meat scandal/meat not being what it is claimed to be	4 1%p	- -	- -	- -
Any other issue not previously seen/mentioned	3 1%	2 1%	7 1%mnopq	4 1%
Fair Trade	1 *	- -	- -	- -
Farmers not paid fair price/not helped	1 *	3 1%	1 *	- -
Net: Any	387 .86%	395 .88%	402 .86%	393 .87%
None of these	49 11%pr	45 10%	58 12%mnpr	46 10%
Don't know	16 3%pr	8 2%	10 2%p	13 3%p
Average number of mentions	4.86	4.87	4.68	4.71
Standard deviation	2.54	2.54	2.50	2.45
Standard error	0.13	0.12	0.13	0.12

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Food prices	182 55%hij kl	203 62%ach ijk	180 55%hijkl	190 61%hijkl	189 59%chijkl	195 58%hijkl	188 57%shijkl	154 47%jkl	148 45%jkl	121 36%	114 35%	114 34%
The amount of salt in food	151 46%	156 48%	157 48%	161 52%k	145 45%	166 50%	164 50%	150 46%	153 47%	168 50%	146 44%	154 46%
The amount of sugar in food	140 42%	133 41%	133 40%	149 48%bc	148 46%	161 48%bc	163 49%abc	157 48%bc	163 50%abc	179 53%abce	168 51%abc	176 53%abc
Food waste	138 42%	144 44%	149 45%	143 46%	147 46%	160 48%	175 53%abcde	155 48%	177 54%abcde	178 53%abcde	180 55%abcdeh	171 51%ab
The amount of fat in food	134 41%	141 43%k	138 42%	154 49%acijkl	138 43%k	155 46%kl	147 44%k	140 43%k	137 42%	141 42%k	117 36%	132 39%
The amount of saturated fat in food	131 40%	128 39%	130 40%	131 42%	121 38%	137 41%	130 39%	124 38%	139 42%	132 39%	126 38%	126 38%
Animal welfare	129 39%	126 38%	126 38%	133 43%	121 38%	143 43%	136 41%	135 42%	145 44%e	154 46%abce	134 41%	141 42%
Food miles (e.g. the distance food travels)	83 25%	93 29%	74 23%	90 29%c	80 25%	100 30%c	93 28%	79 24%	101 31%cehl	109 32%acehl	92 28%	81 24%
Foods aimed at children including school meals	46 14%	63 19%a	47 14%	66 21%acg	63 20%ac	66 20%ac	52 16%	63 19%ac	82 25%acghi	76 23%acg	70 21%acg	63 19%a
Packaging/over packaging	-	-	-	-	-	1	1	2	2	1	1	1
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	3	1	2	1	1	2	1
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	1%abode	*	1%	*	*	*	*
Any other issue not previously seen/mentioned	-	-	-	-	-	2	4	1	2	4	4	2
	-	-	-	-	-	*	1%abode	*	1%	1%abode	1%abode	1%

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Fair Trade	-	-	-	-	-	-	-	-	1	1	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	1	-	1	1
Net: Any	269 82%	286 88%ahh jk	285 87%ahkl	269 86%hkl	268 83%	287 86%hkl	284 86%hkl	258 79%	268 82%	277 83%	261 79%	266 79%
None of these	52 16%bcf	33 10%	34 10%	40 13%	42 13%	37 11%	42 13%	59 18%bcdefg	49 15%bc	47 14%	60 18%bcdefg	54 16%bcf
Don't know	8 3%	8 2%	10 3%	4 1%	12 4%cd	10 3%	5 2%	8 2%	11 3%cd	11 3%cd	8 2%	15 4%dg
Average number of mentions	4.22	4.16	3.97	4.53bc	4.30	4.53bc	4.42c	4.53bc	4.67abc	4.56bc	4.43c	4.37c
Standard deviation	2.43	2.42	2.37	2.55	2.57	2.58	2.54	2.55	2.60	2.49	2.48	2.40
Standard error	0.13	0.13	0.13	0.13	0.14	0.13	0.12	0.13	0.13	0.12	0.13	0.12

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Food prices	883 53% ^{ijk} l	1026 62% ^{ahi} kl	1026 61% ^{ahij} kl	1035 62% ^{ahij} kl	1018 61% ^{ahij} kl	998 59% ^{ahij} kl	974 59% ^{ahij} kl	852 51% ^{ijkl}	815 49% ^{kl}	694 41%	699 42%	670 40%	-	-	-	-	-	-	-	
The amount of salt in food	757 45% ^{kl}	834 50% ^{ace}	780 46% ^{kl}	814 49% ^{egik}	724 44%	807 48% ^{egik}	727 44%	794 47% ^{ek}	730 44%	780 46% ^{kl}	696 41%	759 45% ^{kl}	-	-	-	-	-	-	-	
Food waste	688 41%	748 45% ^a	751 45% ^a	754 45% ^a	726 44%	753 44%	848 51% ^{abcd} efh	746 44%	799 48% ^{ae fh}	820 48% ^{abcd} efh	832 50% ^{abcd} efh	904 54% ^{abcd} efhijk	-	-	-	-	-	-	-	
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 39%	690 41%	679 41%	703 42%	687 41%	765 46% ^{abcd} efghijk	-	-	-	-	-	-	-	
The amount of fat in food	671 40%	754 45% ^{ace} ijkl	692 41%	758 45% ^{aceg} kl	694 42% ^{kl}	746 44% ^{agij} k	657 40%	709 42% ^{kl}	658 40%	679 40%	635 38%	694 41% ^{kl}	-	-	-	-	-	-	-	
The amount of saturated fat in food	646 39% ^{kl}	702 42% ^{aeh} ijk	691 41% ^{ijk}	693 41% ^{jk}	641 39% ^{kl}	662 42% ^{hijk}	642 40% ^{ijk}	634 38% ^{kl}	634 38% ^{kl}	613 36%	577 34%	665 40% ^{ijk}	-	-	-	-	-	-	-	
The amount of sugar in food	642 38%	688 41%	651 39%	705 42% ^a	650 39%	734 43% ^{ace}	719 43% ^{ace}	805 48% ^{abcd} efg	777 47% ^{abcd} ef	860 51% ^{abcd} efgi	854 51% ^{abcd} efgi	934 56% ^{abcd} efghijk	-	-	-	-	-	-	-	
Food miles (e.g. the distance food travels)	383 23% ^c	412 25% ^{ck}	334 20%	391 23% ^c	372 22%	401 24% ^c	404 24% ^{ck}	385 23% ^c	374 22%	423 25% ^{ck}	349 21%	378 23%	-	-	-	-	-	-	-	
Foods aimed at children including school meals	369 22%	430 26% ^a	390 23%	437 26% ^a	414 25%	438 26% ^a	430 26% ^a	437 26% ^a	416 25%	439 26% ^a	409 24%	451 27% ^{ac}	-	-	-	-	-	-	-	

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Food prices	-	-	-	-
The amount of salt in food	-	-	-	-
Food waste	-	-	-	-
Animal welfare	-	-	-	-
The amount of fat in food	-	-	-	-
The amount of saturated fat in food	-	-	-	-
The amount of sugar in food	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-
Foods aimed at children including school meals	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Packaging/over packaging	-	-	-	-	-	9	11	15	9	14	9	9	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%abode	1%abode	1%abode	1%abode	1%abode	1%abode	1%abode	-	-	-	-	-	-	-	-
Labelling/mislabelling/e nsuring labelling is correct/not misleading	-	-	-	-	-	11	11	10	6	4	3	1	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%abode	1%abode	1%abode	*abode	*	*	*	-	-	-	-	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-	-	78	29	14	14	*	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	5%abode	2%abode	1%abode	1%abode	*	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	ghijkl	hijkl	ijkl	ijkl	-	-	-	-	-	-	-	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-	-	8	5	7	12	9	13	5	-	-	-	-	-	-	-	-
	-	-	-	-	-	*abode	*abode	*abode	1%abode	1%abode	1%abode	*abcd	-	-	-	-	-	-	-	-
	-	-	-	-	-							e	-	-	-	-	-	-	-	-
Fair Trade	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-	-	-	-	-	2	3	2	1	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	*	*	*	-	-	-	-	-	-	-	-
Net: Any	1402	1461	1447	1470	1431	1460	1410	1383	1371	1392	1367	1397	-	-	-	-	-	-	-	-
	84%	88%agh	86%hijk	88%aghi	86%hijk	86%hijk	85%hjk	82%	83%	82%	81%	83%	-	-	-	-	-	-	-	-
		ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	-	-	-	-	-	-	-	-
None of these	227	158	198	182	199	199	222	261	235	247	271	227	-	-	-	-	-	-	-	-
	14%bd	9%	12%b	11%	12%b	12%b	13%bd	16%bcde	14%bcdf	15%bcde	16%abcd	14%bd	-	-	-	-	-	-	-	-
							f	f	f	f	efgl	efgl	-	-	-	-	-	-	-	-
Don't know	40	46	36	24	30	34	26	36	55	54	40	54	-	-	-	-	-	-	-	-
	2%d	3%dg	2%	1%	2%	2%	2%	2%	3%cdetg	3%cdetg	2%d	3%defg	-	-	-	-	-	-	-	-
									h	h			-	-	-	-	-	-	-	-
Average number of mentions	4.08	4.29a	4.12	4.28a	4.11	4.35ace	4.34ace	4.41ace	4.32ace	4.34ace	4.22	4.46acdek	-	-	-	-	-	-	-	-
Standard deviation	2.46	2.47	2.41	2.44	2.49	2.58	2.51	2.56	2.52	2.45	2.42	2.45	-	-	-	-	-	-	-	-
Standard error	0.06	0.06	0.06	0.06	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.06	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Packaging/over packaging	-	-	-	-
Labeling/mislabelling/ensuring labelling is correct/not misleading	-	-	-	-
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-
Any other issue not previously seen/mentioned	-	-	-	-
Fair Trade	-	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Net: Any	-	-	-	-
None of these	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

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

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

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

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

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Horse meat scandal/meat not being what it is claimed to be	-	-	-	-
Any other issue not previously seen/mentioned	-	1 2%	-	-
Fair Trade	1 1%	-	-	-
Farmers not paid fair price/not helped	-	-	-	-
Net: Any	54 84%	54 90%mw	47 78%	48 81%
None of these	10 16%n	6 10%	13 22%no	11 19%notv
Don't know	-	-	*	*
	-	-	1%	1%
Average number of mentions	5.04	5.56mop	4.54	5.87mopqrstw
Standard deviation	2.89	2.98	2.77	2.82
Standard error	0.29	0.27	0.28	0.28

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

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

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

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

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food prices	976 53% _{ijkl}	1133 62% _{aghi ijkl}	1114 61% _{ahijkl}	1150 63% _{afghijkl}	1116 61% _{ahijkl}	1094 59% _{ahijkl}	1073 59% _{ahijkl}	933 51% _{ijkl}	915 50% _{ijkl}	781 42%	771 42%	729 40%
The amount of salt in food	830 45% _{kl}	910 50% _{aag ijk}	863 47% _{ek}	901 49% _{aegikl}	797 44%	876 48% _{egk}	800 44%	862 47% _{egk}	819 45%	860 47% _{kl}	763 42%	822 45%
Food waste	766 42%	805 44%	806 44%	835 46% _a	800 44%	818 44%	925 51% _{abcdefh}	808 44%	883 48% _{abcefh}	895 49% _{abcefh}	898 49% _{abcefh}	964 53% _{abcefhijk}
Animal welfare	747 41%	732 40%	707 39%	761 41%	698 39%	732 40%	710 39%	750 41%	757 42% _e	783 43% _{ceg}	752 41%	826 45% _{abcefhijk}
The amount of fat in food	741 41%	816 45% _{ace gijkl}	753 41%	836 46% _{aceghijkl}	756 41% _{kl}	807 44% _{agik}	726 40%	768 42% _{kl}	735 40%	755 41%	692 38%	747 41%
The amount of saturated fat in food	713 39% _{kl}	766 42% _{ehj k}	752 41% _{jk}	777 42% _{aehjk}	707 39% _{kl}	767 42% _{jk}	720 39% _{kl}	706 39% _{kl}	716 39% _{kl}	689 37%	638 35%	719 39% _{kl}
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43% _{ace}	793 43% _{ace}	883 48% _{abcefdg}	868 48% _{abcefdg}	949 52% _{abcefdgij}	926 51% _{abcefdg}	1011 55% _{abcefdghijk}
Food hygiene when eating out	679 37%	689 38% _{kl}	666 36%	716 39% _{ek}	641 35%	755 41% _{aceghk}	667 37%	665 36%	728 40% _{ceghk}	702 38% _{kl}	633 35%	694 38% _{kl}
Food poisoning such as Salmonella and E.Coli	541 30% _{kg}	550 30% _g	560 31% _g	574 31% _{eghjk}	507 28%	547 30% _g	471 26%	515 28%	590 32% _{eghjk}	524 28%	506 28%	544 30% _g
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30% _{egk}	536 29% _{ek}	476 26%	531 29% _{ek}
The use of pesticides to grow food	455 25%	475 26% _{ce}	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27% _{cek}	509 28% _{cehk}	426 23%	497 27% _{cek}
Food miles (e.g. the distance food travels)	425 23% _c	452 25% _{cek}	360 20%	424 23% _c	401 22%	438 24% _{ck}	438 24% _{ck}	411 23% _c	414 23% _c	468 25% _{cehkl}	384 21%	408 22% _c

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Foods aimed at children including school meals	410 22%	470 26%a	437 24%	487 27%a	460 25%	476 26%a	469 26%a	478 26%a	472 26%a	495 27%ac	457 25%	498 27%ac
Date labels, such as "best before" and "use by" labels	396 22%	489 27%acg jkl	436 24%	475 26%aj	471 26%a	509 28%acgikl	427 23%	500 27%acgikl	532 29%acdegikl	424 23%	430 24%	436 24%
Genetically Modified (GM) foods	379 21%	405 22%e	375 20%	408 22%e	353 19%	373 20%	372 20%	390 21%	453 25%acefgh	444 24%acefg	405 22%e	426 23%cefg
Food hygiene at home	370 20%ghk	375 21%ghk	354 19%gk	357 19%gk	397 22%ghk	390 21%ghk	278 15%	316 17%	362 20%gk	366 20%gk	281 15%	354 19%gk
Hormones/steroids \antibiotics in food	357 20%	355 20%	324 18%	384 21%ce	332 19%	409 22%bcdeg	353 19%	436 24%abcdegk	471 26%abcdefgk	469 25%abcdefgk	385 21%ce	447 24%abcdegk
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%cddegk	304 17%	330 18%	372 20%cddegk	346 19%e	311 17%	396 22%cddegk
BSE ('mad cow disease')	277 15%egk	321 18%aeg hjd	287 16%egk	324 18%aeghijkl	205 11%	290 16%egk	233 13%	271 15%e	306 17%egkl	271 15%e	230 13%	255 14%e
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abcdefghi	474 26%abcdefghi	541 30%abcdefghik
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28%abcdefghi k	456 25%abcdefghi	492 27%abcdefghi
Net: Any	1582 87%	1637 90%ace ghijkl	1614 88%hijkl	1644 90%aghijkl	1599 88%hjk	1622 88%hijkl	1586 87%k	1547 85%	1571 86%	1572 85%	1544 85%	1561 85%
None	199 11%bd	138 8%	175 10%b	156 8%	168 9%	170 9%	196 11%bd	240 13%abcdefgl	207 11%bdef	208 11%bdef	241 13%abcdefgl	201 11%bd
Don't know	47 3%	42 2%	46 3%	34 2%	56 3%dh	49 3%	42 2%	37 2%	46 3%	60 3%dh	41 2%	64 4%bdghk
Average number of mentions	6.73	6.95e	6.66	6.98e	6.59	7.05ce	6.75	7.10aceg	7.28aceg	7.83abcdegh ik	7.33abcdeg	7.91abcdeghik
Standard deviation	4.65	4.64	4.55	4.62	4.56	4.81	4.56	4.73	4.87	5.26	5.08	5.24

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Standard error	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.12	0.12	0.12	0.12	0.13

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food prices	459 52%hij kl	517 59%ahi kl	487 54%hijk l	506 57%ahij kl	521 59%ahij kl	501 56%hijk l	484 55%hijk l	417 47%kjl	409 46%kl	351 40%	343 39%	332 37%	517 55%vwxyz	616 66%mtu vwxyz	627 67%mtuv wx	644 68%mrst uwxyz	595 64%mtuv wx	593 63%mtuv wx	590 63%mtuv wx	517 55%vwxyz
The amount of salt in food	361 41%	393 45%egk	367 41%	376 43%	352 40%	386 43%k	349 40%	376 42%	367 41%	398 45%egk	343 39%	362 41%	469 50%w	516 55%mqst vwxyz	496 53%qst vwxyz	525 55%mqst vwxyz	445 48%	489 52%w	451 48%	487 52%w
Food waste	325 37%	333 38%	345 39%	375 42%a	377 42%a	360 40%	420 48%abcd efgh	367 41%	402 45%abcd	387 44%abc	402 45%abcd	439 49%abc defgh	441 47%	472 50%q	461 49%	460 48%	423 45%	458 48%	505 54%mnopq rst	440 47%
Animal welfare	318 36%	300 34%	282 32%	321 36%c	306 34%	294 33%	296 33%	331 37%c	326 37%c	328 37%c	330 37%c	365 41%abc defg	429 45%	432 46%	425 45%	440 46%	392 42%	437 46%	414 44%	419 45%
The amount of fat in food	311 35%	336 38%	325 36%	365 41%acgi kl	336 38%	352 39%k	308 35%	339 38%k	317 36%	345 39%k	299 34%	314 35%	430 46%	480 51%moq stuvw	428 45%	470 49%stuvw	420 45%	455 48%vw	417 44%	429 46%
The amount of saturated fat in food	309 35%	320 36%k	318 36%	337 38%jk	322 36%k	348 39%jk	322 36%k	310 35%	331 37%k	298 34%	280 31%	312 35%	404 43%w	446 48%mqst uvw	434 46%quvw	440 46%quvw	385 41%	419 44%w	398 42%	396 42%
The amount of sugar in food	300 34%	317 36%	298 33%	329 37%	308 35%	337 38%	349 39%ace	392 44%abcd ef	377 42%abcd ef	432 49%abcd efgi	401 45%abcd efg	452 51%abc defghi k	412 44%	440 47%	416 44%	444 47%	409 44%	463 49%moq	444 47%	492 53%mnopqrs
Food hygiene when eating out	294 33%	302 34%c	265 30%	301 34%c	311 35%c	327 37%cgk	277 31%	288 33%	324 36%cgk	304 34%c	282 32%	301 34%	385 41%q	387 41%q	401 43%qvw	415 44%qvw	330 35%	428 45%qvw	390 42%q	376 40%q
Food poisoning such as Salmonella and E.Coli	240 27%g	225 25%	238 27%	247 28%g	231 26%	224 25%	200 23%	217 24%	271 30%bdefg hjk	232 26%	230 26%	245 28%g	300 32%	325 35%qst vwxyz	323 34%qst vwxyz	327 34%qst vwxyz	276 30%	323 34%qst vwxyz	272 29%	298 32%
The use of additives (such as preservatives and colouring) in food products	200 23%	223 25%	193 22%	198 22%	200 23%	195 22%	200 23%	214 24%	210 24%	215 24%	192 22%	226 26%	316 33%q	299 32%	301 32%	308 32%	270 29%	305 32%	281 30%	296 32%

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food prices	506 54%vwx	430 45%	428 46%	397 42%
The amount of salt in food	452 48%	462 49%	420 45%	459 49%
Food waste	481 52%mq	508 53%mpqr t	496 53%mpqr t	526 56%mnopq
Animal welfare	431 46%	455 48%q	422 45%	462 49%qs
The amount of fat in food	418 45%	410 43%	394 42%	433 46%
The amount of saturated fat in food	385 41%	391 41%	358 38%	407 43%w
The amount of sugar in food	491 53%mnop	517 54%mnop	525 56%mnop	559 59%mnopqrstuv
Food hygiene when eating out	404 43%qw	398 42%q	351 38%	393 42%q
Food poisoning such as Salmonella and E.Coli	319 34%qsw	292 31%	276 30%	300 32%
The use of additives (such as preservatives and colouring) in food products	332 36%qsw	320 34%q	283 30%	305 33%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
The use of pesticides to grow food	179 20%	196 22%	169 19%	175 20%	185 21%	203 23%	205 23% <i>c</i>	193 22%	193 22%	204 23% <i>c</i>	174 20%	217 24% <i>acd</i> <i>k</i>	277 29%	279 30% <i>q</i>	255 27%	289 30% <i>q</i>	239 26%	267 28%	259 28%	253 27%
Food miles (e.g. the distance food travels)	175 20%	196 22% <i>ck</i>	148 17%	178 20% <i>c</i>	174 20%	181 20% <i>c</i>	176 20%	170 19%	166 19%	187 21% <i>ck</i>	148 17%	184 21% <i>ck</i>	250 26%	256 27% <i>o</i>	213 23%	246 26%	227 24%	257 27% <i>o</i>	262 28% <i>o</i>	241 26%
Foods aimed at children including school meals	174 20%	205 23% <i>c</i>	170 19%	191 22%	188 21%	192 21%	188 21%	199 22%	196 22%	192 22%	193 22%	223 25% <i>ac</i>	237 25%	265 28%	267 28%	296 31% <i>m</i>	272 29% <i>m</i>	284 30% <i>m</i>	280 30% <i>m</i>	278 30% <i>m</i>
Food hygiene at home	163 18% <i>gk</i>	154 17% <i>g</i>	138 15%	149 17%	181 20% <i>cghk</i>	172 19% <i>cghk</i>	119 13%	138 16%	161 18% <i>g</i>	162 18% <i>gk</i>	130 15%	168 19% <i>gk</i>	207 22% <i>sw</i>	221 24% <i>stw</i> <i>x</i>	216 23% <i>stw</i>	208 22% <i>sw</i>	216 23% <i>stw</i>	218 23% <i>stw</i>	159 17%	178 19%
Date labels, such as "best before" and "use by" labels	159 18%	206 23% <i>a</i>	175 20%	198 22% <i>a</i>	196 22% <i>a</i>	233 26% <i>acgj</i>	180 20%	227 26% <i>acgj</i>	236 27% <i>acg</i> <i>jl</i>	179 20%	202 23% <i>a</i>	198 22% <i>a</i>	237 25%	284 30% <i>mw</i> <i>x</i>	261 28%	277 29% <i>mw</i>	275 29% <i>mw</i>	275 29% <i>mw</i>	247 26%	273 29% <i>mw</i>
Hormones/steroids \antibiotics in food	152 17% <i>c</i>	158 18% <i>c</i>	116 13%	150 17% <i>c</i>	134 15%	170 19% <i>ce</i>	147 17% <i>c</i>	209 24% <i>abcd</i> <i>efgk</i>	193 22% <i>acde</i> <i>g</i>	197 22% <i>abcd</i> <i>eg</i>	168 19% <i>ce</i>	193 22% <i>abc</i> <i>deg</i>	205 22%	197 21%	208 22%	233 25%	198 21%	238 25% <i>knq</i>	206 22%	227 24%
The feed given to livestock	149 17%	151 17%	128 14%	138 16%	124 14%	165 18% <i>c</i> <i>egh</i> <i>k</i>	121 14%	128 14%	157 18% <i>eg</i>	136 15%	132 15%	198 20% <i>cde</i> <i>gjk</i>	207 22% <i>q</i>	209 22% <i>q</i>	192 20%	180 19%	166 18%	210 22% <i>q</i>	183 19%	203 22% <i>q</i>
Genetically Modified (GM) foods	149 17%	177 20%	150 17%	173 20%	149 17%	159 18%	169 19%	172 19%	188 21% <i>ace</i>	187 21% <i>ace</i>	187 21% <i>ace</i>	183 21% <i>ace</i>	230 24%	229 24%	225 24%	235 25%	204 22%	214 23%	203 22%	218 23%
BSE ('mad cow disease')	129 15% <i>eg</i>	139 16% <i>ceg</i> <i>hk</i>	109 12%	140 16% <i>cegh</i> <i>k</i>	93 10%	125 14% <i>e</i>	99 11%	108 12%	138 15% <i>cegh</i> <i>k</i>	122 14% <i>e</i>	101 11%	117 13%	148 16% <i>q</i>	182 19% <i>mq</i> <i>s</i> <i>wx</i>	178 19% <i>qwx</i>	184 19% <i>mqsv</i> <i>wx</i>	112 12%	165 17% <i>qw</i>	134 14%	163 17% <i>qw</i>
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	216 24% <i>abcd</i> <i>efghi</i>	210 24% <i>abcd</i> <i>efghi</i>	256 29% <i>abcd</i> <i>efghjk</i>	-	-	-	-	-	-	-	-

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

FEMALE

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
The use of pesticides to grow food	299 32%oqst w	305 32%oqst w	252 27%	280 30%q
Food miles (e.g. the distance food travels)	247 27%	281 30%oqwx	236 25%	225 24%
Foods aimed at children including school meals	276 30%m	302 32%m	264 26%	276 29%m
Food hygiene at home	201 22%sw	204 21%sw	152 16%	187 20%w
Date labels, such as "best before" and "use by" labels	296 32%msvw x	245 26%	228 24%	238 25%
Hormones/steroids /antibiotics in food	278 30%mnop qrstw	272 29%mnq stw	217 23%	254 27%mnqqs
The feed given to livestock	216 23%pqw	210 22%q	179 19%	219 23%pqsw
Genetically Modified (GM) foods	265 28%moqr stw	257 27%qrs	218 23%	243 26%qs
BSE ('mad cow disease')	168 18%qsw	149 16%q	129 14%	138 15%
Chemicals from the environment, such as lead, in food	-	299 31%mnop	264 28%mnop	285 30%mnopqrstu

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	240	193	207	-	-	-	-	-	-	-	-
Net: Any	738 84%	769 87% ^{ahii} 81%	758 85% ^k	765 87% ^{hijk} 81%	762 86% ^{kl} 86%	759 85% ^k	744 84%	728 82%	741 83%	728 82%	718 81%	726 82%	844 89%	868 93% ^{mqs} 89%	856 91% ^t	879 92% ^{lmqst} 90%	838 90% ^{tw}	863 91% ^{tw}	842 90%	819 87%
None	117 13% ^b	82 9%	106 12%	98 11%	96 11%	106 12%	112 13% ^b	146 16% ^{bcde} 16%	120 13% ^b	125 14% ^{be}	147 16% ^{bcde} 16%	125 14% ^{be}	82 9% ^{np}	56 6%	68 7%	58 6%	73 8%	65 7%	84 9% ^{np}	94 10% ^{nopr}
Don't know	28 3% ^h	30 3% ^h	30 3% ^h	20 2%	32 4% ^h	29 3% ^h	28 3% ^h	14 2%	30 3% ^h	34 4% ^h	26 3%	35 4% ^{dh}	19 2%	13 1%	17 2%	14 2%	24 3% ⁿ	20 2%	14 1%	23 3%
Average number of mentions	6.16	6.30c	5.83	6.34c	6.15	6.50c	6.20	6.59c	6.70ace	7.30abc	6.89abc	7.53ab	7.23	7.53q	7.39	7.53q	6.99	7.53q	7.24	7.56q
Standard deviation	4.57	4.54	4.25	4.42	4.27	4.75	4.33	4.60	4.65	5.13	4.92	5.36	4.67	4.66	4.68	4.72	4.77	4.82	4.70	4.81
Standard error	0.17	0.17	0.15	0.15	0.16	0.16	0.15	0.17	0.16	0.18	0.18	0.19	0.15	0.15	0.16	0.15	0.16	0.16	0.16	0.16

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

FEMALE

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food not being what the label says it is	-	282	263	285
	-	30%mnop	28%mnop	30%mnopqrstu
		qrst	qrst	
Net: Any	830	843	826	834
	89%	89%	88%	89%
None	87	84	95	76
	9%np	9%np	10%npqr	8%
Don't know	16	26	15	29
	2%	3%n	2%	3%npqsuw
Average number of mentions	7.80mqs	8.30mno	7.71mq	8.23mnopqrstw
		pqrstw		
Standard deviation	5.01	5.33	5.18	5.11
Standard error	0.17	0.17	0.17	0.17

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	282	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food prices	121 42%	140 51%ahj kl	136 45%kl	149 52%ahj kl	148 50%hjk kl	154 53%ahj kl	126 44%kl	114 39%	127 43%kl	115 39%	102 34%	92 35%	162 52%x	195 64%mtu vw	192 63%mtuv wx	227 67%mqrt uwxx	190 59%vwxx	206 59%vwxx	190 60%mvwx	179 55%vwxx
Food hygiene when eating out	94 32%	98 36%	91 30%	88 30%	96 32%	117 40%cdh k	90 32%	83 28%	95 32%	90 30%	84 28%	87 33%	104 33%	121 40%q	112 37%	138 41%mq	102 32%	134 38%	115 37%	114 35%
Animal welfare	94 32%e	84 31%e	80 27%	74 26%	68 23%	90 31%e	81 28%	99 33%e	94 32%e	87 29%	115 39%cd ef	104 39%bcd efgj	124 39%r	112 37%r	97 32%	131 39%r	102 32%	88 29%	101 32%	106 33%r
The amount of salt in food	80 27%	109 40%acd efhijk l	85 28%	88 30%	75 25%	80 27%	93 32%	86 29%	93 31%	79 27%	86 29%	73 27%	121 39%	145 48%mw	147 48%mw	161 48%mw	132 41%	166 47%mw	134 42%	146 45%w
The amount of saturated fat in food	78 27%	85 31%k	86 29%k	79 28%	75 25%	87 30%k	78 27%	80 27%	81 27%	75 25%	65 22%	70 26%	102 33%	119 39%w	117 39%w	140 41%muw	118 36%	133 38%w	109 35%	116 36%
Food poisoning such as Salmonella and E.Coli	72 25%	85 31%ghk	79 27%	73 25%	81 27%k	73 26%	58 20%	63 21%	80 27%	78 26%	60 20%	69 26%	68 22%	83 27%	76 25%	107 32%im	79 25%	100 29%	86 27%	88 27%
The amount of fat in food	70 24%	99 36%ace gk	76 25%	97 34%ac	79 26%	86 29%	76 27%	90 30%	97 33%ac	86 29%	82 28%	84 32%a	112 36%	132 43%uw	118 39%	155 46%muvw	127 39%	136 40%	119 38%	134 41%
Food waste	68 24%	96 35%a	89 30%	100 35%a	88 29%	96 33%a	109 38%ace	92 31%	104 35%a	93 31%	111 37%ae	125 47%abc delghi jk	120 38%	124 41%	121 40%	154 45%	134 42%	140 40%	147 47%im	130 40%
The amount of sugar in food	59 20%	79 29%ae	79 27%e	68 23%	55 19%	68 23%	81 28%ae	75 25%	93 31%adef	98 33%adef	103 35%acde fh	113 42%abc delghi j	112 36%	118 39%	108 36%	137 40%	106 33%	137 39%	126 40%	150 46%mod
Foods aimed at children including school meals	52 18%l	52 19%dl	45 15%	35 12%	49 16%	47 16%	47 17%	44 15%	33 11%	43 15%	48 16%	46 17%l	75 24%	87 29%	86 28%	117 34%mqru w	83 26%	85 24%	98 31%	96 30%

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food prices	184 55%vwx	151 45%	159 46%	145 43%
Food hygiene when eating out	132 39%	127 38%	126 36%	133 39%
Animal welfare	110 33%r	111 33%r	121 35%r	133 39%r
The amount of salt in food	140 42%	126 37%	126 36%	146 43%
The amount of saturated fat in food	109 33%	114 34%	105 30%	124 37%
Food poisoning such as Salmonella and E.Coli	120 36%mnq stvw	86 26%	87 25%	104 31%r
The amount of fat in food	117 35%	120 36%	120 34%	131 39%
Food waste	148 44%	153 45%	148 42%	168 50%mnort
The amount of sugar in food	153 46%moq	157 47%moq	167 48%mnq r	185 55%mnopqrstu
Foods aimed at children including school meals	85 25%	105 31%	87 25%	108 32%mr

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Date labels, such as "best before" and "use by" labels	46 16%	71 26%ace g	53 18%	63 22%	54 18%	64 22%	52 18%	64 22%	61 21%	64 21%	57 19%	53 20%	66 21%	90 30%mov x	65 21%	90 27%	78 24%	106 30%movx	75 24%	90 28%v
Food miles (e.g. the distance food travels)	37 13%	31 11%	26 9%	22 8%	27 9%	35 12%	37 13%	27 9%	35 12%	27 9%	44 15%cdeh j	42 16%cde hi	58 18%qw	55 18%qw	48 16%	69 20%qvw	38 12%	47 13%	51 16%	53 16%
Food hygiene at home	37 13%	56 20%adg hk	51 17%	36 13%	50 17%	52 18%h	38 13%	33 11%	45 15%	42 14%	40 13%	40 15%	57 18%	68 22%hw	49 16%	80 24%otw	72 22%tw	77 22%tw	56 18%	51 16%
The use of pesticides to grow food	32 11%	38 14%	35 12%	30 10%	32 11%	38 13%	46 16%	37 13%	37 13%	39 13%	38 13%	48 18%acd e	62 20%	59 19%	52 17%	71 21%	56 17%	59 17%	58 18%	71 22%
The use of additives (such as preservatives and colouring) in food products	29 10%	50 18%aeh	40 13%	45 16%	31 10%	35 12%	38 13%	35 12%	40 14%	41 14%	43 14%	41 15%	82 26%w	63 21%	74 24%	105 31%nqrs w	70 22%	79 23%	62 20%	81 25%
Genetically Modified (GM) foods	28 10%	41 15%	33 11%	43 15%	32 11%	27 9%	37 13%	39 13%	32 11%	34 11%	52 18%acef ij	38 14%	60 19%	64 21%q	50 16%	83 24%oq	46 14%	65 19%	62 20%	68 21%q
The feed given to livestock	26 9%	26 10%	26 9%	17 6%	19 6%	31 11%	22 8%	28 9%	29 10%	23 8%	27 9%	29 11% d	38 12%	56 18%moq stvw	34 11%	50 15%w	34 11%	45 13%	34 11%	40 12%
Hormones/steroids /antibiotics in food	22 8%	26 9%	20 7%	17 6%	21 7%	37 13%cddeg	20 7%	34 11% d	38 13%acde g	37 12% cde	36 12% cdeg	41 15%abc deg	45 14%	49 16%	37 12%	66 19%o	46 14%	54 15%	56 18%	67 21%moq
BSE ('mad cow disease')	20 7%	29 10%egjk	21 7%	26 9%e	11 4%	31 11%egjk	14 5%	27 9%e	28 10%eg	16 5%	17 6%	22 8%e	45 14% w	46 15%qvw	36 12%	50 15%qvw	29 9%	32 9%	35 11%	36 11%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	39 13%abcd efghi	39 13%abcd efghi	47 18%abcd efghi	-	-	-	-	-	-	-	-	-

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Date labels, such as "best before" and "use by" labels	108 32%moqs vx	69 20%	95 27%v	73 22%
Food miles (e.g. the distance food travels)	56 17%	61 18%q	43 12%	57 17%
Food hygiene at home	66 20%	66 20%	50 14%	80 24%otw
The use of pesticides to grow food	74 22%	67 20%	58 17%	76 22%
The use of additives (such as preservatives and colouring) in food products	97 29%nsw	81 24%	64 18%	87 26%w
Genetically Modified (GM) foods	69 20%	69 21%	72 21%q	87 26%oqr
The feed given to livestock	50 15%v	30 9%	39 11%	59 17%oqsw
Hormones/steroids /antibiotics in food	72 21%moq	62 18%o	57 16%	80 24%mnqqrw
BSE ('mad cow disease')	40 12%	31 9%	26 8%	45 13%w
Chemicals from the environment, such as lead, in food	- -	69 20%mnop qrst	79 23%mnop qrst	96 28%mnopqrstuv

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	54 18%abcd	56 19%abcd	45 17%abcd	-	-	-	-	-	-	-	-
Net: Any	222 76%	232 85%ah	234 78%	232 80%	243 82%h	232 79%	222 78%	218 73%	237 80%	233 78%	236 79%	210 79%	267 85%	274 90%quv wx	266 88%v	300 89%vw	272 84%	299 86%	271 86%	277 85%
None	57 20%b	32 12%	52 17%	49 17%	42 14%	51 17%	71 24%bejl	53 18%b	48 16%	48 18%b	42 17%	45 17%	39 12%	25 8%	29 10%	28 8%	37 12%	40 12%	35 11%	42 13%
Don't know	12 4%	11 4%	13 4%	7 3%	12 4%	10 3%	12 4%	8 3%	5 2%	8 3%	10 4%	10 4%	9 3%	5 2%	9 3%	11 3%	13 4%	10 3%	9 3%	6 2%
Average number of mentions	4.79	5.59ae	4.92	4.96	4.48	5.39e	5.14	5.29e	5.25e	5.41e	5.54ae	6.22ac defghi	6.04	6.53	6.08	7.10moq r	6.04	6.32	6.32	6.55
Standard deviation	3.55	4.13	3.81	3.40	3.25	4.00	3.97	4.03	3.83	4.21	4.30	4.55	4.34	4.39	4.16	4.73	4.29	4.35	4.18	4.32
Standard error	0.24	0.29	0.25	0.23	0.21	0.26	0.28	0.27	0.24	0.28	0.26	0.29	0.27	0.26	0.26	0.28	0.27	0.25	0.27	0.26

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food not being what the label says it is	-	84 25%mnop	82 24%mnop	95 28%mnopqrstu
Net: Any	280 83%	274 81%	289 83%	282 83%
None	43 13%	50 15%np	53 15%nop	43 13%
Don't know	12 4%	13 4%	7 2%	13 4%
Average number of mentions	6.90moq	7.09moq	6.62	7.83mnopqrstuw
Standard deviation	4.37	4.79	4.63	5.31
Standard error	0.27	0.30	0.28	0.33

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food prices	274 62%hjk l	306 66%hij kl	301 67%hijk l	277 65%hijkl	302 70%afgh ijkl	274 62%hijkl	285 64%hijkl	225 54%l	240 58%kl	196 47%	193 51%	194 45%	237 53%vwxy	289 64%mtu vwxy	305 67%mtuv wx	308 66%mtuv wx	288 64%mtuv wx	265 63%muvw x	285 64%mtuv wx	262 57%uvwx
The amount of salt in food	214 48%	253 55%gik	225 50%g	225 53%gk	218 51%g	219 49%g	187 42%	220 53%gk	193 47%	224 53%gk	171 45%	212 49%g	263 58%qsw	246 55%	249 55%	267 57%sw	227 50%	244 58%qsw	223 50%	260 57%
Food waste	193 44%	219 47%	214 48%	192 45%	206 48%	191 43%	219 49%	184 44%	207 50%	212 50%l	191 50%	242 56%abc def	247 55%	223 50%	234 51%	246 53%	224 50%	231 55%	276 62%mnop qru	246 54%
The amount of fat in food	190 43%	220 48%g	205 46%	190 45%	207 48%g	194 44%	179 40%	190 45%	173 42%	198 47%g	165 43%	194 45%	236 52%qwx	223 50%	218 48%	239 51%w	206 46%	232 55%qopt uvw	205 46%	214 47%
The amount of sugar in food	185 42%	201 44%	182 41%	192 45%	194 45%	206 47%	199 44%	216 52%abcg	208 50%ac	254 60%abcd efghi	209 55%abcd efg	267 61%abc defghi	215 48%	226 50%	212 47%	227 48%	214 47%	227 54%o	225 51%	285 62%mnopqrs
Food hygiene when eating out	185 42%	193 42%	168 38%	177 41%	160 37%	193 44%	170 38%	177 42%	166 40%	158 37%	177 41%	177 41%	189 42%	178 40%	190 42%	200 43%	183 41%	189 45%w	183 41%	202 44%
The amount of saturated fat in food	184 41%	224 48%ahj k	202 45%	186 44%	189 44%	196 44%	188 42%	170 41%	173 42%	174 41%	148 39%	200 46%k	218 48%w	210 47%	217 48%	240 51%vwxy	205 49%	214 51%vwxy	217 49%w	216 47%
Animal welfare	181 41%	208 45%	190 42%	180 42%	199 46%	176 40%	179 40%	183 44%	184 45%	195 46%	162 42%	210 48%afg	219 49%	203 45%	215 47%	243 52%in	207 46%	234 55%mnopq sw	213 48%	227 49%
The use of additives (such as preservatives and colouring) in food products	143 32%	163 35%dg	135 30%	123 29%	136 31%	132 30%	126 28%	140 34%	136 33%	133 32%	113 30%	152 35%g	173 38%pq	162 36%	152 33%	149 32%	142 31%	148 35%	163 37%	164 36%
Food poisoning such as Salmonella and E.Coli	139 31%g	138 30%g	132 29%	126 29%	116 27%	129 29%	106 24%	116 28%	134 32%g	112 27%	121 32%g	135 31%g	159 35%	146 33%	175 39%rs	168 36%	146 32%	143 34%	141 32%	155 34%

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food prices	217 48%x	197 44%	203 43%	183 41%
The amount of salt in food	239 53%	263 59%qsw	234 50%	237 52%
Food waste	246 54%	259 58%nq	268 57%nq	259 57%nq
The amount of fat in food	211 47%	209 47%	208 44%	206 46%
The amount of sugar in food	251 56%mpq	262 58%mnop	279 60%mnop	270 60%mnopqs
Food hygiene when eating out	210 46%nw	195 43%	176 38%	180 40%
The amount of saturated fat in food	213 47%	195 43%	194 41%	198 44%
Animal welfare	224 50%	237 53%nq	220 47%	239 53%nq
The use of additives (such as preservatives and colouring) in food products	168 37%	176 39%pq	164 35%	162 36%
Food poisoning such as Salmonella and E.Coli	159 35%	145 32%	153 33%	147 32%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Foods aimed at children including school meals	130 29%	147 32%	149 33%	136 32%	153 35%	148 34%	142 32%	150 36%	142 34%	133 32%	121 32%	157 36%a	107 24%	121 27%	111 24%	133 28%	112 25%	130 31%moq	129 29%	125 27%
Date labels, such as "best before" and "use by" labels	118 27%	134 29%gj	115 26%	107 25%	128 30%gjk	116 26%	97 22%	127 30%gjk	119 29%gj	89 21%	87 23%	113 26%	91 20%	121 27%lm	119 26%lm	136 29%lm	126 28%lm	130 31%lm	126 28%lm	140 30%lm
Food miles (e.g. the distance food travels)	108 24%c	137 30%cik	84 19%	105 25%c	117 27%ck	107 24%	106 24%	111 26%ck	92 22%	117 28%ck	75 20%	105 24%	139 31%	135 30%	128 28%	138 29%	139 31%	150 36%ouwx	151 34%wx	142 31%
The use of pesticides to grow food	106 24%	140 30%ach	106 24%	107 25%	119 27%	118 27%	121 27%	99 24%	120 29%	119 28%	108 28%	135 31%ach	155 34%	146 32%	149 33%	165 35%	134 30%	154 36%q	154 35%	153 33%
Hormones/steroids \antibiotics in food	101 23%	102 22%	86 19%	92 22%	89 21%	105 24%	92 21%	109 26%c	116 28%bcde	120 29%bcde	88 23%	128 29%abc	123 27%	120 27%	117 26%	143 31%	113 25%	134 32%q	124 28%	158 34%mmocqwx
The feed given to livestock	100 23%g	115 25%cde	81 18%	74 17%	76 18%	93 21%	72 16%	74 18%	92 22%g	90 21%	81 21%	111 25%cde	119 27%	99 22%	113 25%	119 25%	100 22%	133 32%nopq	117 26%	122 27%
Genetically Modified (GM) foods	96 22%	115 25%	100 22%	94 22%	111 26%	115 26%	103 23%	97 23%	121 29%acdj	119 28%a	99 26%	122 28%a	126 28%	127 28%	126 28%	123 26%	107 24%	108 26%	111 25%	125 27%
Food hygiene at home	92 21%g	94 20%g	82 18%g	88 21%g	103 24%gd	83 19%g	58 13%	79 19%g	84 20%g	80 19%g	61 16%	78 18%g	106 24%sw	92 21%	99 22%	93 20%	105 23%sw	101 24%sw	77 17%	98 21%
BSE ('mad cow disease')	73 16%e	75 16%	70 16%	71 17%e	50 12%	77 17%e	58 13%	55 13%	71 17%e	64 15%	52 14%	63 14%	85 19%	102 23%qw	101 22%qw	117 25%mqsw	70 16%	90 21%q	80 18%	93 20%
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	134 32%abcd	124 33%abcd	152 35%abcd	-	-	-	-	-	-	-	-	-

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

50-65

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Foods aimed at children including school meals	130 29%	137 31%moq	131 28%	124 27%
Date labels, such as "best before" and "use by" labels	133 29%m	118 26%m	117 25%	116 26%
Food miles (e.g. the distance food travels)	130 29%	154 34%wx	130 28%	124 27%
The use of pesticides to grow food	152 34%	179 40%noqt wx	144 31%	147 32%
Hormones/steroids (antibiotics in food)	151 34%mnnoq	157 35%mnnoq swx	132 28%	128 28%
The feed given to livestock	122 27%	121 27%	100 21%	130 29%nqw
Genetically Modified (GM) foods	156 35%mnop qrstwx	141 32%qs	124 27%	123 27%
Food hygiene at home	98 22%	107 24%sw	78 17%	99 22%
BSE ('mad cow disease')	100 22%qw	106 24%qsw	75 16%	85 19%
Chemicals from the environment, such as lead, in food	-	172 38%mnop qrstu	152 32%mnop qrstu	159 35%mnopqrstu

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	133	108	121	-	-	-	-	-	-	-	-
Net: Any	398	426	405	393	399	404	400	369	375	375	336	386	415	412	417	442	409	394	407	417
None	38	31	36	29	25	31	42	44	32	40	25	39	27	25	29	23	30	20	30	35
Don't know	6	6	7	4	8	7	7	5	6	6	7	7	9	13	9	4	12	8	6	7
Average number of mentions	7.06	7.47g	6.98	6.97	7.21	7.12	6.71	7.38g	7.40	8.15acd	7.85acd	8.45ab	7.74	7.69	7.75	7.82	7.45	8.28q	7.87	8.11
Standard deviation	4.84	4.68	4.49	4.59	4.69	4.72	4.28	4.62	5.12	5.27	5.02	5.24	4.71	4.80	4.76	4.72	4.60	5.22	4.94	5.07
Standard error	0.25	0.23	0.23	0.24	0.24	0.24	0.22	0.24	0.27	0.28	0.28	0.28	0.23	0.24	0.24	0.22	0.23	0.26	0.23	0.25

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food not being what the label says it is	-	152	135	151
	-	34%mnop qrst	29%mnop qrst	33%mnopqrstu
Net: Any	401	403	415	403
	89%	90%	89%	89%
None	39	33	45	33
	9%pr	7%	10%npr	7%
Don't know	11	13	9	17
	3%	3%p	2%	4%pst
Average number of mentions	8.24q	9.15mno pqrstu	8.25q	8.62mnopqs
Standard deviation	5.03	5.55	5.38	5.40
Standard error	0.25	0.26	0.27	0.26

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Food prices	182 55%hij kl	203 62%ach ijkl	180 55%hijkl	190 61%hijkl	189 59%chijkl	195 58%hijkl	188 57%hijkl	154 47%jkl	148 45%jkl	121 36%	114 35%	114 34%
The amount of salt in food	151 46%	156 48%	157 48%	161 52%k	145 45%	166 50%	164 50%	150 46%	153 47%	168 50%	146 44%	154 46%
The amount of sugar in food	140 42%	133 41%	133 40%	149 48%bc	148 46%	161 48%bc	163 49%abc	157 48%bc	163 50%abc	179 53%abce	168 51%abc	176 53%abc
Food waste	138 42%	144 44%	149 45%	143 46%	147 46%	160 48%	175 53%abcde	155 48%	177 54%abcde	178 53%abcde	180 55%abcdeh	171 51%ab
The amount of fat in food	134 41%	141 43%k	138 42%	154 49%acijkl	138 43%k	155 46%kl	147 44%k	140 43%k	137 42%	141 42%k	117 36%	132 39%
The amount of saturated fat in food	131 40%	128 39%	130 40%	131 42%	121 38%	137 41%	130 39%	124 38%	139 42%	132 39%	126 38%	126 38%
Animal welfare	129 39%	126 38%	126 38%	133 43%	121 38%	143 43%	136 41%	135 42%	145 44%e	154 46%abce	134 41%	141 42%
Food hygiene when eating out	107 33%	100 30%	104 32%	113 36%hk	100 31%	123 37%hkk	109 33%	90 28%	125 38%lceh	131 39%abceghk	90 27%	117 35%hk
Food poisoning such as Salmonella and E.Coli	102 31%g	97 30%	98 30%	101 32%gk	85 27%	102 31%g	81 24%	93 29%	99 30%	102 31%g	85 28%	90 27%
The use of pesticides to grow food	100 30%k	93 28%	82 25%	91 29%	83 26%	101 30%k	86 26%	86 27%	108 33%ceghkl	105 31%ck	79 24%	92 27%
The use of additives (such as preservatives and colouring) in food products	90 27%	83 26%	94 29%	85 27%	91 28%	105 31%	92 28%	90 28%	101 31%	103 31%	92 28%	90 27%
Food miles (e.g. the distance food travels)	83 25%	93 29%	74 23%	90 29%c	80 25%	100 30%c	93 28%	79 24%	101 31%cehl	109 32%acehl	92 28%	81 24%
Food hygiene at home	79 24%ghk l	64 20%	73 22%gk	60 19%	66 21%g	77 23%ghkl	50 15%	55 17%	69 21%gk	72 21%gk	52 16%	58 17%

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Date labels, such as "best before" and "use by" labels	74 22%	73 22%	83 25%	79 25%	85 26%	92 28%	76 23%	79 24%	111 34% abcdelghj kl	85 25%	74 23%	82 25%
The feed given to livestock	72 22%	64 20%	65 20%	57 18%	60 19%	72 22%	60 18%	66 20%	80 24% deg	83 25% deg	64 20%	68 20%
Genetically Modified (GM) foods	70 21%	60 18%	66 20%	65 21%	56 18%	57 17%	60 18%	62 19%	76 23% efkl	80 24% belgkl	58 18%	56 17%
Hormones/steroids /antibiotics in food	66 20%	59 18%	65 20%	67 21%	64 20%	79 24% b	62 19%	69 21%	93 29% abcddegkhl	92 28% abcddegkhl	71 22%	70 21%
BSE ('mad cow disease')	54 16% l	70 21% egjl	58 18% l	60 19% egil	44 14%	61 18% l	47 14%	60 19% l	67 20% egil	54 16%	60 18% l	40 12%
Foods aimed at children including school meals	46 14%	63 19% a	47 14%	66 21% acg	63 20% ac	52 20% ac	66 16%	63 19% ac	82 25% acghl	76 23% acg	70 21% acg	63 19% a
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	101 30% abcdelghj k	79 24% abcdelghi	87 26% abcdelghi
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	99 29% abcdelghj kl	75 23% abcdelghi	79 24% abcdelghi
Net: Any	280 85% jkl	294 90% ahj kl	292 89% hkl	277 89% hkl	276 86%	293 88% hk	286 86% k	266 82%	278 85%	287 86%	268 81%	279 83%
None	38 12%	26 8%	28 9%	27 9%	33 10%	28 8%	37 11%	49 15% bcdef	40 12% b	37 11%	51 15% bcdefj	39 12%
Don't know	12 4%	7 2%	8 2%	8 3%	12 4%	13 4%	8 2%	11 3%	11 3%	10 3%	10 3%	16 5% bg
Average number of mentions	6.96	6.64	6.57	7.19	6.83	7.35bc	6.90	7.19	7.83abcg	8.25abcdefgh i	7.57bce	7.46bc
Standard deviation	4.84	4.68	4.71	4.80	4.90	4.93	4.72	4.82	5.07	5.29	5.29	5.11
Standard error	0.25	0.25	0.25	0.24	0.25	0.24	0.23	0.25	0.24	0.24	0.26	0.25

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Food prices	883 53% ^{ijk} l	1026 62% ^{ahi} kl	1026 61% ^{ahij} kl	1035 62% ^{ahij} kl	1018 61% ^{ahij} kl	998 59% ^{ahij} kl	974 59% ^{ahij} kl	852 51% ^{ijkl}	815 49% ^{ijkl}	694 41%	699 42%	670 40%	-	-	-	-	-	-	-	
The amount of salt in food	757 45% ^{kl}	834 50% ^{ace}	780 46% ^{kl}	814 49% ^{egijk}	724 44%	807 48% ^{egijk}	727 44%	794 47% ^{ek}	730 44%	780 46% ^{kl}	696 41%	759 45% ^{kl}	-	-	-	-	-	-	-	
Food waste	688 41%	748 45% ^a	751 45% ^a	754 45% ^a	726 44%	753 44%	848 51% ^{abcd} efh	746 44%	799 48% ^{aeafh}	820 48% ^{abcd} efh	832 50% ^{abcd} efh	904 54% ^{abcd} efhijk	-	-	-	-	-	-	-	
Animal welfare	677 41%	671 40%	647 39%	701 42%	639 38%	669 40%	647 39%	690 41%	679 41%	703 42%	687 41%	765 46% ^{abcd} efghijk	-	-	-	-	-	-	-	
The amount of fat in food	671 40%	754 45% ^{ace} ijkl	692 41%	758 45% ^{aceg} kl	694 42% ^{kl}	746 44% ^{agij} k	657 40%	709 42% ^{kl}	658 40%	679 40%	635 38%	694 41% ^{kl}	-	-	-	-	-	-	-	
The amount of saturated fat in food	646 39% ^{kl}	702 42% ^{aeh} ijk	691 41% ^{ijk}	693 41% ^{ijk}	641 39% ^{kl}	662 42% ^{chijk}	642 40% ^{ijk}	634 38% ^{kl}	634 38% ^{kl}	613 36%	577 34%	665 40% ^{ijk}	-	-	-	-	-	-	-	
The amount of sugar in food	642 38%	688 41%	651 39%	705 42% ^a	650 39%	734 43% ^{ace}	719 43% ^{ace}	805 48% ^{abcd} efg	777 47% ^{abcd} ef	860 51% ^{abcd} efgi	854 51% ^{abcd} efgi	934 56% ^{abcd} efghijk	-	-	-	-	-	-	-	
Food hygiene when eating out	621 37%	638 38% ^{kl}	606 36%	640 38% ^{kl}	582 35%	697 41% ^{aceg} hjk	607 37%	600 36%	647 39% ^{ek}	582 38% ^{kl}	635 34%	645 38% ^{ek}	-	-	-	-	-	-	-	
Food poisoning such as Salmonella and E.Coli	483 29% ^{eg}	503 30% ^{egkl}	504 30% ^{eg}	510 30% ^{egijk}	445 27%	497 29% ^g	426 26%	468 28%	525 32% ^{eghij} k	461 27%	454 27%	497 30% ^g	-	-	-	-	-	-	-	

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Food prices	-	-	-	-
The amount of salt in food	-	-	-	-
Food waste	-	-	-	-
Animal welfare	-	-	-	-
The amount of fat in food	-	-	-	-
The amount of saturated fat in food	-	-	-	-
The amount of sugar in food	-	-	-	-
Food hygiene when eating out	-	-	-	-
Food poisoning such as Salmonella and E.Coli	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1610	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
The use of additives (such as preservatives and colouring) in food products	464 28%	474 28%	449 27%	458 27%	423 25%	451 27%	437 26%	466 28%	485 29%ek	479 28%	429 26%	495 30%egk	-	-	-	-	-	-	-	-
The use of pesticides to grow food	414 25%	438 26%cek	391 23%	420 25%	384 23%	430 25%	415 25%	415 25%	440 27%cek	454 27%cek	384 23%	458 27%cek	-	-	-	-	-	-	-	-
Food miles (e.g. the distance food travels)	383 23%c	412 25%ck	334 20%	391 23%c	372 22%	401 24%c	404 24%ck	385 22%	374 22%	423 25%ck	349 21%	378 23%	-	-	-	-	-	-	-	-
Foods aimed at children including school meals	369 22%	430 26%a	390 23%	437 26%a	414 25%	438 26%a	430 26%a	437 26%a	416 25%	439 26%a	409 24%	451 27%ac	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	359 21%	453 27%acg kl	393 23%	419 25%aj	422 25%aj	464 27%acgj kl	387 23%	445 27%acgj k	475 29%acde gkl	373 22%	395 24%	399 24%	-	-	-	-	-	-	-	-
Genetically Modified (GM) foods	339 20%	383 23%e	349 21%	368 22%e	315 19%	347 20%	346 21%	367 22%e	413 25%acef ghk	401 24%acef	362 22%	401 24%acef g	-	-	-	-	-	-	-	-
Food hygiene at home	338 20%ghk	348 21%ghk	319 19%gk	324 19%gk	360 22%ghjk	359 21%ghk	257 16%	283 17%	321 19%gk	319 19%gk	263 16%	333 20%ghk	-	-	-	-	-	-	-	-
The feed given to livestock	322 19%eg	328 20%deg k	295 18%	285 17%	259 16%	342 20%degk	272 16%	307 18%e	335 20%degk	308 18%	279 17%	367 22%cddeg hjk	-	-	-	-	-	-	-	-
Hormones/steroids \antibiotics in food	315 19%	333 20%	298 18%	348 21%ce	296 18%	379 22%ace	327 20%	407 24%abcd egk	426 26%abcd efgk	414 24%abcd egk	348 21%ce	415 25%abcd egk	-	-	-	-	-	-	-	-
BSE ('mad cow disease')	240 14%e	300 18%ace fghkl	259 15%egk	293 17%aeqh kl	174 10%	258 15%ek	214 13%e	244 15%ek	268 16%egk	242 14%e	204 12%	232 14%e	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
The use of additives (such as preservatives and colouring) in food products	-	-	-	-
The use of pesticides to grow food	-	-	-	-
Food miles (e.g. the distance food travels)	-	-	-	-
Foods aimed at children including school meals	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
Genetically Modified (GM) foods	-	-	-	-
Food hygiene at home	-	-	-	-
The feed given to livestock	-	-	-	-
Hormones/steroids & antibiotics in food	-	-	-	-
BSE ('mad cow disease')	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	466	418	498	-	-	-	-	-	-	-	-
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	28%abcd efghi	25%abcd efghi	30%abcd efghik	-	-	-	-	-	-	-	-
Net: Any	1441 86%	1498 90%afg hijk	1478 88%hjk	1499 89%aghi jkl	1467 88%hijk	1487 88%hjk	1441 87%k	1419 84%	1424 86%	1437 85%	1414 84%	1447 86%	-	-	-	-	-	-	-	-
None	184 11%bde	125 8%	166 10%b	145 9%	143 9%	160 9%b	181 11%bde	225 13%abcd efgl	192 12%bdef	200 12%bdef	224 13%abcd efgl	172 10%b	-	-	-	-	-	-	-	-
Don't know	44 3%	42 2%	37 2%	32 2%	51 3% ^d	47 3%	37 2%	36 2%	46 3%	56 3% ^d	40 2%	59 4%cdgh	-	-	-	-	-	-	-	-
Average number of mentions	6.67	6.98e	6.65	6.91e	6.50	7.05ace	6.77	7.10ace	7.18ace	7.68abc g	7.26acd eg	7.89abcde fghik	-	-	-	-	-	-	-	-
Standard deviation	4.62	4.66	4.54	4.57	4.49	4.77	4.57	4.71	4.83	5.13	5.03	5.17	-	-	-	-	-	-	-	-
Standard error	0.12	0.12	0.12	0.11	0.12	0.12	0.12	0.12	0.12	0.13	0.13	0.13	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Chemicals from the environment, such as lead, in food	-	-	-	-
Food not being what the label says it is	-	-	-	-
Net: Any	-	-	-	-
None	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
The amount of fat in food	741 41%	818 45%ace gijk	753 41%	836 46%aceghijkl	756 41%k	807 44%agik	726 40%	768 42%k	735 40%	755 41%	692 38%	747 41%
The amount of salt in food	830 45%k	910 50%aeg ijkl	863 47%ek	901 49%aagikl	797 44%	876 48%egk	800 44%	862 47%egk	819 45%	860 47%k	763 42%	822 45%
The amount of saturated fat in food	713 39%k	766 42%ehj k	752 41%jk	777 42%aehjk	707 39%k	767 42%jk	720 39%k	706 39%k	716 39%k	689 37%	638 35%	719 39%k
The amount of sugar in food	712 39%	757 42%	714 39%	772 42%	717 39%	800 43%ace	793 43%ace	883 48%abcdelfg	868 48%abcdelfg	949 52%abcdelfgi	926 51%abcdelfg	1011 55%abcdelfghijk
The feed given to livestock	356 19%eg	360 20%egk	320 17%	318 17%	290 16%	375 20%cdegk	304 17%	330 18%	372 20%cdegk	346 19%e	311 17%	396 22%cddegk
The use of additives (such as preservatives and colouring) in food products	516 28%	521 29%	495 27%	506 28%	470 26%	499 27%	481 26%	510 28%	542 30%egk	536 29%ek	476 26%	531 29%ek
The use of pesticides to grow food	455 25%	475 26%ce	424 23%	464 25%	424 23%	470 26%	465 25%	446 24%	493 27%cek	509 28%cehk	426 23%	497 27%cek
Chemicals from the environment, such as lead, in food	-	-	-	-	-	-	-	-	-	515 28%abcdelfghi	474 26%abcdelfghi	541 30%abcdelfghik
Food not being what the label says it is	-	-	-	-	-	-	-	-	-	522 28%abcdelfghi k	456 25%abcdelfghi	492 27%abcdelfghi
Net: Any	1582 87%	1637 90%ace ghijkl	1614 88%hjk	1644 90%aghijkl	1599 88%hjk	1622 88%hjk	1586 87%k	1547 85%	1571 86%	1572 85%	1544 85%	1561 85%
None	199 11%bd	138 8%	175 10%b	156 8%	168 9%	170 9%	196 11%bd	240 13%abcdelfg	207 11%bdef	208 11%bdef	241 13%abcdelfg	201 11%bd

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

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

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

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

Q.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/NI

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
I am very concerned	(5) 119 14%	130 15%	123 14%	128 15%	110 12%	141 16%	113 13%	118 13%	139 16%	120 14%	118 13%	116 13%	159 17%	191 20% mqu vwx	166 18% q	176 19% qwx	132 14%	189 20% quwx x	166 18% q	162 17%
I am fairly concerned	(4) 310 35% k	302 34% k	335 37% cdfgij kl	291 33%	330 37% efkl	287 32%	289 33%	293 33%	316 36% k	282 32%	262 29%	288 33%	356 38%	341 36%	370 39%	371 39%	334 36%	353 37%	331 35%	330 35%
I am neither concerned nor unconcerned	(3) 190 21%	202 23% kj	172 19%	184 21%	179 20%	198 22%	213 24% cijk	184 21%	174 20%	165 19%	179 20%	195 22%	200 21% p	192 21% p	169 18%	157 17%	191 20% p	199 21% p	181 19%	184 20%
I am fairly unconcerned	(2) 171 19%	181 21%	159 18%	197 22% cd	176 20%	151 17%	178 20%	182 20%	176 20%	192 22% cd	188 21% d	173 20%	143 15%	158 17%	161 17%	185 19% mnr	179 19% mnr	131 14%	189 20% mnr	160 17%
I am very unconcerned	(1) 89 10% b	57 7%	99 11% b	81 9% b	86 10% b	107 12% b	86 10% b	101 11% b	81 9%	120 14% abde gl	137 15% abcd efghi	108 12% bd	69 7% n	45 5%	68 7% n	60 6%	82 9% np	68 7% n	70 7% n	92 10% mmnr
Net: Concerned	429 49% k	432 49% k	458 51% ghjk l	419 47% k	441 50% k	428 48% k	402 45%	412 46%	455 51% ijkl	402 45%	380 43%	405 46%	515 55% q	532 57% quv wx	536 57% quvw x	547 58% qstuv vw	466 50%	541 57% qtuv wx	497 53%	493 53%
Net: Unconcerned	260 29%	238 27%	258 29%	278 31%	262 29%	258 29%	264 30%	283 32% b	257 29%	313 35% abcde fghi	325 37% abcd efghi	281 32% b	212 22%	203 22%	229 24%	245 26% mnr	260 28% mmnr	199 21%	258 27% mmnr	252 27% mmnr
Don't know	4 *	8 1%	5 1%	2 *	7 1%	9 1% d	5 1%	9 1% d	4 *	7 1%	6 1%	6 1%	17 2% prst wx	9 1% p	8 1%	2 *	17 2% prstw x	7 1%	4 *	7 1%
Mean score	3.23jk	3.31gh jd	3.25jk	3.22k	3.23jk	3.23jk	3.19k	3.17k	3.29hjk l	3.10	3.04	3.15	3.42qv wx	3.51qs tuwx	3.43qvw x	3.44qvw x	3.28	3.49qst uvw	3.36	3.33
Standard deviation	1.20	1.15	1.22	1.21	1.19	1.25	1.18	1.23	1.21	1.27	1.29	1.23	1.16	1.14	1.18	1.18	1.19	1.17	1.20	1.23
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		1010	1073	1043	1060
Weighted Base		933	953	936	939
I am very concerned	(5)	153 16%	145 15%	135 14%	139 15%
I am fairly concerned	(4)	330 35%	343 36%	353 38%	344 37%
I am neither concerned nor unconcerned	(3)	195 21%p	195 20%p	186 20%	196 21%p
I am fairly unconcerned	(2)	175 19%mr	167 18%r	167 18%r	170 18%r
I am very unconcerned	(1)	71 8%n	92 10%np	88 9%np	84 9%np
Net: Concerned		483 52%	488 51%	488 52%	484 51%
Net: Unconcerned		246 26%mmr	259 27%mmr	255 27%mmr	253 27%mmr
Don't know		9 1%p	11 1%p	7 1%	7 1%
Mean score		3.34	3.30	3.30	3.31
Standard deviation		1.18	1.21	1.20	1.19
Standard error		0.04	0.04	0.04	0.04

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
I am very concerned	(5) 32 11%e	33 12%e	28 10%	34 12%e	17 6%	36 12%e	27 9%	26 9%	24 8%	30 10%	27 9%	26 10%	38 12%	56 18%mtv wx	56 19%mtvw x	49 14%	48 15%	52 15%	52 16%t	34 10%
I am fairly concerned	(4) 95 33%	86 31%	116 39%ehl	98 34%	91 31%	92 31%	91 32%	87 29%	105 35%	94 32%	100 34%	79 30%	129 41%svv x	101 33%	111 36%sv	127 37%sv	112 35%v	128 37%sv	88 28%	124 38%sv
I am neither concerned nor unconcerned	(3) 73 25% <i>d</i>	68 25% <i>d</i>	57 19%	46 16%	67 22%	67 23%	70 24% <i>d</i>	66 22%	65 22%	63 21%	71 24% <i>d</i>	67 25% <i>d</i>	64 20%	62 20%	52 17%	73 22%	55 17%	75 21%	77 24% <i>oq</i>	68 21%
I am fairly unconcerned	(2) 90 21%	66 24%	63 21%	78 27% <i>lk</i>	77 26% <i>lk</i>	53 18%	63 22%	75 25% <i>lk</i>	69 23%	69 23%	53 18%	53 20%	51 16%	62 20% <i>rr</i>	61 20% <i>rr</i>	96 19%	76 24% <i>umr</i>	49 14%	67 21% <i>rr</i>	63 19%
I am very unconcerned	(1) 29 10%	21 8%	35 12%	32 11%	43 14% <i>b</i>	43 15% <i>b</i>	34 12%	40 14% <i>b</i>	31 10%	40 13% <i>b</i>	45 15% <i>b</i>	38 14% <i>b</i>	26 8%	22 7%	24 8%	25 7%	24 8%	43 12% <i>npu</i>	31 10%	35 11%
Net: Concerned	129 44%	118 43%	144 48% <i>ehl</i>	132 46% <i>e</i>	108 36%	128 44%	118 38%	112 38%	129 42%	124 43%	127 43%	105 40%	168 53% <i>svx</i>	157 52% <i>vr</i>	167 55% <i>svwx</i>	175 52% <i>vr</i>	160 50% <i>vr</i>	180 52% <i>vr</i>	140 44%	158 48% <i>vr</i>
Net: Unconcerned	90 31%	87 32%	97 33%	110 38%	120 40% <i>lab</i>	96 33%	97 34%	115 39%	100 37%	98 33%	99 34%	91 34%	76 24%	84 28%	85 28%	90 27%	101 31%	92 26%	97 31%	98 30%
Don't know	1 *	1 *	-	-	3 1%	3 1%	2 1%	4 1%	3 1%	2 1%	2 1%	2 1%	6 2% <i>op</i>	1 *	-	-	6 2% <i>op</i>	3 1%	1 *	1 *
Mean score	3.14e	3.15eh	3.14e	3.08e	2.87	3.09e	3.05	2.94	3.08e	3.02	3.04	3.01	3.34vw x	3.35vw x	3.38vwx	3.32vwx	3.26v	3.28v	3.20	3.18
Standard deviation	1.17	1.15	1.20	1.24	1.17	1.26	1.18	1.21	1.16	1.22	1.22	1.22	1.14	1.20	1.22	1.15	1.20	1.24	1.23	1.18
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.07

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/NI

26-35				
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
I am very concerned	(5) 52 16%	40 12%	42 12%	41 12%
I am fairly concerned	(4) 109 33%	91 27%	119 34%	108 32%
I am neither concerned nor unconcerned	(3) 83 25%oq	81 24%oq	67 19%	76 23%
I am fairly unconcerned	(2) 67 20%r	81 24%mr	71 20%r	68 20%r
I am very unconcerned	(1) 22 7%	39 12%u	45 13%nopq u	40 12%u
Net: Concerned	161 48%v	131 39%	161 46%	149 44%
Net: Unconcerned	89 27%	120 36%mnpr u	117 33%mr	108 32%m
Don't know	2 1%	5 1%op	5 1%op	4 1%
Mean score	3.31v	3.04	3.12	3.13
Standard deviation	1.15	1.22	1.25	1.22
Standard error	0.06	0.07	0.07	0.07

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/NI

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
I am very concerned	(5) 68 15%	85 18%el	77 17%e	72 17%	52 12%	85 19%el	74 17%	83 20%el	74 18%el	61 14%	72 19%el	55 13%	88 19%	98 22%qw	80 18%	96 20%	72 16%	90 21%qw	78 18%	91 20%
I am fairly concerned	(4) 182 41%fgk	181 39%	175 39%	163 38%	191 44%lghi	149 34%	151 34%	155 37%	149 36%	148 35%	127 33%	163 38%	162 36%	164 36%	185 41%x	180 38%	174 38%	162 38%	177 40%	158 34%
I am neither concerned nor unconcerned	(3) 90 20%	88 19%	75 17%	81 19%	77 18%	104 24%ce	100 22%c	79 19%	78 19%	77 18%	74 19%	101 23%c	81 18%	89 20%	81 18%	79 17%	99 22%	85 20%	77 17%	89 19%
I am fairly unconcerned	(2) 66 15%	79 17%	74 16%	85 20%	73 17%	74 17%	88 20%	66 16%	80 19%	80 19%	69 16%	71 16%	77 17%r	76 17%r	69 15%	78 17%r	70 15%	50 12%	79 18%r	75 16%
I am very unconcerned	(1) 33 8%	24 5%	45 10%bdf	25 6%	38 9%b	25 6%	35 8%	33 8%	28 7%	51 12%abdf	40 10%bdf	42 10%bf	40 9%n	20 4%	20 8%n	37 7%	29 6%	32 8%	31 7%	42 9%n
Net: Concerned	250 56%	265 57%gjl	252 56%	236 55%	242 59%	234 53%	225 50%	238 57%j	224 54%	209 50%	200 52%	218 50%	250 55%	262 58%w	265 58%w	276 59%w	245 54%	252 60%w	256 58%	249 54%
Net: Unconcerned	99 22%	104 22%	119 26%	110 26%	111 26%	98 22%	123 27%	99 24%	108 26%	131 31%abth	108 28%	113 26%	116 26%r	96 21%	106 23%	112 24%	99 22%	82 19%	110 25%	117 25%r
Don't know	4 1%	6 1%dk	2 *	- *	1 *	6 1%dk	1 *	2 *	3 1%	4 1%	- *	2 *	4 1%	2 *	2 *	2 2%psv	8 1%	3 1%	1 *	4 1%
Mean score	3.42j	3.49gj	3.37	3.40j	3.34	3.45jl	3.32	3.45jl	3.39j	3.21	3.33	3.27	3.41	3.55vw x	3.44w	3.49w	3.43	3.54wx	3.44w	3.40
Standard deviation	1.14	1.13	1.23	1.16	1.16	1.15	1.19	1.20	1.19	1.26	1.26	1.17	1.23	1.14	1.18	1.19	1.13	1.18	1.18	1.23
Standard error	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.06

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

		50-65			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		441	497	450	491
Weighted Base		452	449	469	452
I am very concerned	(5)	85 19%	76 17%	74 16%	85 19%
I am fairly concerned	(4)	177 39%	179 40%	166 35%	155 34%
I am neither concerned nor unconcerned	(3)	78 17%	82 18%	86 18%	82 18%
I am fairly unconcerned	(2)	73 16%	62 14%	93 20%rv	93 21%oqrv
I am very unconcerned	(1)	36 8%u	49 11%npqs	49 10%nq	35 8%
Net: Concerned		262 58%w	255 57%	240 51%	240 53%
Net: Unconcerned		109 24%	111 25%	141 30%nopq r	128 28%nqr
Don't know		2 *	1 *	2 *	2 1%
Mean score		3.45w	3.38	3.27	3.36
Standard deviation		1.20	1.23	1.24	1.22
Standard error		0.06	0.06	0.06	0.06

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

		66+											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base		330	327	329	312	321	334	331	325	328	336	329	335
I am very concerned	(5)	53 16%	49 15%	48 14%	53 17%k	54 17%k	65 20%cgkhl	48 14%	47 14%	56 17%k	58 17%k	39 12%	48 14%
I am fairly concerned	(4)	97 29%	113 35%	118 36%	94 30%	96 30%	110 33%	113 34%	101 31%	106 32%	114 34%	102 31%	127 38%adehk
I am neither concerned nor unconcerned	(3)	82 25%j	88 27%dlh ijk	75 23%j	63 20%	72 23%j	67 20%	71 21%	66 20%	65 20%	57 17%	68 21%	64 19%
I am fairly unconcerned	(2)	61 18%	56 17%	53 16%	74 24%bcfl	58 18%	58 17%	70 21%	63 19%	61 19%	67 20%	69 21%	57 17%
I am very unconcerned	(1)	30 9%b	15 4%	26 8%b	26 8%b	33 10%b	33 10%b	25 7%	43 13%bccdg	35 11%b	33 10%b	47 14%abcdlgi	36 11%b
Net: Concerned		149 45%	162 50%k	165 50%k	147 47%	150 47%	176 53%ahk	160 48%	147 45%	162 49%k	172 51%k	141 43%	175 52%ahk
Net: Unconcerned		91 28%b	71 22%	79 24%	100 32%bc	92 29%b	90 27%	95 29%b	106 33%bc	96 29%b	100 30%b	117 35%abcdlgi	93 28%b
Don't know		7 2%l	6 2%l	9 3%dl	3 1%	7 2%l	1 *	5 1%	6 2%l	4 1%	7 2%l	4 1%	3 1%
Mean score		3.25k	3.39hk	3.34hk	3.24k	3.25k	3.36hk	3.27k	3.14	3.27k	3.29k	3.05	3.26k
Standard deviation		1.21	1.08	1.16	1.23	1.24	1.25	1.17	1.27	1.25	1.25	1.26	1.22
Standard error		0.06	0.05	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.05	0.06	0.05

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
I am very concerned	(5) 248 15%	294 18% ^{aeg} hijkl	267 16% ^{ek}	275 16% ^{ekjkl}	219 13%	300 18% ^{aegh}	248 15%	253 15%	262 16% ^e	229 14%	224 13%	229 14%	-	-	-	-	-	-	-	-
I am fairly concerned	(4) 615 37%	587 35%	660 39% ^{blgh} ijkl	604 36%	610 37%	590 35%	564 34%	574 34%	584 35%	574 34%	571 34%	589 35%	-	-	-	-	-	-	-	-
I am neither concerned nor unconcerned	(3) 359 22% ^{ac}	368 22% ^{cd}	315 19%	321 19%	345 21%	362 21%	366 22% ^{cd}	346 21%	337 20%	337 20%	343 20%	370 22% ^{cd}	-	-	-	-	-	-	-	-
I am fairly unconcerned	(2) 284 17%	306 18% ^{fl}	284 17%	346 21% ^{acf}	322 19% ^{fl}	262 16%	334 20% ^{acf}	318 19% ^{fl}	328 20% ^{acf}	331 20% ^{cdf}	323 19% ^{fl}	318 19% ^{fl}	-	-	-	-	-	-	-	-
I am very unconcerned	(1) 146 9% ^b	94 6%	143 8% ^b	125 7% ^b	144 9% ^b	164 10% ^{bd}	142 9% ^b	175 10% ^{bdf}	138 8% ^b	205 12% ^{abcd} efgijl	206 12% ^{abcd} efgijl	160 10% ^{bd}	-	-	-	-	-	-	-	-
Net: Concerned	863 52% ^{jk}	881 53% ^{ghj} kl	927 55% ^{aegh} ijkl	879 52% ^{ijkl}	829 50%	890 53% ^{gkl}	813 49%	827 49%	847 51% ^{jk}	803 47%	795 47%	818 49%	-	-	-	-	-	-	-	-
Net: Unconcerned	430 26%	400 24%	426 25%	472 28% ^b	466 28% ^b	426 25%	475 29% ^{bcd}	493 29% ^{abcd}	466 28% ^b	536 32% ^{abcd} efijl	528 31% ^{abcd} efi	477 28% ^{bcd}	-	-	-	-	-	-	-	-
Don't know	18 1% ^{dg}	16 1% ^{dg}	13 1% ^d	4 *	21 1% ^{dg}	15 1% ^{cdg}	5 *	14 1% ^{dg}	12 1% ^d	17 1% ^{dg}	12 1%	13 1% ^d	-	-	-	-	-	-	-	-
Mean score	3.32 ^{jk}	3.41 ^{ae} ghijkl	3.37 ^{egh} ijkl	3.33 ^{hjk} l	3.27 ^{jk}	3.36 ^{egh} ijkl	3.27 ^{jk}	3.25	3.31 ^{jk}	3.17	3.17	3.25	-	-	-	-	-	-	-	-
Standard deviation	1.18	1.15	1.19	1.19	1.18	1.22	1.19	1.23	1.20	1.24	1.24	1.19	-	-	-	-	-	-	-	-
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-	-	-	-	-	-	-	-

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

Q.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/NI

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	-	-	-
Weighted Base	
I am very concerned	(5)	-	-	-	-
I am fairly concerned	(4)	-	-	-	-
I am neither concerned nor unconcerned	(3)	-	-	-	-
I am fairly unconcerned	(2)	-	-	-	-
I am very unconcerned	(1)	-	-	-	-
Net: Concerned		-	-	-	-
Net: Unconcerned		-	-	-	-
Don't know		-	-	-	-
Mean score		-	-	-	-
Standard deviation		-	-	-	-
Standard error		-	-	-	-

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/NI

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

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

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

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

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

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

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

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

Q.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/NI

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
I am very concerned	(5) 87 10%	92 10%	87 10%	87 10%	97 11%	125 14%abcd	102 12%	92 10%	135 15%abcd	88 10%	100 11%	100 11%	118 12%	153 16%mqv	124 13%	133 14%	106 11%	164 17%mpoq	142 15%qvw	138 15%qvw
I am fairly concerned	(4) 282 32%k	293 33%k	300 34%k	272 31%	296 33%k	286 32%k	281 32%k	298 34%k	272 31%	280 32%k	237 27%	265 30%	351 37%qv	323 34%	354 38%quvx	334 35%	305 33%	382 40%npqs	320 34%	328 35%
I am neither concerned nor unconcerned	(3) 194 22%	188 21%	170 19%	187 21%	193 22%	188 21%	189 21%	166 19%	192 22%	180 20%	182 20%	183 21%	199 21%	199 21%	173 18%	186 20%	202 22%	173 18%	190 20%	184 20%
I am fairly unconcerned	(2) 205 23%	223 25%fi	214 24%fi	236 27%efij	193 22%	179 20%	212 24%fi	205 23%	188 22%	196 22%	218 25%fi	210 24%	193 20%r	190 20%r	198 21%r	217 23%r	216 23%r	151 16%	213 23%r	194 21%r
I am very unconcerned	(1) 115 13%b	77 9%	120 13%b	96 11%	99 11%	108 12%b	96 11%	118 13%b	101 11%	133 15%bdeg	150 17%abcd	124 14%bg	72 8%	66 7%	89 9%	79 8%	88 9%	74 8%	74 8%	91 10%h
Net: Concerned	369 42%	385 44%k	387 43%k	359 41%	394 44%k	412 46%dkl	383 43%k	390 44%k	407 46%dk	367 41%	337 38%	365 41%	469 50%qv	476 51%qvw	478 51%qvx	466 49%qv	411 44%	546 58%mmop	462 49%qv	466 50%qv
Net: Unconcerned	320 36%	300 34%	334 37%fi	334 38%efi	293 33%	286 32%	308 35%	323 36%	289 32%	329 37%fi	369 41%abef	334 38%efi	285 28%r	257 27%	287 30%r	296 31%r	305 33%umnr	224 24%	287 31%r	285 30%r
Don't know	1 *	8 1%a	3 *	2 *	10 1%adk	8 1%adk	3 *	7 1%a	3 *	10 1%adgik	2 *	5 1%	11 1%pat	5 1%	4 *	3 *	17 2%noprs	4 *	2 *	1 *
Mean score	3.02	3.11jk	3.02	3.02	3.11jk	3.16acd jkl	3.09k	3.05k	3.17acd hkl	2.99	2.91	3.01	3.27qv wx	3.33qu vwx	3.24v	3.24v	3.14	3.44mno pqrstuvw x	3.26qvw	3.24v
Standard deviation	1.21	1.16	1.23	1.19	1.20	1.25	1.21	1.24	1.25	1.25	1.28	1.25	1.15	1.18	1.20	1.19	1.18	1.18	1.19	1.22
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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/NI

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		1010	1073	1043	1060
Weighted Base		933	953	936	939
I am very concerned	(5)	124 13%	110 12%	105 11%	114 12%
I am fairly concerned	(4)	307 33%	303 32%	332 35%	312 33%
I am neither concerned nor unconcerned	(3)	203 22%	212 22% ^{or}	199 21%	202 21%
I am fairly unconcerned	(2)	209 22% ^{cr}	211 22% ^{cr}	184 20% ^{cr}	215 23% ^{cr}
I am very unconcerned	(1)	84 9%	111 12% ^{mnpr} s	110 12% ^{mnpr} su	90 10% ⁿ
Net: Concerned		431 46%	413 43%	436 47%	426 45%
Net: Unconcerned		293 31% ^{cr}	322 34% ^{mnpr}	295 32% ^{nr}	304 32% ^{mnpr}
Don't know		6 1% ^{cl}	5 1%	5 1%	7 1% ^{cl}
Mean score		3.19	3.09	3.15	3.16
Standard deviation		1.19	1.21	1.21	1.19
Standard error		0.04	0.04	0.04	0.04

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/NI

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
I am very concerned	(5) 19 7%e	23 8%e	19 6%	22 8%e	9 3%	30 10%eh	24 8%e	15 5%	24 8%e	23 8%e	23 8%e	22 8%e	30 10%	42 14%v	35 12%	35 10%	53 11%	53 15%mv	44 14%v	33 10%
I am fairly concerned	(4) 96 33%j	77 28%	90 30%	81 28%	87 29%	95 33%j	87 30%	92 31%	85 29%	70 23%	90 30%	79 30%	118 37%uvw x	108 35%vw	109 36%vw	118 35%w	104 32%	118 34%	94 30%	106 33%
I am neither concerned nor unconcerned	(3) 66 23%	68 25%	72 24%	57 20%	65 22%	65 22%	68 24%	57 19%	69 23%	73 24%	78 26%	60 23%	72 23%	53 18%	57 19%	72 21%	73 23%	75 21%	77 25%n	65 20%
I am fairly unconcerned	(2) 69 24%	74 27%k	76 25%	83 29%ik	86 29%ik	58 20%	69 24%	76 26%	79 27%k	76 26%	57 19%	59 22%	65 21%	76 25%r	69 23%r	82 24%r	77 24%r	57 16%	69 22%	80 25%r
I am very unconcerned	(1) 38 13%	31 11%	42 14%	44 15%	43 14%	41 14%	37 13%	52 18%b	43 13%	54 18%b	49 16%	41 16%	36 8%	24 8%	34 11%	31 9%	28 9%	46 13%n	29 9%	40 12%
Net: Concerned	115 40%j	100 36%	109 36%	103 36%	95 32%	125 43%ej	111 39%	107 36%	109 37%	93 31%	112 38%	101 38%	148 47%vw	150 49%wx	144 47%vw	153 45%v	139 43%	171 49%vwx	138 44%v	139 43%
Net: Unconcerned	107 37%	105 38%	118 39%	127 44%k	129 43%f	99 34%	106 37%	128 43%f	130 39%	106 37%	106 38%	100 38%	91 29%	100 33%	103 34%	113 33%	105 33%	102 29%	98 31%	120 43%
Don't know	2 1%	1 *	- *	1 *	8 3%bcdgjk	4 1%	1 *	4 1%	2 1%	1 *	4 *	4 2%c	4 1%u	1 *	- *	1 *	5 2%ou	2 1%	1 *	1 *
Mean score	2.96e	2.95	2.89	2.84	2.77	3.05ehj	2.97e	2.80	2.93	2.77	2.93	2.93	3.20vw x	3.22vw x	3.14vw	3.13vw	3.13v	3.22vwx	3.18vw	3.04
Standard deviation	1.17	1.16	1.17	1.21	1.12	1.23	1.18	1.21	1.18	1.22	1.21	1.23	1.13	1.20	1.22	1.16	1.16	1.26	1.19	1.22
Standard error	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.07

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

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		319	321	336	320
Weighted Base		335	337	349	338
I am very concerned	(5)	51 15%mv	25 7%	37 11%	41 12%v
I am fairly concerned	(4)	96 29%	94 28%	95 27%	96 28%
I am neither concerned nor unconcerned	(3)	94 28%notx	80 24%	80 23%	70 21%
I am fairly unconcerned	(2)	63 19%	87 26%ru	76 22%	81 24%r
I am very unconcerned	(1)	31 9%	46 14%mn	59 17%mnop qsu	46 14%mn
Net: Concerned		148 44%v	119 35%	132 38%	138 41%
Net: Unconcerned		94 28%	133 39%mrus	134 39%mr	128 38%mr
Don't know		-	6 2%ou	3 1%	3 1%
Mean score		3.22vwx	2.89	2.93	3.02
Standard deviation		1.19	1.18	1.27	1.26
Standard error		0.07	0.07	0.07	0.07

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
I am very concerned	(5) 48 11%	71 15%	50 11%	47 11%	53 12%	69 16%a	59 13%	59 14%	69 17%acdj	46 11%	55 14%	52 12%	66 15%	70 15%	72 16%	73 16%	60 13%	77 18%dw	69 16%	79 17%
I am fairly concerned	(4) 161 36%l	165 36%l	158 35%l	151 36%l	155 36%l	176 40%gkl	145 32%	160 38%ikl	129 31%	141 34%	118 31%	117 27%	156 35%	166 37%	169 37%	162 35%	161 36%	165 39%	156 35%	162 35%
I am neither concerned nor unconcerned	(3) 101 23%	90 19%	79 18%	93 22%	89 21%	91 21%	99 22%	77 18%	80 19%	92 22%	84 22%	107 25%ch	80 18%	88 19%	73 16%	92 20%	101 22%o	73 17%	80 18%	96 21%
I am fairly unconcerned	(2) 85 19%	92 20%	101 23%	99 23%f	89 21%	76 17%	104 23%f	88 21%	100 24%f	84 20%	78 20%	109 25%af	101 23%r	102 23%r	94 21%	105 22%r	86 19%	70 17%	102 23%rt	80 17%
I am very unconcerned	(1) 47 11%f	39 8%	58 13%bdthi	34 8%	44 10%f	25 6%	40 9%	33 8%	34 8%	55 13%bdthi	46 12%f	48 11%f	46 10%n	22 5%	46 10%n	36 8%	37 8%	35 8%	36 8%	41 9%n
Net: Concerned	209 47%l	236 51%l	208 46%l	198 46%l	208 48%l	245 55%acde g9h	204 46%	219 52%jl	198 48%l	187 44%	173 45%	170 39%	222 49%	236 52%	241 53%	235 50%	221 49%	242 57%mpqv wx	226 51%	241 52%
Net: Unconcerned	132 30%f	131 28%	159 35%bf	134 31%f	133 31%f	102 23%	144 32%f	121 29%	134 33%f	139 33%f	124 32%f	157 36%bth	147 33%rt	125 28%	140 31%	141 30%	123 27%	105 25%	138 31%r	121 26%
Don't know	1 *	6 1%	3 1%	2 *	1 *	4 1%	1 *	1 *	3 1%	1 *	1 *	1 *	1 *	2 *	1 *	1 *	7 2%mpstwx	2 1%	-	1 *
Mean score	3.18 i	3.30cj l	3.09	3.18	3.19	3.43acd egjkl	3.18	3.30cj	3.24l	3.09	3.15	3.04	3.21	3.35w	3.28	3.28	3.27	3.43mw x	3.27	3.34w
Standard deviation	1.18	1.20	1.24	1.15	1.20	1.12	1.19	1.18	1.22	1.23	1.25	1.20	1.24	1.14	1.24	1.19	1.16	1.20	1.21	1.21
Standard error	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.05	0.06	0.06	0.05	0.06

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/NI

		50-65			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		441	497	450	491
Weighted Base		452	449	469	452
I am very concerned	(5)	71 16%	60 13%	61 13%	63 14%
I am fairly concerned	(4)	164 36%	161 36%	171 37%	160 35%
I am neither concerned nor unconcerned	(3)	89 20%	92 20%	80 17%	79 18%
I am fairly unconcerned	(2)	83 18%	82 18%	98 21%	101 22% ^{rt}
I am very unconcerned	(1)	43 9% ⁿ	51 11% ^{np}	58 12% ^{npqs}	46 10% ⁿ
Net: Concerned		235 52%	221 49%	232 49%	224 49%
Net: Unconcerned		125 28%	133 30%	156 33% ^{rt}	147 32% ^{rt}
Don't know		3 1%	3 1%	1 *	3 1%
Mean score		3.31	3.22	3.17	3.21
Standard deviation		1.21	1.22	1.25	1.23
Standard error		0.06	0.06	0.06	0.06

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/NI

		66+											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base		330	327	329	312	321	334	331	325	328	336	329	335
I am very concerned	(5)	41 13%	40 12%	35 11%	44 14%kl	47 15%kl	59 18%abqkl	47 14%k	44 14%k	44 14%k	43 13%k	29 9%	34 10%
I am fairly concerned	(4)	103 31%	99 30%	128 39%abdeik	93 30%	95 30%	115 35%	118 36%k	106 33%	105 32%	117 35%k	95 29%	124 37%bdek
I am neither concerned nor unconcerned	(3)	73 22%fuj	88 27%cde fghijk l	62 19%	59 19%	66 21%	56 17%	54 16%	56 17%	63 19%	57 17%	60 18%	68 20%
I am fairly unconcerned	(2)	77 23%	69 21%	72 22%	84 27%fl	71 22%	69 21%	81 24%	75 23%	72 22%	78 23%	95 29%bcfeijl	74 22%
I am very unconcerned	(1)	31 9%	27 8%	29 9%	32 10%	36 11%	34 10%	29 9%	43 13%bg	40 12%	49 15%abcdfgl	49 15%	32 10%
Net: Concerned		144 44%	139 42%	163 49%k	137 44%	142 44%	175 52%abdeik	166 50%bk	150 46%k	149 46%k	160 48%k	124 39%	158 47%k
Net: Unconcerned		108 33%	96 30%	101 31%	115 37%b	107 33%	103 31%	109 33%	118 36%b	113 34%	116 34%	144 44%abdefghi j	107 32%
Don't know		4 1%	4 1%	3 1%	1 *	6 2%df	1 *	2 1%	2 *	3 1%	3 1%	1 *	2 *
Mean score		3.14k	3.17k	3.20k	3.11k	3.15k	3.29dhik	3.23k	3.10k	3.12k	3.15k	2.88	3.16k
Standard deviation		1.19	1.15	1.17	1.24	1.25	1.26	1.22	1.28	1.26	1.24	1.24	1.17
Standard error		0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.05

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
I am very concerned	(5) 185 11%	220 13%j	202 12%	202 12%	183 11%	265 16%abcd eghijkl	212 13%j	211 13%	235 14%aejk l	177 10%	186 11%	193 12%	-	-	-	-	-	-	-	-
I am fairly concerned	(4) 580 35%ijk	567 34%	611 36%cdijk l	548 33%	559 34%	613 36%cdijk l	566 34%	579 34%	520 31%	527 31%	531 31%	531 32%	-	-	-	-	-	-	-	-
I am neither concerned nor unconcerned	(3) 363 22%cd	360 22%cd	313 19%	347 21%	371 22%cd	336 20%	349 21%	328 20%	360 22%cd	361 21%	358 21%	360 21%cd	-	-	-	-	-	-	-	-
I am fairly unconcerned	(2) 363 22%cd	373 22%cd	369 22%cd	416 25%aalk	365 22%cd	302 18%	388 23%cd	372 22%cd	371 22%cd	379 22%cd	366 22%cd	395 24%cd	-	-	-	-	-	-	-	-
I am very unconcerned	(1) 169 10%ab	132 8%	179 11%b	158 9%	160 10%	167 10%	151 9%	182 11%b	167 10%ab	229 14%abcd efghil	233 14%abcd efghil	187 11%b	-	-	-	-	-	-	-	-
Net: Concerned	765 46%j	787 47%ijkl	813 48%dejk l	750 45%	742 45%	878 52%abcd eghijkl	768 46%jk	789 47%ijkl	755 45%j	709 42%	713 43%	725 43%	-	-	-	-	-	-	-	-
Net: Unconcerned	532 32%cd	505 30%	547 33%cd	575 34%bdf	524 32%cd	469 28%	539 32%cd	554 33%cd	538 32%cd	608 36%abcde fgl	599 36%abef l	581 35%cdf	-	-	-	-	-	-	-	-
Don't know	10 1%g	13 1%dg	7 *	4 *	23 1%acdfg hik	11 1%g	3 *	8 *	9 1%	15 1%dg	7 *	12 1%dg	-	-	-	-	-	-	-	-
Mean score	3.15jk	3.22dj kl	3.17jk	3.13jk	3.15jk	3.30acd eghijkl	3.18jkl	3.16jk	3.17jk	3.03	3.04	3.09	-	-	-	-	-	-	-	-
Standard deviation	1.18	1.17	1.21	1.19	1.18	1.22	1.19	1.22	1.22	1.23	1.24	1.21	-	-	-	-	-	-	-	-
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	-	-	-	-	-	-	-	-

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

Q.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/NI

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		-	-	-	-
Weighted Base	
I am very concerned	(5)	-	-	-	-
I am fairly concerned	(4)	-	-	-	-
I am neither concerned nor unconcerned	(3)	-	-	-	-
I am fairly unconcerned	(2)	-	-	-	-
I am very unconcerned	(1)	-	-	-	-
Net: Concerned		-	-	-	-
Net: Unconcerned		-	-	-	-
Don't know		-	-	-	-
Mean score		-	-	-	-
Standard deviation		-	-	-	-
Standard error		-	-	-	-

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/NI

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

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

Q.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/NI

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

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

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

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

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

Q.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/NI

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Yes - always	387 44%	434 49%adh	399 45%	368 42%	396 45%	406 45%	421 48%d	389 44%	486 55%abcd efghjkl	424 48%d	422 47%d	440 50%acd eh	487 52%	535 57%mq	525 56%q	504 53%	473 51%	513 54%	523 56%q	493 53%
Yes - sometimes	287 32%	265 30%	281 31%	338 38%abcf gk	310 35%bi	291 33%	270 31%	309 35%bi	267 30%	292 33%	289 33%	306 34%i	294 31%o	260 28%	243 26%	322 34%nos	330 35%mmos uwx	296 31%o	277 29%	306 33%no
Net: Yes	674 76%	700 79%	681 76%	707 80%	706 79%	697 78%	691 78%	698 79%	753 85%abcd efghjk	716 81%ac	711 80%	746 84%abc defghk	780 83%	796 85%o	768 82%	826 87%mo	803 86%mo	809 85%o	801 85%o	799 85%o
No	203 23%ijl	172 20%il	209 23%dijl	170 19%il	179 20%il	190 21%il	189 21%il	185 21%il	132 15%	162 18%	175 20%il	137 15%	154 16%ppqu wx	137 15%w	168 18%ppqs tuwx	121 13%	122 13%	129 14%	135 14%w	131 14%w
Don't know	7 1%	9 1%	4 *	6 1%	5 1%	7 1%	3 *	5 1%	6 1%	9 1%	4 *	3 *	10 1%	4 *	6 1%	4 *	10 1%	9 1%	5 *	6 1%

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Yes - always	523 56%mq	525 55%	539 58%mpqt	510 54%
Yes - sometimes	283 30%o	290 30%o	286 31%o	301 32%no
Net: Yes	806 86%mo	815 86%o	825 88%mmo	810 86%mo
No	122 13%	131 14%	102 11%	121 13%
Don't know	5 1%	7 1%	9 1%	8 1%

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Yes - always	111 38%	98 36%	113 38%	87 30%	89 30%	105 36%	110 38%	102 34%	134 45% bdef hj	107 36%	119 40% de	105 39% de	137 44%	151 50% p	133 44%	135 40%	151 47%	150 43%	171 54% mopr t	139 43%
Yes - sometimes	107 37%	110 40%	109 36%	128 44%	124 42%	119 40%	104 36%	115 39%	112 38%	124 42%	113 38%	108 41%	123 39% u	96 32%	99 33%	147 43% noqs uv	112 35%	127 36%	99 31%	129 40% nsu
Net: Yes	218 75%	208 76%	222 74%	215 75%	214 72%	224 76%	214 75%	217 73%	246 83% abcd egh	231 78%	232 78%	213 80% e	260 83%	248 81%	232 76%	282 83% o	263 82%	277 79%	269 86% or	268 82%
No	71 24% i	65 24% i	76 25% i	72 25% i	82 28% il	67 23%	72 25% i	80 27% il	48 16%	65 22%	62 21%	51 19%	52 17%	54 18% x	72 24% mpsu vw	52 15%	55 17%	70 20% x	44 14%	58 18%
Don't know	2 1%	1 *	1 *	1 *	2 1%	2 1%	- -	- -	2 1%	1 *	3 1%	2 1%	3 1%	3 1%	- -	4 1% u	4 1% tu	2 1%	1 *	- -

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Yes - always	178 53% mapr t	176 52% mapr t	161 46%	171 51% p
Yes - sometimes	104 31%	108 32%	127 36%	123 36%
Net: Yes	282 84% o	285 84% o	289 83%	294 87% o r
No	54 16%	48 14%	56 16%	40 12%
Don't know	-	4 1%	5 1%	4 1%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Yes - always	218 49%	254 55%	245 55%	232 54%	209 48%	244 55%	226 50%	230 55%	228 55%	208 49%	213 56%e	220 51%	250 55%	284 63%mp qt	252 55%	252 54%	241 53%	245 58%	254 57%	252 55%
Yes - sometimes	145 33%	141 31%	122 27%	138 32%	166 38%bcfg	128 29%	141 31%	140 33%	138 33%	146 35%c	124 33%	167 38%bcf g	126 28%	99 22%	121 27%	160 34%mnos uwx	150 33%nou w	123 29%n	121 27%	134 29%n
Net: Yes	363 82%	396 85%	367 82%	370 87%	375 87%	372 84%	367 82%	370 88%acg	365 89%acg	354 84%	337 88%acg	386 89%acf gl	376 83%	384 85%	373 82%	412 88%o	391 86%	368 87%o	375 85%	386 84%
No	76 17%hik l	65 14%	81 18%hikl	56 13%	57 13%	66 15%	80 18%hikl	46 11%	47 11%	63 15%	45 12%	46 10%	73 16%pu	63 14%	79 17%pru	54 11%	58 13%	50 12%	67 15%	70 15%
Don't know	4 1%	2 1%	1 *	1 *	- -	5 1%e	1 *	3 1%	1 *	5 1%e	- -	2 1%	2 1%	3 1%	2 1%	3 1%	4 1%	2 *	3 1%	

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Yes - always	287 64% mopq t	284 63% mopq t	285 61% pq	264 58%
Yes - sometimes	111 25%	106 24%	120 26%	127 28% n
Net: Yes	399 88% mo	389 87%	405 86%	391 86%
No	51 11%	59 13%	60 13%	60 13%
Don't know	2 *	1 *	4 1%	2 *

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Yes - always	158 48%	182 56%ah	180 55%	166 53%	179 56%ah	175 52%	185 56%ah	159 49%	183 56%ah	174 52%	182 55%a	190 57%ah
Yes - sometimes	80 24%	78 24%	74 22%	87 28%	88 27%	90 27%	82 25%	97 30%c	85 26%	98 29%c	91 28%	82 24%
Net: Yes	238 72%	261 80%a	254 77%	253 81%a	267 83%ac	265 79%a	266 80%a	256 79%a	267 82%a	272 81%a	273 83%ac	272 81%a
No	85 26% bde ghijkl	62 19%	69 21%e	57 18%	49 15%	66 20%	61 18%	63 19%	54 16%	58 17%	54 16%	61 18%
Don't know	6 2% l	4 1%	5 2%	1 *	5 2%	3 1%	4 1%	6 2% l	6 2% dkl	6 2% l	2 1%	1 *

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Yes - always	777 47%	883 53%ade h	839 50%	792 47%	778 47%	842 50%	841 51%ae	802 48%	903 54%acde fghj	860 51%ade	868 52%adeh	859 51%ade	-	-	-	-	-	-	-	-
Yes - sometimes	546 33%abc	475 29%	494 29%	611 36%abcf gjk	603 36%abcf gjk	541 32%b	509 31%	574 34%bcgj	508 31%	544 32%b	542 32%b	571 34%bcgj	-	-	-	-	-	-	-	-
Net: Yes	1323 79%	1358 82%	1333 79%	1403 84%ac	1381 83%ac	1383 82%	1349 81%	1376 82%	1410 85%abcf gh	1404 83%ac	1410 84%acg	1430 85%abcf gh	-	-	-	-	-	-	-	-
No	331 20%dei jkl	294 18%il	339 20%defh ijk	263 16%	270 16%	296 17%il	302 18%ikl	293 17%il	240 14%	240 16%	274 15%	237 14%	-	-	-	-	-	-	-	-
Don't know	15 1%	13 1%	9 1%	10 1%	11 1%	15 1%	7 *	11 1%	11 1%	15 1%	13 1%	11 1%	-	-	-	-	-	-	-	-

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

Q.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/NI

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base
Weighted Base				
Yes - always	-	-	-	-
Yes - sometimes	-	-	-	-
Net: Yes	-	-	-	-
No	-	-	-	-
Don't know	-	-	-	-

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

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

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

Q.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/NI

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

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

	ADDITIONAL COUNTRY											
	ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Yes - always	873 48%	970 53%ade fn	924 50%	872 48%	869 48%	919 50%	945 52%adeh	882 48%	1009 55%acdefghij	948 52%ade	960 53%adeh	950 52%adeh
Yes - sometimes	581 32%ac	525 29%	525 29%	680 36%abcfghijk	640 35%abcfghijk	587 32%ac	547 30%	615 34%bcgij	550 30%	582 32%ac	576 32%	606 33%bcgij
Net: Yes	1454 80%	1495 82%ac	1448 79%	1533 84%ac	1509 83%ac	1506 82%ac	1492 82%ac	1497 82%ac	1569 85%abcfgh	1531 83%ac	1536 84%ac	1556 85%abcfgh
No	357 20%dei jkl	309 17%il	377 21%bdefghijk l	291 16%	301 16%il	320 17%il	324 18%ikl	316 17%il	254 14%	293 16%	277 15%	258 14%
Don't know	17 1%	13 1%	9 1%	10 1%	14 1%	16 1%	8 *	11 1%	11 1%	16 1%	13 1%	11 1%

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556
General appearance of shop/restaurant/cafe/pub/takeaway	950 65%efg ijkl	1025 69%cef ghijkl	927 64%efkl	1063 69%acefghijk l	888 59%	892 59%	918 62%	941 63%ef	945 61%	929 61%	917 60%	936 60%
Appearance of people working there	742 51%ehi jk	804 54%efg hijkl	766 53%efhijkl	810 53%efhijkl	678 45%	714 47%	743 50%ehjk	673 45%	722 46%	687 45%	695 45%	742 48%
Reputation	613 42%egi jk	681 46%ccde fgnik l	600 41%egjk	641 42%egijk	563 37%	625 41%egijk	543 36%	586 39%ik	592 38%	568 37%	542 35%	603 39%k
Word of mouth	527 36%fhj kl	530 35%fhj k	496 34%hj	511 33%	502 33%	476 32%	502 34%j	457 31%	513 33%	461 30%	478 31%	501 32%
Hygiene certificate	406 28%	453 30%	452 31%	526 34%ab	574 38%abcd	614 41%abcd	612 41%abcd	594 40%abcd	733 47%abcdefghj	656 43%abcde	688 45%abcdefgh	728 47%abcdefghj
Hygiene sticker	177 12%	225 15%a	194 13%	294 19%abc	330 22%abc	389 26%abcde	393 26%abcde	454 30%abcdefg	549 35%abcdefgh	534 35%abcdefgh	552 36%abcdefgh	604 39%abcdefghj
Websites	78 5%	76 5%	93 6%	105 7%b	96 6%	126 8%abce	127 8%abce	112 7%ab	168 11%abcdefgh	160 10%abcdeh	176 11%abcdefgh	212 14%abcdefghj
Other	34 2%	33 2%	36 2%	47 3%e	28 2%	38 3%	37 2%	37 2%	32 2%	33 2%	31 2%	31 2%
Don't know	20 1%	26 2%	35 2%ikl	32 2%l	41 3%aikl	39 3%aikl	36 2%aikl	34 2%ikl	19 1%	29 2%l	18 1%	15 1%
Average number of mentions	2.46	2.61ae	2.51	2.67ace	2.49	2.64ace	2.66ace	2.64ace	2.76abcefh	2.68ace	2.69ace	2.83abcdefghjk
Standard deviation	1.37	1.38	1.32	1.45	1.44	1.49	1.46	1.47	1.53	1.49	1.52	1.61
Standard error	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	668	679	701	757	693	774	761	695	821	821	751	818	854	874	797	877	860	895	851	905
Weighted Base	674	700	681	707	706	697	691	698	753	716	711	746	780	796	768	826	803	809	801	799
General appearance of shop/restaurant/cafe/pub /takeaway	421 63%e	465 66%cef ghijkl	410 60%	457 65%efij kl	401 57%	399 57%	422 61%	416 60%	443 59%	421 59%	406 57%	433 58%	529 68%qrs uwx	560 70%qrs tuwx	517 67%qrsu vw	607 73%moqr stuvwx	487 61%	493 61%	497 62%	525 66%qr
Appearance of people working there	313 47%e	352 50%efh ijkl	328 48%ehj	331 47%eh	277 39%	309 44%	326 47%eh	288 41%	328 43%	304 42%	306 43%	327 44%	428 55%qtu vw	451 57%qrt uwx	437 57%qrtu vw	479 58%qrst uwx	401 50%	405 50%	417 52%v	385 48%
Reputation	265 39%k	315 45%ade ijkl	272 40%ek	268 38%	241 34%	277 40%ek	248 36%	277 40%ek	284 38%	250 35%	237 33%	279 37%	349 45%stu vw	365 46%qst uwx	328 43%sw	372 45%qstu vw	322 40%	348 43%sw	296 37%	309 39%
Word of mouth	231 34%hjk	229 33%	205 30%	217 31%	220 31%	209 30%	219 32%	202 29%	250 33%j	202 28%	206 29%	222 30%	295 38%rtu vw	302 38%rtu w	291 38%rtuv	295 36%	283 35%	266 33%	283 35%	254 32%
Hygiene certificate	158 23%	201 29%a	188 28%	215 30%a	253 36%abcd	278 40%abcd	256 37%abcd	276 40%abcd	338 45%abcd egh	295 41%abcd e	304 43%abcd eg	306 41%abc de	248 32%	253 32%	264 34%	311 38%mn	321 40%mno	336 41%mno	356 44%mnop	318 40%mno
Hygiene sticker	76 11%	104 15%	86 13%	132 19%ac	166 24%abcd	184 26%abcd	196 28%abcd e	221 32%abcd ef	275 37%abcd efg	257 36%abcd efg	260 37%abcd efgh	277 37%abc defgh	101 13%	121 15%	98 13%	162 20%mo	164 20%mo	205 25%mnop q	197 25%mnop q	233 29%mnopq
Websites	37 5%	38 5%	42 6%	37 5%	43 6%	64 9%abcde	63 9%abcde	54 8%	81 11%abcde	67 9%abcd e	88 12%abcd eh	101 14%abcd efgh	42 5%	38 5%	50 7%	68 8%mn	53 7%	62 8%n	63 8%mn	57 7%n
Other	20 3%	21 3%	19 3%	21 3%	13 2%	17 2%	17 2%	17 2%	16 2%	13 2%	15 2%	19 3%	15 2%	12 2%	17 2%	27 3%rx	15 2%	21 3%	19 2%	20 3%
Don't know	8 1%	12 2%	17 3%l	23 3%akl	19 3%l	19 3%al	19 3%al	13 2%	10 1%	9 1%	8 1%	13 1%	13 2%	14 2%	18 2%px	8 1%	22 3%puwx	20 2%puwx	17 2%k	21 3%puwx

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	867	920	921	906
Weighted Base	806	815	825	810
General appearance of shop/restaurant/cafe/pub \takeaway	502 62%	508 62%	511 62%	503 62%
Appearance of people working there	394 49%	383 47%	390 47%	415 51%
Reputation	308 38%	318 39%	305 37%	324 40%
Word of mouth	264 33%	259 32%	273 33%	279 34%
Hygiene certificate	394 49% mnop qr	361 44% mnop	384 47% mnop qr	422 52% mnopqrstvw
Hygiene sticker	274 34% mnop qrst	277 34% mnop qrst	291 35% mnop qrst	327 40% mnopqrstuvw
Websites	88 11% mnoq rst	93 11% mnop qrst	87 11% mnoq rt	111 14% mnopqrst
Other	17 2%	19 2%	16 2%	12 2%
Don't know	9 1%	14 2%	9 1%	7 1%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	668	679	701	757	693	774	761	695	821	821	751	818	854	874	797	877	860	895	851	905
Weighted Base	674	700	681	707	706	697	691	698	753	716	711	746	780	796	768	826	803	809	801	799
Average number of mentions	2.29	2.51ac e	2.34	2.46a	2.35	2.57ace	2.60ace	2.56ace	2.71abc de	2.58ace	2.60ace	2.66ab cde	2.61	2.69	2.67	2.84mno q	2.62	2.71	2.71	2.70
Standard deviation	1.30	1.34	1.27	1.36	1.36	1.50	1.44	1.46	1.52	1.47	1.48	1.50	1.40	1.41	1.35	1.49	1.51	1.48	1.47	1.47
Standard error	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	867	920	921	906
Weighted Base	806	815	825	810
Average number of mentions	2.81mq	2.77mq	2.76m	2.98mnoqrstuvw
Standard deviation	1.53	1.51	1.55	1.68
Standard error	0.05	0.05	0.05	0.06

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	223	190	230	213	214	236	193	222	256	226	262	244	244	259	233	274	243	277	246	269
Weighted Base	218	208	222	215	214	224	214	217	246	231	232	213	260	248	232	282	263	277	269	268
General appearance of shop/restaurant/cafe/pub/takeaway	104 47%	115 55%fi	115 52%	119 56%fi	99 47%	98 44%	112 53%	103 47%	107 44%	108 47%	111 48%	112 52%	147 57%	173 70%moq rstuw x	142 61%qsx	192 68%mqrs tuvwx	132 50%	164 59%qs	134 50%	158 59%qs
Reputation	90 41%eij k	91 44%egj k	82 37%	73 34%	64 30%	79 35%	68 32%	74 34%	72 29%	71 31%	71 30%	85 40%eij k	102 39%	124 50%moq rstuw x	84 36%	122 43%suw	94 36%	109 39%	92 34%	96 36%
Word of mouth	75 34%l	66 32%	58 26%	63 29%	57 27%	59 26%	59 27%	61 28%	71 29%	59 26%	62 27%	52 24%	93 36%l	103 42%pqr tuvwx	89 38%tv	94 33%	79 30%	83 30%	97 36%l	68 25%
Appearance of people working there	67 31%	95 46%ade fghjkl	81 36%	76 36%	58 27%	73 33%	101 47%acde fghjkl	68 31%	75 31%	67 29%	68 29%	71 34%	100 39%	118 48%mtu vw	106 46%vw	141 50%mrftu vwx	108 41%	113 41%	112 42%	104 39%
Hygiene certificate	61 28%	82 39%a	71 32%	87 41%a	91 43%ac	110 49%ac	90 42%ac	99 45%ac	119 49%ac	102 44%ac	112 48%ac	100 47%ac	80 31%	95 34%	89 38%	108 38%	109 42%lm	114 41%lm	133 49%lmnop	114 43%lm
Hygiene sticker	22 10%	44 21%ac	28 12%	38 18%a	51 24%ac	67 30%acd	65 30%acd	72 33%abcd e	102 41%abcd efg	90 39%abcd e	94 40%abcd efg	85 40%abc def	43 17%	43 17%	37 16%	57 20%	83 32%mnop	81 29%mnop	88 33%mnop	108 40%mnopr
Websites	13 6%	11 5%	15 7%	16 7%	20 9%	18 8%	19 9%	20 9%	30 12%ab	22 9%	26 11%b	27 13%abc	21 8%	15 6%	23 10%	27 10%	19 7%	40 14%mmq	35 13%nq	24 9%
Other	1 -	2 1%	4 2%l	4 2%l	2 1%	3 1%	1 -	1 -	4 2%	6 3%l	3 -	1 -	9 3%w	3 1%	3 1%	9 3%w	6 2%	3 1%	7 2%v	5 2%
Don't know	2 1%	3 1%	6 3%	3 2%	5 2%	8 4%	1 1%	6 3%	5 2%	7 3%	3 1%	3 1%	7 3%x	4 1%k	4 2%k	7 1%	9 3%ux	7 2%k	4 3%k	2 1%
Average number of mentions	2.01	2.46ac	2.10	2.25a	2.12	2.35ac	2.42ace	2.36ac	2.39ace	2.33a	2.39ace	2.53ac	2.36	2.73m	2.52	2.70m	2.48	2.61	2.66m	2.55
Standard deviation	1.14	1.41	1.18	1.26	1.25	1.41	1.40	1.37	1.33	1.32	1.50	1.58	1.46	1.45	1.27	1.46	1.43	1.56	1.50	1.40

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	268	272	281	273
Weighted Base	282	285	289	294
General appearance of shop/restaurant/cafe/pub \takeaway	159 56%	166 58%	157 55%	152 52%
Reputation	87 31%	103 36%	94 33%	105 36%
Word of mouth	84 30%	81 28%	92 32%	87 30%
Appearance of people working there	108 38%	98 34%	100 35%	114 39%
Hygiene certificate	143 51% mnop	121 42% m	152 53% mnop	158 54% mnopqtv
Hygiene sticker	116 41% mnop qr	103 38% mnop	118 41% mnop qr	132 45% mnopqsv
Websites	37 13% nq	40 14% mnq	41 14% mnq	54 18% mnopqt
Other	3 1%	1 *	3 1%	3 1%
Don't know	1 7%	3 1%	4 1% x	-
Average number of mentions	2.63m	2.53	2.66m	2.74m
Standard deviation	1.44	1.42	1.61	1.53

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	223	190	230	213	214	236	193	222	256	226	262	244	244	259	233	274	243	277	246	269
Weighted Base	218	208	222	215	214	224	214	217	246	231	232	213	260	248	232	282	263	277	269	268
Standard error	0.08	0.10	0.08	0.09	0.09	0.09	0.10	0.09	0.08	0.09	0.09	0.10	0.09	0.09	0.08	0.09	0.09	0.09	0.10	0.09

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	268	272	281	273
Weighted Base	282	285	289	294
Standard error	0.09	0.09	0.10	0.09

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (May 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	349	401	354	354	347	373	360	364	353	346	328	362	377	379	360	432	391	392	424	390
Weighted Base	363	396	367	370	375	372	367	370	365	354	337	386	376	384	373	412	391	368	375	386
General appearance of shop/restaurant/cafe/pub/takeaway	262 72%efg hiki	261 66%fk	242 66%fk	268 72%efgh iki	241 64%k	214 58%	233 63%k	224 61%	231 63%k	231 65%fk	182 54%	231 60%	263 70%	280 73%qruv xx	255 68%	303 73%qruv x	248 63%	242 66%	260 69%	276 71%qx
Appearance of people working there	208 57%efg hijkl	202 51%h	204 55%eghk i	196 53%h	172 46%	182 49%h	168 46%	153 41%	181 50%h	173 49%	153 45%	177 46%	219 58%qu	234 61%qruv v	225 60%qruv	239 58%qu	197 51%	189 51%	209 56%	212 55%
Reputation	166 46%gk	189 48%egil k	169 46%gk	163 44%	144 39%	159 43%	137 37%	162 44%	142 39%	149 42%	124 37%	151 39%	153 41%	163 43%	166 44%	179 44%	165 42%	164 45%	153 41%	159 41%
Word of mouth	149 41%gj	142 36%	136 37%	130 35%	140 37%	129 35%	118 32%	133 36%	129 35%	114 32%	114 34%	133 34%	129 34%	137 36%	135 36%	143 35%	135 35%	124 34%	144 38%lw	115 30%
Hygiene certificate	109 30%	140 35%	135 37%	146 39%a	160 43%ab	171 46%abc	171 47%abc	163 44%ab	176 48%abcd	171 48%abcd	162 48%abcd	200 52%abc de	102 27%	102 27%	109 29%	132 32%	145 37%mmo	151 41%mnop	155 41%mnop	152 39%mnop
Hygiene sticker	43 12%	61 15%	56 15%	88 24%abc	86 23%abc	104 28%abc	103 28%abc	127 34%abcd e	142 39%abcd efg	152 43%abcd efg	142 42%abcd efg	156 40%abc efg	42 11%	52 14%	43 12%	80 19%mmo	77 20%mmo	97 26%mnop	98 26%mnop	109 28%mnopq
Websites	24 7%	27 7%	29 8%	26 7%	28 7%	31 8%	31 8%	31 9%	47 13%abcd e	53 15%abcd efgh	56 17%abcd efgh	67 17%abcd efgh	16 4%	18 5%	23 6%	30 7%	26 7%	29 8%	34 9%mn	29 8%
Other	7 2%	8 2%	13 4%k	13 3%	6 2%	6 2%	10 3%	13 3%	10 3%	7 2%	4 1%	7 2%	10 3%	11 3%	9 3%	16 4%	9 2%	15 4%	9 2%	13 3%
Don't know	3 1%	6 2%	3 1%	6 2%	8 2%	4 1%	8 2%	8 2%	4 1%	2 1%	4 1%	4 1%	5 1%w	8 2%uw	8 2%uw	9 2%uw	11 3%uw	9 2%uw	7 2%uw	7 2%uw
Average number of mentions	2.69	2.64	2.70	2.83	2.66	2.71	2.70	2.78	2.93abe	2.98abc	2.81	2.93ab	2.52	2.65	2.65	2.79m	2.64	2.82m	2.89mno	2.81m
Standard deviation	1.39	1.33	1.37	1.50	1.51	1.43	1.50	1.55	1.60	1.62	1.54	1.62	1.32	1.38	1.42	1.48	1.53	1.57	1.48	1.55
Standard error	0.08	0.07	0.07	0.08	0.08	0.07	0.08	0.08	0.09	0.09	0.09	0.09	0.07	0.07	0.08	0.07	0.08	0.08	0.07	0.08

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	390	434	391	426
Weighted Base	399	389	405	391
General appearance of shop/restaurant/cafe/pub takeaway	260 65%	254 65%	278 69%	249 64%
Appearance of people working there	195 49%	202 52%	218 54%	216 55%
Reputation	189 47%vw	147 38%	161 40%	163 42%
Word of mouth	130 33%	125 32%	124 31%	140 36%
Hygiene certificate	198 50%mnop qrs	176 45%mnop q	181 45%mnop q	193 49%mnopqrst
Hygiene sticker	134 34%mnop qrs	123 31%mnop q	133 33%mnop qs	158 40%mnopqrstvw
Websites	43 11%mnno	36 9%mn	39 10%mn	44 11%mnopq
Other	8 2%	13 3%	12 3%	9 2%
Don't know	1 -	5 1%w	-	3 1%
Average number of mentions	2.92mno q	2.80m	2.83m	3.03mnopq
Standard deviation	1.59	1.51	1.53	1.68
Standard error	0.08	0.07	0.08	0.08

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	329	324	321	361	358	391	389	355	421	463	410	419
Weighted Base	238	261	254	253	267	265	266	256	267	272	273	272
General appearance of shop/restaurant/cafe/pub/takeaway	175 74%efj	196 75%efg j	173 68%	181 71%ej	168 63%	174 65%	179 67%	179 70%ej	187 70%ej	170 63%	189 69%	192 70%ej
Appearance of people working there	147 62%ehj	155 59%	150 59%	159 63%ehj	143 53%	156 59%	152 57%	137 54%	163 61%e	147 54%	157 57%	164 60%
Reputation	102 43%gk	113 44%egj k	99 39%	103 41%	96 36%	114 43%gk	93 35%	95 37%	101 38%	99 36%	93 34%	100 37%
Word of mouth	81 34%	82 32%	79 31%	81 32%	91 34%	81 31%	84 31%	80 31%	100 37%j	81 30%	87 32%	90 33%
Hygiene certificate	54 23%	45 17%	47 19%	53 21%	66 25% <i>abc</i>	68 26% <i>bc</i>	62 23%	66 26% <i>bc</i>	96 36% <i>abcdefg</i> h	96 32% <i>abcdg</i>	81 29% <i>abcd</i>	78 29% <i>abcd</i>
Hygiene sticker	27 11%	25 10%	20 8%	31 12%	33 12%	40 15% <i>bc</i>	40 15% <i>bc</i>	38 15% <i>bc</i>	55 21% <i>abcdefg</i> h	66 24% <i>abcdefg</i> h	65 24% <i>abcdefg</i> h	74 27% <i>abcdefg</i> h
Websites	4 2%	4 2%	2 1%	6 2%	2 1%	9 3% <i>ce</i>	8 3%	7 3%	11 4% <i>bce</i>	10 4% <i>ce</i>	14 5% <i>abcde</i>	21 8% <i>abcdefg</i> h
Other	8 3%	10 4%	7 3%	6 2%	5 2%	11 4%	9 3%	5 2%	11 4%	9 3%	6 2%	11 4%
Don't know	4 1%	5 2%	14 5% <i>abl</i>	10 4%	9 3%	11 4% <i>a</i>	13 5% <i>al</i>	11 4% <i>al</i>	7 3%	13 5% <i>al</i>	7 3%	5 2%
Average number of mentions	2.55	2.48	2.40	2.54	2.35	2.57e	2.47	2.48	2.79 <i>abcdefg</i> h	2.58e	2.60e	2.72 <i>bcegh</i>
Standard deviation	1.38	1.35	1.19	1.37	1.31	1.40	1.32	1.30	1.52 j	1.41	1.38	1.54
Standard error	0.08	0.08	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.08

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1385	1408	1378	1497	1413	1478	1394	1431	1482	1530	1482	1521	-	-	-	-	-	-	-	-
Weighted Base	1323	1358	1333	1403	1381	1383	1349	1376	1410	1404	1410	1430	**	**	**	**	**	**	**	**
General appearance of shop/restaurant/cafe/pub/takeaway	864 65%efi kl	931 69%cef ghijkl	851 64%efkl	967 69%cefj hijkl	811 59%	822 59%	840 62%	862 63%e	855 61%	865 62%	840 60%	858 60%	-	-	-	-	-	-	-	-
Appearance of people working there	666 50%ehj k	732 54%efg hijkl	697 52%efhi jkl	737 53%efhi jkl	626 45%	657 48%	673 50%ehjk	631 46%	658 47%	628 45%	642 45%	680 48%	-	-	-	-	-	-	-	-
Reputation	543 41%gk eghijk l	617 45%acd eghijk l	546 41%gk	585 42%gjk	526 38%	578 42%gjk	490 36%	536 39%	546 39%	533 38%	500 35%	570 40%k	-	-	-	-	-	-	-	-
Word of mouth	471 36%dlh jk	475 35%fhj k	440 33%	447 32%	464 34%h	434 31%	453 34%h	406 30%	474 34%h	432 31%	440 31%	471 33%	-	-	-	-	-	-	-	-
Hygiene certificate	379 29%	420 31%	408 31%	471 34%a	511 37%abc	555 40%abcd	549 41%abcd	531 39%abcd	665 47%abcd efghj	600 43%abcd eh	624 44%abcd efghj	681 48%abcd efghj	-	-	-	-	-	-	-	-
Hygiene sticker	157 12%	216 16%ac	161 12%	261 19%ac	282 20%abc	342 25%abcd e	353 26%abcd e	397 29%abcd ef	478 34%abcd efgh	473 34%abcd efgh	497 35%abcd efgh	549 38%abcd efghj	-	-	-	-	-	-	-	-
Websites	67 5%	71 5%	83 6%	97 7%a	90 7%	119 9%abce	118 9%abce	102 7%ab	161 11%abcd efgh	102 11%abcd eh	168 12%abcd efgh	203 14%abcd efghj	-	-	-	-	-	-	-	-
Other	28 2%	33 2%	34 3%	44 3%e	26 2%	35 2%	32 2%	37 2%	31 2%	32 2%	29 2%	31 2%	-	-	-	-	-	-	-	-
Don't know	18 1%	23 2%	34 3%akl	32 2%kl	40 3%abkl	35 3%akl	33 2%kl	32 2%kl	17 1%	28 2%l	28 1%	13 1%	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
General appearance of shop/restaurant/cafe/pub /takeaway	-	-	-	-
Appearance of people working there	-	-	-	-
Reputation	-	-	-	-
Word of mouth	-	-	-	-
Hygiene certificate	-	-	-	-
Hygiene sticker	-	-	-	-
Websites	-	-	-	-
Other	-	-	-	-
Don't know	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1385	1408	1378	1497	1413	1478	1394	1431	1482	1530	1482	1521	-	-	-	-	-	-	-	-
Weighted Base	1323	1358	1333	1403	1381	1383	1349	1376	1410	1404	1410	1430
Average number of mentions	2.43	2.62ac e	2.48	2.63ace	2.49	2.63ace	2.67ace	2.61ace	2.78abc defh	2.70ace	2.68ace	2.85abcde fghjk	-	-	-	-	-	-	-	-
Standard deviation	1.33	1.40	1.31	1.44	1.46	1.49	1.45	1.44	1.53	1.50	1.51	1.62	-	-	-	-	-	-	-	-
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

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

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

Q.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

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

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1522	1553	1498	1634	1553	1669	1612	1600	1688	1741	1672	1724
Weighted Base	1454	1495	1448	1533	1509	1506	1492	1497	1559	1531	1536	1556
Word of mouth	527 36%fhj kl	530 35%fhj k	496 34%hj	511 33%	502 33%	476 32%	502 34%j	457 31%	513 33%	461 30%	478 31%	501 32%
Reputation	613 42%egi jk	681 46%acde lghijk i	600 41%egjk	641 42%egijk	563 37%	625 41%egijk	543 36%	586 39%k	592 36%	568 37%	542 35%	603 39%k
Appearance of people working there	742 51%ehi jk	804 54%efg hijk	766 53%efhijk	810 53%efhijk	678 45%	714 47%	743 50%ehjk	673 45%	722 46%	687 45%	695 45%	742 48%
General appearance of shop/restaurant/cafe/pub /takeaway	950 65%efg ijkl	1025 69%cef ghijkl	927 64%efkl	1063 69%acelghijk l	888 59%	892 59%	918 62%	941 63%ef	945 61%	929 61%	917 60%	936 60%
Hygiene sticker	177 12%	225 15%a	184 13%	294 19%abc	330 22%abc	389 26%abode	393 26%abcde	454 30%abcdetg	549 35%abcdefg	534 35%abcdefg	552 36%abcdefg	604 39%abcdefg
Hygiene certificate	406 28%	453 30%	452 31%	526 34%ab	574 38%abcd	614 41%abcd	612 41%abcd	594 40%abcd	733 47%abcdefg	656 43%abode	688 45%abcdefg	728 47%abcdefg
Websites	78 5%	76 5%	93 6%	105 7%b	96 6%	126 8%abce	127 8%abce	112 7%ab	168 11%abcdefg	160 10%abodeh	176 11%abcdefg	212 14%abcdefg
Other	34 2%	33 2%	36 2%	47 3%e	28 2%	38 3%	36 2%	37 2%	32 2%	33 2%	31 2%	31 2%
Don't know	20 1%	26 2%	35 2%ikl	32 2%l	41 3%aikl	39 3%aikl	36 2%aikl	34 2%ikl	19 1%	29 2%l	18 1%	15 1%
Average number of mentions	2.46	2.61ae	2.51	2.67ace	2.49	2.64ace	2.66ace	2.64ace	2.76abcelfh	2.68ace	2.69ace	2.83abcdefghjk
Standard deviation	1.37	1.38	1.32	1.45	1.44	1.49	1.46	1.47	1.53	1.49	1.52	1.61
Standard error	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
Food Standards Agency	1448 79%k	1509 83%aeh ijk	1480 81%eikl	1489 81%eikl	1414 78%k	1507 82%aeikl	1494 82%aeikl	1446 79%k	1423 78%k	1476 80%ek	1354 74%	1421 78%k
Department of Health (only show if England)	1368 75%jik	1387 76%ehi jk	1370 75%ik	1404 77%ehijkl	1339 73%k	1369 74%k	1389 76%hijkl	1329 73%	1288 71%	1323 72%	1285 70%	1320 72%
Office of Fair Trading	1356 74%ehi jd	1376 76%ehi jk	1369 75%ehijkl	1368 75%ehijkl	1286 71%k	1361 74%ehijkl	1356 74%ehijkl	1272 70%k	1264 69%k	1279 70%k	1207 66%	1245 68%
Health & Safety Executive	1262 69%hk	1292 71%hij kl	1327 72%aehijkl	1294 71%hkl	1246 68%	1272 69%hk	1314 72%ehijkl	1195 66%	1240 68%	1246 68%	1194 65%	1210 66%
The British Medical Association	1246 68%ejk	1276 70%efh jk	1276 70%efjk	1316 72%aehijk	1186 65%	1214 66%	1259 69%efjk	1217 67%	1230 67%k	1197 65%	1169 64%	1258 69%ejk
The Environment Agency (only show if England or Wales)	1224 67%	1295 71%aej kl	1308 71%aehijkl	1314 72%aehijkl	1233 68%	1275 69%k	1287 71%ajk	1244 68%	1239 68%	1240 67%	1208 66%	1235 68%
World Health Organisation (WHO)	1125 62%	1157 64%	1166 64%	1183 65%	1163 64%	1159 63%	1161 64%	1136 62%	1240 68%abcdefgijk	1191 65%	1173 64%	1252 69%abcdefgijk
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 49%	965 53%aef k	955 52%e	948 52%	888 49%	903 49%	959 53%aefk	937 51%	915 50%	936 51%	896 49%	970 53%aefk
Office of Communications (OFCOM)	816 45%	843 46%	841 46%	958 52%abcfeijk	865 47%	854 46%	924 51%abcfk	869 48%	913 50%abcf	881 48%	860 47%	918 50%abcf
National Institute for Health and Clinical Excellence (NICE)	756 41%	780 43%	823 45%a	818 45%	762 42%	778 42%	815 45%a	782 43%	805 44%	802 44%	776 43%	826 45%ae

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
British Dietetic Association (BDA)	696 38%	676 37%	723 39%ef	673 37%	644 35%	656 36%	697 38%	676 37%	747 41%bdefhjk	667 36%	681 37%	695 38%
Department for Public Health and Health Professions (only show if Wales)	59 3%b	38 2%	44 2%	66 4%bchji	63 3%bhj	57 3%	55 3%	42 2%	65 4%bchji	40 2%	57 3%	44 2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 3%	41 2%	36 2%	30 2%	37 2%	40 2%	37 2%	42 2%	46 3%	40 2%	37 2%	41 2%
Department for Rural Affairs (only show if Wales)	43 2%	33 2%	35 2%	35 2%	28 2%	38 2%	46 3%e	33 2%	49 3%e	43 2%	48 3%e	34 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	39 2%	51 3%cdg	33 2%	26 1%	35 2%	43 3%cd	33 2%	37 2%	41 2%	38 2%	37 2%	40 2%
Public Health Agency (PHA) (only show if NI)	31 2%	40 2%	38 2%	30 2%	36 2%	41 2%	35 2%	39 2%	43 2%	44 2%	42 2%	47 3%
Safefood (only show if NI)	31 2%	26 1%	25 1%	28 2%	31 2%	38 2%	32 2%	29 2%	41 2%	40 2%	29 2%	45 2%bcd
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1919	1883	1896	1961	1884	2036	1974	1944	1984	2091	1980	2044
Weighted Base	1828	1818	1835	1834	1824	1841	1824	1824	1824	1840	1826	1826
None	66 4%	59 3%	76 4%	66 4%	81 4%	86 5%b	85 5%b	102 6%abcdi	85 5%b	88 5%b	99 5%abd	74 4%
Don't know	18 1%	17 1%	12 1%	15 1%	29 2%cdlgh	12 1%	9 -	10 1%	18 1%	24 1%fgh	24 1%clgh	25 1%clgh
Average number of mentions	7.13	7.34k	7.36ak	7.41aek	7.15	7.23	7.45aefhjk	7.20	7.31k	7.22	7.08	7.29
Standard deviation	3.26	3.13	3.20	3.18	3.27	3.20	3.20	3.27	3.26	3.28	3.36	3.28
Standard error	0.08	0.07	0.08	0.07	0.08	0.07	0.07	0.08	0.08	0.07	0.08	0.07

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Food Standards Agency	705 80%k	734 83%ehi kl	718 80%k	712 81%ek	682 77%	720 81%k	718 81%ek	694 78%k	695 78%k	707 80%k	651 73%	689 78%k	743 79%	776 83%mq wx	762 81%w	777 82%wx	731 78%	787 83%mqw x	776 83%mqw x	752 80%w
Office of Fair Trading	660 75%hjk l	685 78%ehi jkl	671 75%ehjk l	666 75%ehij kl	626 70%	662 74%hjk	653 74%hk	610 69%	633 71%k	619 70%	589 66%	619 70%	696 74%uvw x	691 74%uvw x	698 74%uvw x	702 74%uvw x	660 71%w	700 74%uvw x	703 75%qtuv wx	662 71%w
Department of Health (only show if England)	646 73%	682 77%ace hijkl	652 73%	671 76%k	645 73%	657 73%	669 76%k	647 73%	628 70%	642 72%	617 69%	641 72%	722 76%uvw x	705 75%u	717 76%uvw x	733 77%uvw x	694 74%	712 75%u	721 77%uvw x	683 73%
Health & Safety Executive	633 72%	657 75%hkl	663 74%hk	647 73%hk	627 70%	633 71%	649 73%hk	608 69%	630 71%	625 70%	609 68%	623 70%	629 67%	635 68%twx	664 71%qtuv wx	647 68%twx	619 66%	639 67%twx	665 71%qtuv wx	587 63%
The Environment Agency (only show if England or Wales)	605 69%	634 72%k	649 73%k	652 74%ae hijkl	615 69%	626 70%	643 73%k	611 69%	612 69%	620 70%	588 66%	617 70%	618 65%	650 69%v	664 70%mv	662 70%v	617 66%	649 69%	644 69%	633 68%
The British Medical Association	600 68%	637 72%ethk	643 72%ehk	646 73%ae fghijkl	580 65%	614 69%	616 70%k	587 68%	613 69%	607 68%	577 65%	634 71%ehk	646 68%rvw	639 68%rvw	634 67%v	670 70%qr uvw	607 65%	600 63%	643 68%rvw	630 67%v
World Health Organisation (WHO)	538 61%	577 65%	585 65%	593 67%a	595 67%a	586 66%	583 66%a	565 64%	631 71%ab cdefgh	602 68%a	592 67%a	638 72%ab cdefghk	587 62%	590 62%	582 62%	590 62%	568 61%	574 61%	578 61%	572 61%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	434 49%	476 54%ae	477 53%	470 53%	436 49%	452 51%	479 54%ae	449 51%	463 52%	456 51%	443 50%	493 56%ae fghk	463 49%	489 52%r	478 51%	478 50%	452 48%	451 48%	480 51%	488 52%r
Office of Communications (OFCOM)	417 47%	431 49%	447 50%	505 57%ab cdefghijk	451 51%	452 51%	463 52%a	443 50%	495 56%ab cdefhjk	447 50%	440 49%	487 55%ab cdefghk	399 42%	412 44%	395 42%	453 48%mor	414 44%	402 42%	461 49%mn opq	426 45%

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Food Standards Agency	728 78%	769 81%w	703 75%	732 78%
Office of Fair Trading	631 68%	660 69%	619 66%	626 67%
Department of Health (only show if England)	660 71%	681 71%	668 71%	679 72%
Health & Safety Executive	610 65%	621 65%	585 62%	588 63%
The Environment Agency (only show if England or Wales)	627 67%	620 65%	620 66%	619 66%
The British Medical Association	617 66%	590 62%	592 63%	624 66%v
World Health Organisation (WHO)	609 65%qr	589 62%	581 62%	614 65%qrt
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	452 48%	480 50%	453 48%	477 51%
Office of Communications (OFCOM)	419 45%	434 46%	420 45%	432 46%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
National Institute for Health and Clinical Excellence (NICE)	362 41%	375 43%	395 44%	379 43%	363 41%	366 41%	380 43%	379 43%	387 43%	386 44%	369 42%	426 48%abd efghk	394 42%	405 43%	428 45%	439 46%	399 43%	413 44%	435 46%lm	402 43%
British Dietetic Association (BDA)	320 36%	309 35%	322 36%	288 33%	302 34%	303 34%	312 35%	331 37%cd	362 41%bdef g	292 33%	328 37%dj	332	376	367	401	385	342	353	385	345
Department for Public Health and Health Professions (only show if Wales)	28 3%	18 2%	20 2%	29 3%	35 4%bcd	28 3%	26 3%	23 3%	32 4%	21 2%	23 3%	19 2%	31 3%	20 2%	24 3%	37 4%ntv	28 3%	30 3%	29 3%	19 2%
Department for Rural Affairs (only show if Wales)	24 3%	19 2%	21 2%	18 2%	15 2%	21 2%	22 2%	21 2%	26 3%	23 3%	23 3%	17 2%	19 2%	14 1%	14 2%	17 2%	13 1%	17 2%	24 3%t	12 1%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	21 2%	18 2%	14 2%	13 2%	16 2%	19 2%	18 2%	22 2%	25 3%	18 2%	18 2%	20 2%	25 3%	23 2%	22 2%	17 2%	20 2%	21 2%	19 2%	20 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	19 2%	24 3%	13 2%	16 2%	16 2%	20 2%	17 2%	21 2%	23 3%	18 2%	21 2%	21 2%	20 2%	28 3%p	20 2%	10 1%	19 2%	22 2%p	16 2%	16 2%
Public Health Agency (PHA) (only show if NI)	16 2%	18 2%	16 2%	15 2%	17 2%	20 2%	17 2%	21 2%	22 2%	19 2%	21 2%	24 3%	15 2%	22 2%	22 2%	16 2%	19 2%	21 2%	18 2%	18 2%
Safefood (only show if NI)	12 1%	13 1%	12 1%	13 1%	10 1%	18 2%	13 1%	16 2%	23 3%e	16 2%	15 2%	22 2%e	19 2%	13 1%	13 1%	15 2%	21 2%	20 2%	19 2%	12 1%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
National Institute for Health and Clinical Excellence (NICE)	418 45%	415 44%	407 43%	401 43%
British Dietetic Association (BDA)	385 41%qt	375 39%	353 38%	363 39%
Department for Public Health and Health Professions (only show if Wales)	33 4%tv	19 2%	34 4%ntv	24 3%
Department for Rural Affairs (only show if Wales)	23 2%	20 2%	25 3%l	17 2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	21 2%	22 2%	19 2%	20 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	19 2%	20 2%	16 2%	18 2%
Public Health Agency (PHA) (only show if NI)	21 2%	25 3%	20 2%	23 2%
Safefood (only show if NI)	18 2%	24 3%	14 2%	23 2%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	879	858	919	948	876	992	974	884	974	1018	937	984	1040	1025	977	1013	1008	1044	1000	1060
Weighted Base	883	881	894	882	889	894	884	887	891	887	890	887	945	937	941	951	935	947	940	937
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	34	26	38	33	43	46	46	48	37	40	53	37	32	33	38	33	38	40	39	54
	4%	3%	4%	4%	5%b	5%b	5%b	5%b	4%	5%	6%abd	4%	3%	4%	4%	3%	4%	4%	4%	6%mp
Don't know	6	11	6	6	12	5	6	4	9	10	13	10	12	6	6	9	16	6	3	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%h	1%	1%	1% _s	1%	1%	1%	2% _{norst}	1%	1%	1%
Average number of mentions	7.16	7.47	7.44	7.51a	7.23	7.35	7.55ak	7.24	7.45	7.31	7.20	7.52ak	7.11	7.21	7.28w	7.31w	7.07	7.12	7.36w	7.16
Standard deviation	3.30	3.14	3.20	3.13	3.24	3.21	3.21	3.35	3.22	3.26	3.34	3.26	3.22	3.11	3.20	3.22	3.30	3.19	3.20	3.19
Standard error	0.11	0.11	0.11	0.10	0.11	0.11	0.11	0.12	0.11	0.11	0.11	0.11	0.10	0.10	0.11	0.10	0.11	0.10	0.10	0.10

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	1010	1073	1043	1060
Weighted Base	933	953	936	939
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-
None	48 5%	48 5%	46 5%	37 4%
Don't know	9 1%	13 1% ^s	11 1% ^s	15 2% ^{ost}
Average number of mentions	7.18	7.14	6.97	7.08
Standard deviation	3.30	3.30	3.37	3.28
Standard error	0.11	0.10	0.11	0.10

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Food Standards Agency	194 67%	211 77%ace ghijkl	201 67%	208 72%ikl	196 66%	211 72%ikl	190 66%	201 68%	183 62%	199 67%	183 62%	165 62%	238 76%w	247 81%quw x	240 79%wx	274 81%quwx	234 73%	264 76%w	252 80%quw	245 75%w
Department of Health (only show if England)	166 57%	170 62%jkl	164 55%	176 61%jkl	173 58%j	185 63%hijkl	160 56%	161 54%	166 56%	155 52%	156 52%	130 49%	220 70%x	222 73%qru vx	202 67%	245 72%quv x	204 63%	227 65%	235 75%oqru vx	229 70%x
Health & Safety Executive	140 48%	128 47%	136 46%	136 47%	132 44%	135 46%	135 47%	123 41%	123 41%	124 42%	123 41%	113 43%	178 56%	192 63%rvx	204 67%umqrt uwvx	203 60%x	179 55%	186 53%	215 68%mpqr tuvwx	181 56%
Office of Fair Trading	136 47%j	142 52%hij kl	143 48%j	145 50%hijk l	129 43%	150 51%hijk l	130 45%l	119 40%	120 40%	112 38%	120 40%	95 36%	206 66%qvw x	207 68%quv wx	199 65%quwx	232 68%quv wx	174 54%	212 61%w	213 68%quvw x	202 62%w
The Environment Agency (only show if England or Wales)	127 44%	151 55%aeg jkl	148 50%	138 48%	132 44%	143 49%	130 46%	139 47%	126 43%	125 42%	135 46%	112 42%	191 61%	198 65%qv	190 63%	222 66%quv	183 57%	202 58%	206 66%qv	207 64%v
The British Medical Association	115 39%j	116 42%fj	120 40%j	109 38%	108 36%	98 34%	103 36%	114 39%	109 37%	111 31%	111 37%	109 41%j	180 57%v	173 57%v	183 60%qrw	217 64%qrw	162 50%	182 52%	191 61%qrw	183 56%v
World Health Organisation (WHO)	100 34%	116 42%	110 37%	139 48%ac	122 41%	134 46%ac	114 40%	125 42%	136 46%ac	132 44%a	147 50%aceg	137 52%abc egh	173 55%	162 53%	173 57%	187 55%	179 56%	175 50%	164 52%	164 50%
Office of Communications (OFCOM)	69 24%	87 32%j	74 25%	98 34%achj	96 32%achj	81 28%	78 27%	71 24%	86 29%	67 22%	96 32%achj	72 27%	129 41%	123 41%	120 39%	165 49%noqr w	122 38%	137 39%	156 49%mmoq rw	139 43%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	64 22%	80 29%	69 23%	66 23%	73 25%	71 24%	75 26%	75 25%	84 28%	66 22%	96 32%acde fj	76 29%	121 39%r	134 44%qru vw	119 39%r	127 38%r	106 33%	102 29%	133 42%qu	141 43%quw
British Dietetic Association (BDA)	56 19%de	57 21%def	53 18%	36 12%	36 12%	41 14%	43 15%	46 15%	45 15%	43 14%	70 24%defg hij	57 21%def i	93 30%	94 31%w	89 29%	83 25%	84 26%	86 25%	92 29%	96 30%

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Food Standards Agency	246 73%	254 75%w	234 67%	232 69%
Department of Health (only show if England)	214 64%	215 64%	238 68%	209 62%
Health & Safety Executive	189 56%	186 55%	196 56%	174 52%
Office of Fair Trading	195 58%	186 55%	180 51%	183 54%
The Environment Agency (only show if England or Wales)	193 58%	186 55%	206 59%	200 59%
The British Medical Association	194 58%v	158 47%	174 50%	194 57%v
World Health Organisation (WHO)	205 61%rstw	183 54%	182 52%	210 62%mrstw
Office of Communications (OFCOM)	145 43%	139 41%	138 40%	139 41%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	114 34%	121 36%	123 35%	141 42%qr
British Dietetic Association (BDA)	92 27%	85 25%	80 23%	101 30%w

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
National Institute for Health and Clinical Excellence (NICE)	53 18%	67 24%	64 21%	83 29%ae	57 19%	67 23%	73 26%a	71 24%	65 22%	65 22%	72 24%	71 27%ae	104 33%	108 36%r	111 37%r	116 34%	94 29%	95 27%	105 33%	102 31%
Safefood (only show if NI)	4 1%	2 1%	6 2%	1 *	4 2%	8 3% ^d	4 1%	5 2%	5 2%	7 1%	3 1%	3 1%	7 2%	8 3%	10 3%	11 3%	9 3%	5 1%	8 2%	7 2%
Department for Public Health and Health Professions (only show if Wales)	4 1%	3 1%	4 1%	8 3% ^k	5 2%	4 1%	7 2% ^k	5 2%	3 1%	2 1%	1 *	4 2%	4 1%	5 2%	8 3%	9 3%	12 4% ^{rstv}	4 1%	4 1%	2 1%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	2 1%	1 *	5 2%	2 1%	3 1%	5 2%	4 1%	6 2%	4 1%	3 1%	5 2%	4 1%	10 3%	9 3%	9 3%	8 2%	10 3%	4 1%	6 2%	8 3%
Department of Agriculture and Rural Development (DARD) (only show if NI)	2 1%	6 2% ^d	3 1%	-	2 1%	6 2% ^d	2 1%	4 2%	3 1%	4 1%	3 1%	4 1%	8 3%	9 3%	11 4%	8 2%	11 3%	5 2%	7 2%	7 2%
Department for Rural Affairs (only show if Wales)	2 1%	1 *	2 1%	1 *	-	1 *	3 1%	1 *	-	4 1%	3 1%	3 1%	5 2%	3 1%	3 1%	6 2%	2 1%	2 1%	2 1%	2 1%
Public Health Agency (PHA) (only show if NI)	1 1%	4 2%	6 2%	3 1%	4 1%	5 2%	3 1%	6 2%	4 1%	4 1%	7 2%	5 2%	6 2%	6 2%	9 3%	12 3%	9 3%	4 1%	7 2%	7 2%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
National Institute for Health and Clinical Excellence (NICE)	116 35%	113 33%	119 34%	116 34%
Safefood (only show if NI)	8 2%	10 3%	5 1%	8 2%
Department for Public Health and Health Professions (only show if Wales)	9 3%	4 1%	7 2%	7 2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	9 3%	8 2%	3 1%	6 2%
Department of Agriculture and Rural Development (DARD) (only show if NI)	7 2%	9 3%	6 2%	5 2%
Department for Rural Affairs (only show if Wales)	6 2%	2 1%	5 2%	5 1%
Public Health Agency (PHA) (only show if NI)	10 3%	10 3%	5 2%	8 2%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	292	249	308	281	295	305	263	298	310	292	333	308	296	317	303	327	299	349	287	323
Weighted Base	291	274	299	288	298	293	286	297	296	297	297	266	315	304	304	339	322	350	315	325
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	24	18	26	18	30	24	31	29	28	35	36	26	15	8	15	19	15	25	18	24
Don't know	8%	6%	9%	6%	10%	8%	11%	10%	9%	12%bd	12%bd	10%	5%	3%	5%	6%	5%	7%kn	6%	8%kn
Average number of mentions	4.70	5.33ai	4.85	4.99	4.88	5.05	4.95	4.78	4.76	4.59	5.22j	4.94	6.35	6.47qr	6.52qr	6.69qrv	5.91	5.89	6.75qrv	6.43r
Standard deviation	2.99	3.01	2.96	3.04	2.93	2.86	3.06	2.97	3.04	2.94	3.46	3.14	3.25	3.21	3.23	wx	3.01	3.28	3.18	3.12
Standard error	0.19	0.20	0.18	0.19	0.18	0.17	0.20	0.18	0.18	0.18	0.21	0.19	0.20	0.18	0.19	0.17	0.20	0.18	0.19	0.19

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	319	321	336	320
Weighted Base	335	337	349	338
Audit Scotland (only show if Scotland)	-	-	-	-
None	20 6%	24 7% _n	29 8% _{nx}	13 4%
Don't know	4 7%	9 3% _{ost}	6 2%	10 3% _{nopst}
Average number of mentions	6.28	6.13	6.06	6.15
Standard deviation	3.12	3.28	3.20	3.22
Standard error	0.18	0.19	0.18	0.19

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Food Standards Agency	374 84%k	406 88%ehk	396 88%ehk	372 87%ek	353 82%	378 86%k	396 88%ehk	344 82%	350 85%k	360 86%k	299 78%	381 88%ehk	403 89%w	391 87%	400 88%	413 88%	395 87%	391 93%nopq tuwx	399 90%w	403 88%
Office of Fair Trading	362 82%hik	390 84%ehi jkl	379 85%ehij kl	348 81%hik	335 78%k	351 80%aik	366 82%hik	315 75%	296 72%	330 78%ik	263 69%	333 77%k	392 87%	372 83%	392 86%	408 87%	391 87%	375 89%ntvw x	380 86%	382 83%
Department of Health (only show if England)	357 81%k	375 81%k	357 80%k	329 77%k	330 77%k	339 77%k	362 81%k	325 78%k	296 72%	334 79%ik	263 69%	354 81%k	367 82%	361 80%	384 84%luw	399 85%luvw	376 83%	350 83%	362 82%	363 79%
Health & Safety Executive	336 76%k	376 81%hij kl	367 82%ahj kl	339 80%hkl	334 77%k	339 77%k	347 77%k	301 72%	308 75%k	310 74%k	254 66%	319 73%k	376 83%	356 79%	386 85%unt	385 82%	368 81%	365 86%ntx	369 83%	360 78%
The British Medical Association	324 73%k	359 78%efh k	352 79%efhi k	337 79%efhi k	308 71%k	311 70%	334 74%k	298 71%k	297 72%k	318 76%k	246 64%	333 77%ik	384 85%	367 82%	379 83%	408 87%nqtv x	368 82%	364 86%	376 85%	377 82%
The Environment Agency (only show if England or Wales)	323 73%	369 80%aik	370 83%aefh k	336 79%k	320 74%	332 75%k	355 79%aik	313 75%k	299 72%	325 77%k	259 68%	336 77%k	362 80%	335 75%	367 81%n	387 83%n	370 82%n	357 84%ntx	358 81%n	356 77%
World Health Organisation (WHO)	295 67%	319 69%	322 72%dkl	278 65%	308 71%ik	283 64%	306 68%	273 65%	300 73%dfhk	287 68%	246 64%	320 74%adfl hk	340 76%	331 74%	344 76%	362 77%	334 74%	338 80%nq	341 77%	343 75%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	257 58%	280 60%e	266 59%	250 59%	226 52%	243 55%	256 57%	247 59%	225 54%	256 61%e	205 54%	254 58%	288 64%	278 62%	314 69%unt	327 70%ntw	298 66%	299 71%mntw	302 68%	287 62%
Office of Communications (OFCOM)	234 53%	246 53%	267 60%fhk	250 59%k	231 54%	225 51%	243 54%	217 52%	230 56%	238 56%	195 51%	252 58%f	247 55%	249 55%	242 53%	288 61%mo	270 60%	277 66%mnt w	284 64%mnw	268 58%
National Institute for Health and Clinical Excellence (NICE)	195 44%	214 46%	230 51%aeff k	192 45%	188 44%	189 43%	210 47%	196 47%	181 44%	189 45%	162 42%	212 49%	249 55%	229 51%	260 57%	263 56%	267 59%n	261 62%ntw	258 58%n	252 55%

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Food Standards Agency	395 .89%	400 .89%w	392 .84%	388 .86%
Office of Fair Trading	392 .87%	377 .84%	394 .84%	378 .84%
Department of Health (only show if England)	357 .79%	359 .80%	370 .79%	369 .81%
Health & Safety Executive	384 .85%nt	368 .82%	387 .82%	365 .81%
The British Medical Association	373 .83%	368 .82%	392 .84%	370 .82%
The Environment Agency (only show if England or Wales)	373 .82%n	358 .80%	373 .79%	351 .78%
World Health Organisation (WHO)	363 .80%nqt	344 .77%	363 .77%	353 .78%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	294 .65%	291 .65%	296 .63%	303 .67%
Office of Communications (OFCOM)	279 .62%mo	271 .60%o	269 .57%	280 .62%mo
National Institute for Health and Clinical Excellence (NICE)	275 .61%n	261 .58%n	255 .54%	264 .58%n

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
British Dietetic Association (BDA)	185 42%	190 41%	210 47% ^{ek}	177 41%	166 39%	160 36%	188 42%	189 45% ^f	194 47% ^{efk}	175 42%	148 39%	183 42%	221 49%	215 48%	234 51%	242 52%	217 48%	232 55% ^{nqt}	230 52%	209 45%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	19 4% ^c	11 2%	8 2%	14 3%	13 3%	13 3%	9 2%	10 2%	17 4%	12 3%	11 3%	9 2%	8 2%	13 3%	9 2%	5 1%	7 2%	13 3% ^p	13 3% ^p	11 2%
Department for Public Health and Health Professions (only show if Wales)	13 3% ^j	13 3% ^j	15 3% ^j	17 4% ^{jl}	15 4% ^j	11 2%	12 3%	7 2%	10 2%	4 1%	12 3% ^j	7 2%	24 5% ^{no}	10 2%	8 2%	15 3%	17 4%	18 4% ^o	21 5% ^o	17 4%
Department of Agriculture and Rural Development (DARD) (only show if NI)	13 3%	14 3%	7 2%	11 3%	13 3%	13 3%	8 2%	9 2%	19 4% ^{cg}	10 2%	8 2%	10 2%	7 2%	17 4% ^{pq}	10 2%	5 1%	6 1%	12 3% ^p	13 3% ^p	10 2%
Safefood (only show if NI)	13 3% ^{cc}	6 1%	3 1%	12 3% ^{cc}	10 2% ^c	11 2% ^c	9 2%	8 2%	17 4% ^{bc}	11 3% ^c	10 3% ^c	11 3% ^c	4 1%	8 2%	6 1%	4 1%	5 1%	11 3%	11 2%	5 1%
Public Health Agency (PHA) (only show if NI)	12 3%	11 2%	9 2%	10 2%	11 3%	12 3%	6 1%	10 2%	17 4% ^g	12 3%	11 3%	11 2%	7 2%	15 3% ^p	11 2%	7 1%	8 2%	14 3% ^p	14 3% ^p	9 2%
Department for Rural Affairs (only show if Wales)	7 2%	9 2%	16 4% ^{hl}	8 2%	8 2%	8 2%	14 3%	5 1%	11 3%	6 1%	9 2%	5 1%	19 4% ^{ox}	12 3%	5 1%	10 2%	13 3%	15 4% ^o	19 4% ^{ox}	18 4% ^o
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
British Dietetic Association (BDA)	260 58%mqg vx	224 50%	243 52%	226 50%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	13 3%	9 2%	11 2%	15 3%p
Department for Public Health and Health Professions (only show if Wales)	24 5%no	18 4%o	25 5%no	13 3%
Department of Agriculture and Rural Development (DARD) (only show if NI)	11 2%	10 2%	13 3%	15 3%p
Safefood (only show if NI)	8 2%	8 2%	6 1%	13 3%mpq
Public Health Agency (PHA) (only show if NI)	11 2%	11 2%	11 2%	15 3%p
Department for Rural Affairs (only show if Wales)	18 4%o	20 4%opx	19 4%o	9 2%
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	427	467	430	409	404	441	440	410	399	408	373	408	453	445	441	497	454	448	499	464
Weighted Base	443	463	448	427	431	442	448	418	413	421	382	434	450	450	455	469	452	422	443	459
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	9	11	11	8	18	18	15	15	12	8	11	17	5	11	5	9	8	8	6	15
	2%	2%	2%	2%	4%	4%	3%	4%	3%	2%	3%	4%	1%	2% ^x	1%	2%	2%	2%	1%	3% ^{mox}
Don't know	4	2	2	5	3	-	2	3	3	4	5	1	1	4	3	3	3	2	2	3
	1%	-	-	1% ^f	1%	-	-	1%	1%	1%	1% ^f	-	-	1%	1%	1%	1%	-	-	1%
Average number of mentions	7.72k	7.98k	8.21aef hjk	7.92k	7.73k	7.59k	7.93k	7.66k	7.70k	7.77k	7.11	7.98k	8.32	8.18	8.39	8.59n	8.43	8.96mno pqtwx	8.61n	8.31
Standard deviation	3.10	2.79	2.86	2.89	3.01	3.02	2.97	3.21	3.05	3.03	3.37	2.91	2.78	2.94	2.73	2.77	2.84	2.51	2.79	2.79
Standard error	0.15	0.13	0.14	0.15	0.15	0.15	0.14	0.16	0.16	0.15	0.18	0.15	0.13	0.14	0.13	0.13	0.14	0.12	0.13	0.13

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	441	497	450	491
Weighted Base	452	449	469	452
Audit Scotland (only show if Scotland)	-	-	-	-
None	8 2%	11 2% ^x	10 2%	3 1%
Don't know	2 -	5 1%	2 -	3 1%
Average number of mentions	8.67ⁿ	8.55	8.35	8.34
Standard deviation	2.79	2.77	2.83	2.99
Standard error	0.13	0.13	0.14	0.14

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Office of Fair Trading	259 79%	265 81%	256 78%	236 76%	257 80%	273 82%dkd	267 81%	254 78%	261 80%	275 82%dkd	251 76%	255 76%
Department of Health (only show if England)	257 78%	261 80%	262 80%	256 82%	255 79%	268 80%	270 82%	252 77%	254 78%	260 77%	259 79%	259 77%
The British Medical Association	244 74%	261 80%c	242 74%	245 79%	240 75%	259 77%	255 77%	244 75%	258 79%	262 78%	247 75%	253 75%
Food Standards Agency	239 73%	254 78%cd	243 74%	221 71%	236 73%	262 78%cd	258 78%cd	253 78%cd	249 76%	263 78%ad	245 75%	255 76%
Health & Safety Executive	232 70%	239 73%	234 71%	231 74%	233 73%	247 74%	248 75%	231 71%	236 72%	258 77%ahk	234 71%	240 71%
The Environment Agency (only show if England or Wales)	221 67%	231 71%	232 71%	231 74%a	227 71%	242 72%	238 72%	230 71%	248 76%a	245 73%a	235 71%	237 71%
World Health Organisation (WHO)	218 66%	228 70%	218 66%	217 70%	220 69%	230 69%	237 72%	231 71%	236 72%	244 73%ac	235 71%	232 69%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	167 51%	192 59%a	188 57%	179 57%	184 57%	189 57%	194 59%a	188 58%a	198 60%ak	203 61%ak	176 53%	196 59%a
National Institute for Health and Clinical Excellence (NICE)	155 47%	161 49%	158 48%	163 52%	156 49%	166 50%	168 51%	161 50%	167 51%	173 52%	168 51%	164 49%
British Dietetic Association (BDA)	142 43%	120 37%	137 42%	136 44%b	140 44%b	138 41%	143 43%	136 42%	157 48%bfl	140 42%	139 42%	128 38%
Office of Communications (OFCCOM)	137 41%	138 42%	139 42%	158 51%abcf	146 46%	134 40%	162 49%abcf	174 54%abcef	172 52%abcef	167 50%abcf	162 49%abcf	175 52%abcef
Department for Public Health and Health Professions (only show if Wales)	14 4%	7 2%	9 3%	16 5%b	13 4%	20 6%bch	11 3%	10 3%	18 6%bc	13 4%	12 4%	12 4%

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Department for Rural Affairs (only show if Wales)	10 3%	9 3%	8 2%	10 3%	5	12 3%	8 2%	7 2%	14 4%e	12 4%	11 3%	12 4%
Department of Agriculture and Rural Development (DARD) (only show if NI)	8 2%cdi	6 2%	2 1%	2 1%	3 1%	6 2%	4 1%	6 2%	2 1%	6 2%	8 2%di	6 2%
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	7 2%	7 2%	5 1%	2 1%	3 1%	6 2%	4 1%	7 2% <i>d</i>	3 1%	7 2%	7 2% <i>d</i>	7 2%
Public Health Agency (PHA) (only show if NI)	5 1%	4 1%	3 1%	2 1%	4	6 2% <i>h</i>	4 1%	6 2% <i>i</i>	1 *	7 2% <i>i</i>	7 2% <i>h</i>	8 2% <i>di</i>
Safefood (only show if NI)	3 1%	1 *	1 *	-	3	3 1%	1 *	3 1% <i>d</i>	2 1%	5 1% <i>cd</i>	5 1% <i>cd</i>	9 3% <i>bcdelgi</i>
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-
None	12 4%	12 4%	20 6% <i>ej</i>	13 4%	9 3%	11 3%	15 4%	18 6%	17 5%	11 3%	13 4%	15 4%
Don't know	5 2%	4 1%	2 1%	5 2%	2 3% <i>cgh</i>	4 1%	2 1%	2 1%	6 2%	4 1%	6 2%	6 2%
Average number of mentions	7.43	7.67	7.63	7.84	7.69	7.70	7.87a	7.84	8.12abcdf	7.94a	7.73	7.79

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	451	405	414	447	432	493	485	449	515	573	488	517
Weighted Base	330	327	329	312	321	334	331	325	328	336	329	335
Standard deviation	3.08	2.94	3.09	3.12	3.09	2.95	3.02	3.01	2.91	2.96	3.15	3.08
Standard error	0.15	0.15	0.16	0.15	0.15	0.14	0.14	0.15	0.13	0.13	0.15	0.14

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1610	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678	**	**	**	**	**	**	**	**
Department of Health (only show if England)	1368 82%hij kl	1387 83%ehi jkl	1370 81%ijkl	1404 84%efhi jkl	1339 81%sik	1369 81%sik	1389 84%efhi jkl	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	-	-	-	-	-	-	-	-
Food Standards Agency	1313 79%k	1374 83%aeh jkl	1352 80%eik	1360 81%eikl	1282 77%k	1382 82%aehi kl	1370 83%aehi jkl	1321 79%k	1281 77%k	1350 80%k	1226 73%	1304 78%k	-	-	-	-	-	-	-	-
Office of Fair Trading	1221 73%hij kl	1259 76%ehi jkl	1255 75%ehij kl	1250 75%ehij kl	1171 70%k	1233 73%hijk l	1249 75%ehij kl	1169 70%k	1132 68%	1171 69%k	1093 65%	1138 68%	-	-	-	-	-	-	-	-
The Environment Agency (only show if England or Wales)	1144 69%	1225 74%aei jkl	1239 74%aeij kl	1230 73%aeij kl	1156 70%	1204 71%k	1216 73%aeij kl	1187 71%	1155 70%	1176 69%	1135 68%	1178 70%	-	-	-	-	-	-	-	-
Health & Safety Executive	1143 68%k	1191 72%efh jkl	1220 73%aefh jkl	1183 71%hijk l	1126 68%k	1157 68%k	1202 72%aefh jkl	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	-	-	-	-	-	-	-	-
The British Medical Association	1125 67%k	1173 70%efh jkl	1180 70%efhj k	1207 72%aefh jkl	1078 65%	1109 65%	1164 70%efhj k	1118 67%k	1113 67%k	1105 65%	1051 63%	1157 69%efjk	-	-	-	-	-	-	-	-
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%abef hk	1099 65%a	1069 64%	1153 69%abcc efghjk	-	-	-	-	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	897 54%	965 58%aef k	955 57%l	948 57%	888 53%	903 53%	959 58%aefk	937 56%	915 55%	936 55%	896 53%	970 58%aefk	-	-	-	-	-	-	-	-
Office of Communications (OfCOM)	737 44%	787 47%	792 47%	884 53%abcbe hijk	792 48%a	779 46%	852 51%abcbe hijk	804 48%a	828 50%af	804 47%	781 47%	839 50%afk	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	689 41%	725 44%	767 46%aek	754 45%a	695 42%	710 42%	749 45%a	728 43%	728 44%	743 44%	705 42%	765 46%aek	-	-	-	-	-	-	-	-

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

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

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

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
British Dietetic Association (BDA)	628 38%	636 38%	679 40%defh jk	618 37%	586 35%	598 35%	635 38%	617 37%	671 40%defh jk	614 36%	606 36%	630 38%	-	-	-	-	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safefood (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Health Agency (PHA) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Department for Rural Affairs (only show if Wales)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
British Dietetic Association (BDA)	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-
Department for Public Health and Health Professions (only show if Wales)	-	-	-	-
Safefood (only show if NI)	-	-	-	-
Audit Scotland (only show if Scotland)	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	-	-	-	-
Public Health Agency (PHA) (only show if NI)	-	-	-	-
Department for Rural Affairs (only show if Wales)	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	61 4%	55 3%	70 4%	59 3%	73 4%	84 5%bd	71 4%	98 6%abcdg l	81 5%bd	81 5%ub	94 6%abdl	67 4%	-	-	-	-	-	-	-	
Don't know	18 1%g	16 1%	12 1%	14 1%	27 2%cfgh	10 1%	7 *	10 1%	18 1%g	22 1%fgh	24 1%fgh	23 1%fgh	-	-	-	-	-	-	-	
Average number of mentions	7.08	7.40ae k	7.44aef k	7.44aef jk	7.16	7.19	7.50aef hijk	7.23	7.27k	7.21	7.00	7.28k	-	-	-	-	-	-	-	-
Standard deviation	3.29	3.12	3.17	3.17	3.29	3.20	3.17	3.25	3.27	3.29	3.36	3.24	-	-	-	-	-	-	-	-
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	-	-	-	-	-	-	-	-

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Department of Agriculture and Rural Development (DARD) (only show if NI)	-	-	-	-
None	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Office of Fair Trading	46 72%	41 69%	39 65%	46 77%stw
Food Standards Agency	53 83%	51 85%	48 80%	49 81%
The British Medical Association	41 65%	36 60%	48 81%pqqt uv	44 73%qsv
The Environment Agency (only show if England or Wales)	- -	- -	- -	- -
Health & Safety Executive	44 69%	43 72%t	43 72%	43 72%
World Health Organisation (WHO)	39 61%	33 56%	35 59%	46 76%oqsuww
Department for Public Health and Health Professions (only show if Wales)	- -	- -	- -	- -
National Institute for Health and Clinical Excellence (NICE)	25 40%r	18 30%	22 37%	23 39%r
Office of Communications (OFCOM)	29 46%	28 47%no	26 43%	40 66%knopgstuw
British Dietetic Association (BDA)	31 49%ps	25 41%	32 53%mnop rs	34 57%mnoprstv

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Department for Rural Affairs (only show if Wales)	-	-	-	-
Scottish Government Health Improvement Directorate (only show if Scotland)	-	-	-	-
Scottish Environment Protection Agency (SEPA) (only show if Scotland)	-	-	-	-
Scottish Government Rural Directorate (only show if Scotland)	-	-	-	-
Department of Health (only show if England)	-	-	-	-
Safefood (only show if NI)	41 64%nstw	40 67%mnos tw	29 48%	45 74%mnopqstw
Audit Scotland (only show if Scotland)	-	-	-	-
Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)	46 72% <i>s</i>	40 67%	37 62%	41 68%
Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)	-	-	-	-
Public Health Agency (PHA) (only show if NI)	43 68% <i>ms</i>	44 74%mpst	42 69% <i>ms</i>	47 78%mpqst

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Department of Agriculture and Rural Development (DARD) (only show if NI)	41 65% ^s	38 63% ^s	37 62% ^s	40 66% ^{ps}
None	2 4%	3 4%	3 5%	2 4%
Don't know	-	-	1 1%	-
Average number of mentions	7.7 ^{ss}	7.6 ^{2s}	7.7 ^{0s}	8.6 ^{0mopqstv}
Standard deviation	3.70	3.32	3.52	3.56
Standard error	0.35	0.29	0.32	0.32

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

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

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

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

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

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

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

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

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

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

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	804	788	841	864	793	881	846	789	857	897	833	874	948	933	895	927	913	929	877	954
Weighted Base	809	808	819	806	809	823	798	814	806	817	822	816	861	857	862	870	851	871	860	866
Department of Health	646 80%k	682 84%ace hijkl	652 80%k	671 83%ijkl	645 80%k	657 80%k	669 84%acef hijkl	647 79%k	628 78%	642 79%	617 75%	641 79%	722 84%tuv wx	705 82%uvw	717 83%tuwx	733 84%tuwx x	694 81%u	712 82%uvw	721 84%tuwx	683 79%
Food Standards Agency	638 79%k	668 83%ehi kl	656 80%k	652 81%ek	617 76%	656 80%k	656 82%ehik l	628 77%k	621 77%k	644 79%k	591 72%	630 77%k	674 78%w	706 82%mqw wx	696 81%w	708 81%uw	685 78%	726 83%mqw x	714 83%mqw	693 80%w
Office of Fair Trading	594 73%hk	624 77%efh ijkl	616 75%ehij kl	608 75%ehij kl	569 70%k	596 72%k	600 75%ehij kl	558 69%	563 70%k	564 69%	533 65%	565 69%	627 73%uwxx	635 74%uwxx	639 74%uwxx	642 74%uwxx	602 71%w	636 73%uwxx	648 75%qtvw wx	610 70%w
Health & Safety Executive	571 71%	608 75%aef hijkl	612 75%efhi jkl	590 73%k	563 70%	574 70%	593 74%efhi jkl	558 69%	562 70%	569 70%	551 67%	568 70%	572 66%w	583 68%twx	608 71%tuwx	593 68%twx	563 66%	583 67%wx	609 71%qtvw wx	545 63%
The Environment Agency	564 70%	602 75%ak	613 75%aak	610 76%aek	575 71%	591 72%	608 76%aefh ijk	580 71%	567 70%	583 71%	553 67%	588 72%k	580 67%	623 73%mqv w	626 73%rmw	620 71%	581 68%	613 70%	608 71%	607 70%
The British Medical Association	540 67%	580 72%aah k	595 73%aehj kl	589 73%aefh ijk	524 65%	562 68%k	595 71%ehk	535 66%	551 69%	523 68%	523 64%	579 71%ehk	585 68%rvw	592 69%rvw	68%rvw	71%qruv w	618 65%	554 63%	547 69%rvw	583 67%w
World Health Organisation (WHO)	488 60%	532 66%a	544 66%a	543 67%a	541 67%a	540 66%a	537 67%a	516 63%	572 71%abfh k	552 68%a	543 66%a	584 72%abc efhk	529 61%	536 63%	541 63%	547 63%	523 61%	527 61%	532 62%	529 61%
Department for Environment, Food and Rural Affairs (DEFRA)	434 54%	476 59%aek	477 58%	470 58%	436 54%	452 55%	479 80%aefk	449 55%	463 57%	456 56%	443 54%	493 80%aef hk	463 54%	489 57%r	478 55%	478 55%	452 53%	451 52%	480 56%	488 56%
Office of Communications (OfCOM)	378 47%	402 50%	420 51%	465 58%abc efh	408 50%	413 50%	428 54%a	410 50%	448 56%abef hjk	403 49%	400 49%	447 55%ajk	360 42%	385 45%	371 43%	419 48%mor	384 45%	366 42%	425 49%moru w	394 45%
National Institute for Health and Clinical Excellence (NICE)	329 41%	353 44%	368 45%	347 43%	327 40%	330 40%	350 44%	351 43%	348 43%	356 44%	337 41%	395 48%ade fhk	360 42%	372 43%	399 46%	407 47%t	368 43%	380 44%	398 46%	377 44%

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	901	947	929	934
Weighted Base	856	875	856	862
Department of Health	660 77%	681 78%	668 78%	679 79%
Food Standards Agency	660 77%	706 81%w	635 74%	673 78%
Office of Fair Trading	570 67%	607 69%	559 65%	573 67%
Health & Safety Executive	555 65%	570 65%	528 62%	538 62%
The Environment Agency	588 69%	593 68%	582 68%	590 68%
The British Medical Association	563 66%	548 63%	528 62%	578 67%w
World Health Organisation (WHO)	554 65%	547 62%	526 61%	569 66%mqrtw
Department for Environment, Food and Rural Affairs (DEFRA)	452 53%	480 55%	453 53%	477 55%
Office of Communications (OFCOM)	380 44%	400 46%	381 44%	392 45%
National Institute for Health and Clinical Excellence (NICE)	380 44%	386 44%	369 43%	370 43%

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

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

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	901	947	929	934
Weighted Base	856	875	856	862
British Dietetic Association (BDA)	349 41%	347 40%	312 36%	331 38%
None	46 5%mp	43 5%	44 5%	32 4%
Don't know	9 1%	12 1%a	10 1%a	13 1%rs
Average number of mentions	7.13	7.16	6.91	7.07
Standard deviation	3.30	3.28	3.36	3.23
Standard error	0.11	0.11	0.11	0.11

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

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

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

26-35

	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	285	285	309	284
Weighted Base	310	314	329	310
Food Standards Agency	224 72%	234 75%w	215 65%	208 67%
Department of Health	214 69%	215 68%	238 72%	209 67%
Health & Safety Executive	172 56%	172 55%	178 54%	156 50%
Office of Fair Trading	178 57%	169 54%	165 50%	162 52%
The Environment Agency	180 58%	180 57%	194 59%	187 60%
The British Medical Association	180 58%vw	150 48%	160 49%	175 57%v
World Health Organisation (WHO)	190 61%rtw	173 55%	169 52%	194 62%mprstw
Department for Environment, Food and Rural Affairs (DEFRA)	114 37%	121 38%	123 38%	141 45%r
Office of Communications (OfCOM)	132 43%	129 41%	128 39%	125 40%
National Institute for Health and Clinical Excellence (NICE)	105 34%	106 34%	111 34%	104 34%

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

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	285	285	309	284
Weighted Base	310	314	329	310
British Dietetic Association (BDA)	86 28%	79 25%	73 22%	90 29%
None	19 6%	21 7% ⁿ	29 9% ^{mqx}	12 4%
Don't know	4 1%	9 3% st	6 2%	9 3% ^{ost}
Average number of mentions	6.22	6.07	5.97	6.06
Standard deviation	3.14	3.29	3.19	3.18
Standard error	0.19	0.21	0.19	0.20

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	388	423	388	366	365	389	388	374	347	368	331	368	413	402	413	462	417	392	425	410
Weighted Base	403	420	405	382	392	404	409	391	374	396	351	402	410	407	426	437	416	384	396	416
Department of Health	357 89%hik	375 89%efh ik	357 88%lik	329 86%ik	330 84%k	339 84%k	362 89%hik	325 83%k	296 79%	334 84%k	263 75%	354 88%ik	367 90%	361 89%	384 90%	399 91%	376 90%	350 91%	362 91%	363 87%
Food Standards Agency	341 85%k	368 88%ehk	356 88%ehk	333 87%ehk	318 81%	346 86%k	362 89%ehik	319 82%	312 83%	338 85%k	271 77%	353 88%ehk	364 89%w	351 86%	375 88%w	386 88%w	364 88%	356 93%nopq lwx	357 90%wx	364 87%
Office of Fair Trading	327 81%k	357 85%efh jkl	344 85%efhi jkl	313 82%k	305 78%ik	317 78%ik	340 83%hkl	297 76%k	263 70%	309 78%ik	239 68%	311 77%ik	354 86%	338 83%	369 87%	378 87%	357 86%	337 88%	340 86%	346 83%
The Environment Agency	307 76%	347 83%aei k	345 85%aeih k	314 82%aik	301 77%k	317 79%k	336 82%aik	302 77%k	284 76%	315 80%k	245 70%	325 81%k	335 82%	318 78%	355 83%	366 84%n	346 83%	334 87%mntw x	332 84%n	333 80%
Health & Safety Executive	304 75%k	346 82%afh jkl	333 82%afhi jkl	308 81%hijk l	303 77%k	306 76%k	318 78%k	282 72%	275 73%k	290 73%k	230 66%	295 73%k	341 83%	323 79%	362 85%nt	359 82%	336 81%	330 86%ntx	330 83%	327 78%
The British Medical Association	291 72%k	329 78%aef hik	323 80%aeih ik	305 80%aeih ik	278 71%k	285 71%k	311 76%k	290 72%k	266 71%k	301 76%k	221 63%	310 77%ik	347 85%	330 81%	358 84%	378 87%inq	336 81%	331 86%q	340 86%	343 82%
World Health Organisation (WHO)	265 66%	291 69%	297 73%afh k	259 68%	274 70%	260 64%	282 69%	258 66%	272 73%ik	271 68%	227 65%	299 74%afh k	309 75%	301 74%	329 77%	338 77%	307 74%	307 80%nq	308 78%	310 75%
Department for Environment, Food and Rural Affairs (DEFRA)	257 64%	280 67%ek	266 66%e	250 65%e	226 58%	243 60%	256 63%	247 63%	225 60%	256 65%	205 59%	254 63%	288 70%	278 68%	314 74%	327 75%in	298 72%	299 78%mntw	302 76%nt	287 69%
Office of Communications (OfCOM)	214 53%	228 54%	248 51%abef hk	228 60%k	208 53%	203 50%	226 55%	205 52%	206 55%	223 56%	175 50%	235 58%k	226 55%	229 56%	230 54%	269 62%o	249 60%	251 65%mnt w	259 65%mnt w	243 58%
National Institute for Health and Clinical Excellence (NICE)	175 43%	196 47%	213 53%adef ik	173 45%	168 43%	167 41%	193 47%	183 47%	160 43%	181 46%	143 41%	197 49%ik	227 55%	214 53%	244 57%	252 58%	245 59%	235 61%n	232 58%	231 55%

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	384	430	391	427
Weighted Base	405	405	419	414
Department of Health	357 88%	359 89%	370 88%	369 89%
Food Standards Agency	354 87%	360 89%w	347 83%	354 85%
Office of Fair Trading	350 86%	343 85%	349 83%	344 83%
The Environment Agency	341 84%n	334 82%	341 81%	335 81%
Health & Safety Executive	345 85%nt	333 82%	341 81%	333 81%
The British Medical Association	333 82%	334 82%	346 83%	338 82%
World Health Organisation (WHO)	326 80%nq	313 77%	321 77%	324 78%
Department for Environment, Food and Rural Affairs (DEFRA)	294 73%	291 72%	296 71%	303 73%
Office of Communications (OFCOM)	254 63%mo	244 60%	240 57%	255 62%o
National Institute for Health and Clinical Excellence (NICE)	249 62%n	237 59%	228 54%	246 59%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	388	423	388	366	365	389	388	374	347	368	331	368	413	402	413	462	417	392	425	410
Weighted Base	403	420	405	382	392	404	409	391	374	396	351	402	410	407	426	437	416	384	396	416
British Dietic Association (BDA)	170	174	194	159	147	143	170	172	168	164	132	170	197	200	223	222	200	210	206	188
None	42%	41%	48% ^{ae}	42%	37%	36%	41%	44% ^f	45% ^{ef}	41%	38%	42%	48%	49%	52% ^t	51%	48%	55% ^{tt}	52% ^{tt}	45%
Don't know	8	11	10	6	17	17	13	14	12	8	10	15	5	11	5	8	8	8	6	15
	2%	3%	2%	2%	4% ^d	4% ^d	3%	4%	3%	2%	3%	4%	1%	3% ^x	1%	2%	2%	2% ^x	2%	4% ^{mox}
	4	2	2	4	3	-	2	3	3	4	5	1	1	3	3	3	3	1	2	3
	1%	1%	-	1% ^f	1%	-	-	1%	1%	1% ^f	-	-	-	1%	1%	1%	1%	-	-	1%
Average number of mentions	7.68 ^k	8.08 ^{fi}	8.33 ^{ae}	7.99 ^k	7.69 ^k	7.57 ^k	8.02 ^{fk}	7.69 ^k	7.59 ^k	7.76 ^k	7.00	8.02 ^{fk}	8.30	8.24	8.47	8.63	8.44	8.92 ^{mno}	8.66 ⁿ	8.36
Standard deviation	3.15	2.74	2.80	2.84	3.01	3.00	2.90	3.18	3.04	3.02	3.35	2.86	2.78	2.92	2.67	2.76	2.99	2.74	2.74	2.74
Standard error	0.16	0.13	0.14	0.15	0.16	0.16	0.15	0.17	0.17	0.16	0.19	0.15	0.14	0.15	0.13	0.13	0.14	0.13	0.13	0.14

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	384	430	391	427
Weighted Base	405	405	419	414
British Dietetic Association (BDA)	229 57% ^{mnqt}	204 50%	212 50%	205 50%
None	x 8 2%	11 3% ^{ka}	9 2% ^{ka}	2 *
Don't know	2 *	5 1%	2 *	3 1%
Average number of mentions	6.68 ⁿ	6.62	6.31	6.32
Standard deviation	2.82	2.72	2.86	2.97
Standard error	0.15	0.13	0.15	0.14

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	407	375	379	409	392	431	434	401	456	499	428	449
Weighted Base	297	303	303	287	294	301	304	297	297	305	302	305
Department of Health	257	261	262	256	255	268	270	252	254	260	259	259
	87%	86%	86%	89%	87%	89%	89%	85%	86%	85%	86%	85%
Office of Fair Trading	233	244	239	218	238	243	250	230	233	251	227	233
	78%	81%	79%	76%	81%	81%	82%dkl	78%	79%	82%dkl	75%	76%
The British Medical Association	217	245	225	225	219	230	238	220	233	239	221	232
	73%	81%ace	74%	78%	75%	76%	78%	74%	78%	78%	73%	76%
Food Standards Agency	215	237	226	204	219	235	239	230	223	238	223	234
	72%	78%cd	74%	71%	74%	78%cd	79%ad	75%	75%	78%cd	74%	77%
Health & Safety Executive	209	225	220	211	212	221	231	211	211	235	215	218
	70%	74%	73%	73%	72%	74%	78%	71%	71%	77%a	71%	72%
The Environment Agency	202	222	221	215	215	222	225	214	225	229	223	224
	68%	73%	73%	75%a	73%	74%	74%	72%	76%a	75%a	74%	73%
World Health Organisation (WHO)	193	214	205	199	202	205	222	210	211	223	214	211
	65%	71%	67%	69%	69%	68%	73%a	71%	71%	73%a	71%	69%
Department for Environment, Food and Rural Affairs (DEFRA)	167	192	188	179	184	189	194	188	198	203	176	196
	56%	64%a	62%	62%	63%	63%	64%a	63%a	67%ak	67%ak	58%	64%a
National Institute for Health and Clinical Excellence (NICE)	142	150	147	150	145	151	158	151	153	157	154	151
	46%	50%	49%	52%	49%	50%	52%	51%	51%	52%	51%	50%
British Dietetic Association (BDA)	127	115	129	127	132	126	132	125	144	129	124	114
	43%	38%	42%	44%l	45%l	42%	43%	42%	49%bkl	42%	41%	37%
Office of Communications (OFCOM)	122	128	132	147	137	117	152	160	154	150	149	159
	41%	42%	43%	51%abcf	47%f	39%	50%abf	54%abcef	52%abcf	49%af	49%af	52%abcf
None	10	10	16	12	9	10	11	16	16	9	12	13
	4%	3%	5%	4%	3%	3%	4%	6%	5%	3%	4%	4%
Don't know	5	4	2	5	8	4	2	2	6	4	5	6
	2%	1%	1%	2%	3%ogh	1%	1%	1%	2%g	1%	2%	2%

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	407	375	379	409	392	431	434	401	456	499	428	449
Weighted Base	297	303	303	287	294	301	304	297	297	305	302	305
Average number of mentions	7.41	7.72	7.70	7.88a	7.80	7.70	7.93a	7.85a	8.16abck	7.92a	7.68	7.80
Standard deviation	3.11	2.91	3.05	3.15	3.08	2.96	3.00	3.02	2.91	2.97	3.16	3.02
Standard error	0.16	0.15	0.16	0.16	0.16	0.15	0.15	0.16	0.14	0.14	0.16	0.15

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1752	1721	1736	1791	1706	1810	1723	1743	1758	1844	1762	1808	-	-	-	-	-	-	-	-
Weighted Base	1670	1665	1681	1676	1661	1694	1658	1680	1662	1693	1678	1678
Department of Health	1368 82%hij kl	1387 83%ehi kl	1370 81%ijkl	1404 84%efhi kl	1339 81%sik	1369 81%sik	1389 84%efhi kl	1329 79%	1288 78%	1323 78%	1285 77%	1320 79%	-	-	-	-	-	-	-	-
Food Standards Agency	1313 79%k	1374 83%aeh kl	1352 80%eik	1360 81%eikl	1282 77%k	1382 82%aehi kl	1370 83%aehi kl	1321 79%k	1281 77%k	1350 80%k	1226 73%	1304 78%k	-	-	-	-	-	-	-	-
Office of Fair Trading	1221 73%hij kl	1259 76%ehi kl	1255 75%ehij kl	1250 75%ehij kl	1171 70%k	1233 73%hijk l	1249 75%ehij kl	1169 70%k	1132 68%	1171 69%k	1093 65%	1198 68%	-	-	-	-	-	-	-	-
The Environment Agency	1144 69%	1225 74%aei kl	1239 74%aeij kl	1230 73%aeij kl	1156 70%	1204 71%k	1216 73%aeij kl	1187 71%	1155 70%	1176 69%	1135 68%	1178 70%	-	-	-	-	-	-	-	-
Health & Safety Executive	1143 68%k	1191 72%efh jkl	1220 73%aefh jkl	1183 71%hijk l	1126 68%k	1157 68%k	1202 72%aefh jkl	1102 66%	1117 67%	1139 67%	1079 64%	1106 66%	-	-	-	-	-	-	-	-
The British Medical Association	1125 67%k	1173 70%efh ijk	1180 70%efhj k	1207 72%aefh ijk	1078 65%	1109 65%	1164 70%efhj k	1118 67%k	1113 67%k	1105 65%	1051 63%	1157 69%efjk	-	-	-	-	-	-	-	-
World Health Organisation (WHO)	1017 61%	1068 64%	1085 65%a	1090 65%a	1064 64%	1068 63%	1069 64%a	1045 62%	1126 68%abef hk	1099 65%a	1069 64%	1153 69%abcd efghjk	-	-	-	-	-	-	-	-
Department for Environment, Food and Rural Affairs (DEFRA)	897 54%	965 58%aef k	955 57%l	948 57%	888 53%	903 53%	959 58%aefk	937 56%	915 55%	936 55%	896 53%	970 58%aefk	-	-	-	-	-	-	-	-
Office of Communications (Ofcom)	737 44%	787 47%	792 47%	884 53%abcde fhk	792 48%a	779 46%	852 51%abcde fhk	804 48%a	828 50%af	804 47%	781 47%	839 50%afk	-	-	-	-	-	-	-	-
National Institute for Health and Clinical Excellence (NICE)	689 41%	725 44%	767 46%aefk	754 45%a	695 42%	710 42%	749 45%a	728 43%	728 44%	743 44%	705 42%	765 46%aefk	-	-	-	-	-	-	-	-

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	50	58	49	58
Weighted Base	49*	46*	49*	44*
Office of Fair Trading	41 84%n	31 68%	42 89%nx	30 67%
Food Standards Agency	45 92%qsx	37 81%	45 92%qs	34 78%
The Environment Agency	39 80%nv	27 60%	38 77%	28 64%
Health & Safety Executive	37 75%	28 61%	38 77%	28 63%
The British Medical Association	35 72%n	24 53%	39 79%nox	25 56%
World Health Organisation (WHO)	35 72%no	26 58%	38 76%nopr x	24 55%
Department for Public Health and Health Professions	33 68%nv	19 43%	34 69%nv	24 55%
Office of Communications (OFCOM)	26 54%o	22 49%	28 58%o	21 48%
National Institute for Health and Clinical Excellence (NICE)	26 53%	20 45%	29 59%q	21 48%
Department for Rural Affairs	23 46%q	20 43%q	25 50%noq	17 37%

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

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

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

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

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

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

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	10	10	13	17
Weighted Base	13**	10**	13**	18**
Food Standards Agency	12 91%	8 79%	13 100%	15 83%
Office of Fair Trading	10 78%	7 70%	11 81%	12 66%
Health & Safety Executive	9 71%	5 50%	12 92%	12 70%
Office of Communications (OFCOM)	9 68%	4 40%	7 51%	8 47%
The British Medical Association	9 70%	3 30%	9 68%	11 59%
World Health Organisation (WHO)	10 81%	3 30%	7 56%	10 55%
The Environment Agency	13 100%	6 60%	12 92%	12 70%
Department for Public Health and Health Professions	9 71%	4 40%	7 54%	7 40%
British Dietetic Association (BDA)	2 19%	2 19%	4 33%	6 35%
Department for Rural Affairs	6 48%	2 20%	5 41%	5 28%
National Institute for Health and Clinical Excellence (NICE)	8 59%	3 30%	5 37%	8 44%
None	-	2 21%	-	1 7%
Don't know	-	-	-	1 4%
Average number of mentions	7.56	5.91	7.04	6.68

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

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

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	10	10	13	17
Weighted Base	13**	10**	13**	18**
Standard deviation	1.56	3.48	2.78	3.56
Standard error	0.49	1.23	0.77	0.92

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

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

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

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

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

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

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

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

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	28	34	30	27
Weighted Base	31**	29*	34**	21**
Standard deviation	2.36	3.10	2.50	3.38
Standard error	0.45	0.53	0.46	0.66

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	29	28	22	26	26	63	71	54	60	67	61	58	35	35	31	27	34	64	70	61
Weighted Base	30**	27**	23**	28**	26**	28*	33*	34*	35*	28*	29*	27*	31*	32*	30**	26**	31*	29*	31*	30*
Food Standards Agency	25	26	19	21	23	25	27	28	30	25	25	24	24	32	26	22	28	23	25	22
	86%	94%	83%	74%	86%	87%	80%	82%	86%	88%	84%	89%	78%	97% ^{mrs} tuwx	85%	88%	89%	80%	81%	74%
Office of Fair Trading	23	23	18	19	15	24	20	22	26	19	21	24	25	27	23	19	22	22	20	20
	79%	85%	79%	66%	57%	85% ^{ghj}	61%	65%	72%	69%	71%	88% ^{ghj} k	81% ^w	84% ^{stwx}	77%	73%	70%	77% ^w	66%	65%
Health & Safety Executive	23	20	16	19	19	22	21	23	25	20	25	22	20	23	21	14	18	20	21	16
	78%	73%	70%	69%	71%	78%	62%	68%	70%	73%	84% ^g	80% ^g	63%	71%	70%	56%	59%	71% ^t	67%	51%
The British Medical Association	22	22	15	19	15	20	20	24	22	18	24	23	19	25	23	16	19	21	16	18
	74%	83%	66%	68%	55%	71%	60%	73%	63%	64%	81% ^{gjj}	85% ^{gjj}	60%	77% ^{av}	75%	62%	60%	72% ^s	52%	58%
Department for Health, Social Services and Public Safety (DHSSPS)	21	18	14	13	16	19	18	22	25	18	18	20	25	23	22	17	20	21	19	20
	71%	66%	62%	47%	62%	67%	53%	65%	72% ^g	63%	62%	74% ^g	82% ^{sawx}	72%	72%	65%	66%	74%	63%	66%
Department of Agriculture and Rural Development (DARD)	19	24	13	16	16	20	17	21	23	18	21	21	20	28	20	10	19	22	16	16
	63%	87%	59%	55%	61%	72% ^g	52%	63%	64%	73% ^g	79% ^g	79% ^g	66%	85% ^{qst} uwx	66%	41%	62%	78% ^{stwx}	51%	53%
World Health Organisation (WHO)	16	18	12	20	15	20	19	24	20	18	18	25	22	20	17	12	15	19	14	17
	54%	67%	52%	71%	57%	71%	58%	72%	56%	63%	61%	91% ^{fgh} ijk	70% ^{sv}	60%	58%	49%	48%	68% ^{sv}	45%	57%
Public Health Agency (PHA)	16	18	16	15	17	20	17	21	22	19	21	24	15	22	22	16	19	21	18	18
	53%	67%	72%	52%	64%	71% ^g	50%	64%	62%	69% ^g	72% ^g	87% ^{gh} j	49%	68%	73%	61%	62%	73% ^m	59%	58%
British Dietetic Association (BDA)	13	13	6	10	10	11	9	14	17	10	14	18	9	7	12	7	16	10	10	13
	44%	49%	26%	35%	37%	40%	28%	42%	48% ^g	35%	49% ^g	78% ^{fgh} j	29%	23%	38%	27%	51% ^{un}	36%	33%	43%
Office of Communications (OFCOM)	12	10	8	14	12	15	12	16	17	16	14	21	18	8	7	12	9	16	12	11
	42%	36%	36%	49%	46%	55% ^g	35%	48%	47%	59% ^g	48%	78% ^{fgh} ijk	58% ^{nqv}	26%	25%	46%	27%	54% ^{nqv}	40%	37%

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

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

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

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

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

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

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	59	68	65	68
Weighted Base	29*	32*	31*	33*
Safefood	18 62%†	24 75%ntw	14 46%	23 69%ntw
National Institute for Health and Clinical Excellence (NICE)	11 40%	9 27%	9 29%	10 30%
None	1 3%	2 5%	1 4%	2 7%
Don't know	-	-	1%	-
Average number of mentions	7.80	7.60	7.17	7.61
Standard deviation	3.64	3.34	3.69	3.82
Standard error	0.48	0.42	0.47	0.48

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	9	6	7	7	9	19	23	19	14	19	18	16	10	11	15	15	16	14	24	20
Weighted Base	8**	7**	8**	6**	9**	10**	10**	11**	9**	10**	10**	10**	11**	11**	16**	17**	16**	8**	13**	12**
Food Standards Agency	6	6	6	4	9	8	6	8	6	8	4	4	10	11	13	14	14	6	10	10
Health & Safety Executive	75%	87%	79%	73%	100%	81%	69%	62%	79%	83%	38%	83%	93%	100%	79%	83%	88%	80%	74%	87%
Office of Fair Trading	5	2	6	1	2	5	4	4	6	5	5	5	7	8	11	14	11	5	9	6
Safefood	63%	29%	75%	14%	20%	45%	37%	36%	66%	51%	56%	51%	67%	72%	69%	83%	67%	62%	67%	54%
World Health Organisation (WHO)	4	2	5	1	4	6	3	5	4	4	5	3	9	10	13	13	10	5	9	9
Department for Health, Social Services and Public Safety (DHSSPS)	47%	34%	71%	14%	41%	56%	29%	45%	38%	44%	57%	26%	87%	91%	79%	76%	64%	66%	68%	72%
Department of Agriculture and Rural Development (DARD)	4	2	6	1	4	8	4	5	5	7	3	3	7	8	10	11	9	5	8	7
British Dietetic Association (BDA)	45%	35%	79%	16%	52%	76%	37%	43%	56%	71%	33%	34%	69%	71%	60%	66%	58%	66%	61%	63%
Office of Communications (OfCOM)	3	3	4	1	2	5	5	6	5	4	6	4	6	5	11	12	6	3	6	5
The British Medical Association	39%	47%	56%	14%	20%	47%	49%	55%	49%	37%	63%	46%	53%	45%	67%	69%	37%	36%	45%	46%
Public Health Agency (PHA)	2	1	5	2	3	5	4	6	4	3	5	4	10	9	9	8	10	4	6	8
National Institute for Health and Clinical Excellence (NICE)	31%	16%	71%	27%	32%	44%	43%	48%	33%	50%	39%	39%	93%	82%	54%	45%	62%	53%	50%	72%
None	2	6	3	-	2	6	2	4	3	4	3	4	8	9	11	8	11	5	7	7
	29%	82%	44%	-	20%	54%	20%	41%	29%	37%	35%	39%	77%	81%	67%	49%	69%	70%	52%	60%
	2	-	-	-	2	1	2	2	2	3	2	2	5	1	5	3	5	1	3	4
	25%	-	-	-	20%	9%	20%	22%	23%	17%	32%	24%	48%	9%	33%	20%	31%	14%	21%	31%
	2	1	-	-	-	2	2	4	2	3	3	4	10	2	4	9	7	3	7	5
	21%	18%	-	-	-	19%	22%	37%	27%	29%	40%	89%	17%	27%	56%	45%	44%	53%	41%	41%
	1	5	5	1	2	2	3	5	3	5	3	8	8	8	12	12	8	5	7	9
	16%	66%	71%	16%	20%	24%	30%	45%	33%	29%	56%	31%	74%	74%	72%	75%	51%	69%	55%	75%
	1	4	6	3	4	5	3	6	4	7	5	6	6	6	9	12	9	4	7	7
	16%	62%	83%	45%	48%	52%	29%	56%	45%	42%	69%	49%	53%	55%	55%	69%	59%	53%	58%	63%
	1	1	1	1	1	1	2	3	1	2	2	2	5	3	8	4	5	2	3	4
	10%	16%	15%	11%	9%	5%	19%	29%	31%	10%	25%	24%	43%	27%	51%	24%	28%	31%	24%	30%
	-	-	-	1	-	*	-	-	1	*	-	1	-	-	1	1	1	1	1	-
	-	-	-	14%	-	4%	3%	-	12%	4%	-	13%	-	-	4%	4%	6%	7%	8%	-

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	24	26	14	19
Weighted Base	13**	13**	7**	10**
Food Standards Agency	10	12	6	9
Health & Safety Executive	75%	91%	85%	90%
Office of Fair Trading	8	9	6	6
Safefood	59%	69%	81%	61%
World Health Organisation (WHO)	7	10	4	9
Department for Health, Social Services and Public Safety (DHSSPS)	58%	74%	56%	86%
Department of Agriculture and Rural Development (DARD)	8	10	5	8
British Dietetic Association (BDA)	63%	74%	64%	79%
Office of Communications (OFCOM)	5	7	5	7
The British Medical Association	36%	53%	71%	66%
Public Health Agency (PHA)	9	8	3	6
National Institute for Health and Clinical Excellence (NICE)	67%	63%	44%	56%
None	7	9	6	5
	56%	65%	79%	52%
	3	4	3	6
	27%	31%	34%	56%
	4	6	4	6
	34%	46%	56%	61%
	5	5	5	8
	39%	39%	70%	78%
	10	10	5	8
	80%	78%	73%	75%
	3	4	3	4
	25%	27%	44%	37%
	*	1	-	-
	3%	6%	-	-

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

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

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	24	26	14	19
Weighted Base	13**	13**	7**	10**
Don't know	-	-	-	-
Average number of mentions	6.37	7.59	7.56	7.95
Standard deviation	3.81	2.72	4.08	3.62
Standard error	0.79	0.55	1.09	0.83

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

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

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

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	29	33	29	37
Weighted Base	15**	14*	16**	17*
Department for Health, Social Services and Public Safety (DHSSPS)	13 82%	9 65%	11 68%	15 89%v
Office of Fair Trading	14 90%	9 65%	12 76%	16 94%v
Food Standards Agency	14 88%	12 85%	13 82%	16 95%
Health & Safety Executive	11 72%	11 79%	13 81%	15 89%
World Health Organisation (WHO)	10 66%	8 55%	10 64%	15 87%sv
The British Medical Association	12 79%	11 73%	15 97%	15 89%
Department of Agriculture and Rural Development (DARD)	11 69%	10 70%	13 80%	15 87%
Safefood	8 55%	8 53%	6 38%	13 78%v
Office of Communications (OFCOM)	6 42%	6 39%	6 39%	13 75%sv
Public Health Agency (PHA)	11 69%	11 77%	11 72%	15 90%
National Institute for Health and Clinical Excellence (NICE)	7 44%	5 33%	6 36%	8 47%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	21	17	11	19	18	32	31	24	38	29	28	22	11	19	13	9	11	33	44	28
Weighted Base	22**	17**	11**	20**	18**	16*	16**	14**	22*	14**	15**	14**	10**	17**	13**	9**	11**	14*	18*	17**
British Dietetic Association (BDA)	5	11	6	8	10	9	5	9	13	8	7	7	6	8	5	4	5	7	8	7
Association (BDA)	23%	62%	59%	38%	56%	56%	28%	61%	61%	58%	49%	49%	60%	45%	35%	48%	49%	48%	42%	41%
None	1	-	-	2	1	*	1	*	-	*	1	1	-	-	-	1	-	-	*	-
	6%	-	-	9%	5%	3%	7%	3%	-	3%	7%	7%	-	-	-	9%	-	-	2%	-
Average number of mentions	7.76	7.97	7.49	7.71	7.91	9.48	6.28	7.72	9.11	9.11	8.02	9.17	7.44	8.81	7.46	7.73	7.78	9.99sv	8.05	6.72
Standard deviation	2.91	3.29	3.72	3.90	3.85	2.89	3.69	3.84	3.27	3.90	3.73	3.32	2.92	2.32	3.72	3.97	2.35	1.81	3.33	3.82
Standard error	0.65	0.80	1.12	0.94	0.93	0.52	0.69	0.80	0.53	0.60	0.73	0.74	0.86	0.53	1.03	1.40	0.71	0.32	0.51	0.72

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

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

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

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

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

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016
 Proportions/Means: All Columns Tested (5% risk level)
 * small base; ** very small base (under 30) ineligible for sig testing

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	13	10	7	3	6	29	19	24	14	28	37	32
Weighted Base	9**	7**	5**	3**	4**	9**	7**	10**	5**	8**	12*	10*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	3%	-	-	-	-	3%	-
Average number of mentions	7.75	7.39	6.45	7.92	8.03	7.92	7.57	8.64	5.97	8.95	8.13	9.16
Standard deviation	3.01	2.84	3.90	4.86	1.95	3.50	3.06	3.41	4.09	3.07	3.93	3.32
Standard error	0.84	0.90	1.59	2.80	0.80	0.69	0.75	0.74	1.13	0.61	0.68	0.59

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	-	-	-	-	-	-	-	-	-	-	-	64	63	53	53	60	127	141	115	
Weighted Base	**	**	**	**	**	**	**	**	**	**	**	60*	60*	53*	54*	57*	57	64	64	
Department for Health, Social Services and Public Safety (DHSSPS)	-	-	-	-	-	-	-	-	-	-	-	46	41	36	30	37	40	37	42	
Public Health Agency (PHA)	-	-	-	-	-	-	-	-	-	-	-	77% <i>psw</i>	69%	68%	56%	64%	71% <i>s</i>	58%	66%	
Food Standards Agency	-	-	-	-	-	-	-	-	-	-	-	31	40	38	30	36	41	35	39	
	-	-	-	-	-	-	-	-	-	-	-	51%	68%	73% <i>ms</i>	56%	63%	72% <i>ms</i>	54%	61%	
	-	-	-	-	-	-	-	-	-	-	-	49	57	45	43	50	47	52	50	
	-	-	-	-	-	-	-	-	-	-	-	82%	96% <i>mop</i> <i>x</i> <i>rstuvw</i>	84%	81%	88%	83%	81%	78%	
SafeFood	-	-	-	-	-	-	-	-	-	-	-	31	26	25	28	31	38	32	29	
	-	-	-	-	-	-	-	-	-	-	-	51%	44%	47%	52%	54%	66% <i>nost</i> <i>w</i>	51%	45%	
National Institute for Health and Clinical Excellence (NICE)	-	-	-	-	-	-	-	-	-	-	-	16	22	16	17	18	25	16	21	
	-	-	-	-	-	-	-	-	-	-	-	26%	38%	31%	31%	31%	44% <i>m_{sv}</i>	26%	32%	
Department of Agriculture and Rural Development (DARD)	-	-	-	-	-	-	-	-	-	-	-	39	51	33	26	35	43	33	37	
	-	-	-	-	-	-	-	-	-	-	-	65%	86% <i>mop</i> <i>x</i> <i>qstuvw</i>	63%	48%	61%	75% <i>pstv</i> <i>w</i>	52%	58%	
The British Medical Association	-	-	-	-	-	-	-	-	-	-	-	40	48	38	35	33	41	36	42	
	-	-	-	-	-	-	-	-	-	-	-	67%	80% <i>qsu</i> <i>v</i>	71%	65%	58%	71% <i>s</i>	56%	66%	
Office of Communications (OFCOM)	-	-	-	-	-	-	-	-	-	-	-	30	18	16	26	21	31	24	27	
	-	-	-	-	-	-	-	-	-	-	-	50% <i>no</i>	31%	29%	47%	36%	54% <i>noqs</i>	38%	43%	
Health & Safety Executive	-	-	-	-	-	-	-	-	-	-	-	42	43	37	34	37	42	41	38	
	-	-	-	-	-	-	-	-	-	-	-	70%	72%	70%	63%	64%	75% <i>t</i>	65%	60%	
Office of Fair Trading	-	-	-	-	-	-	-	-	-	-	-	48	50	41	37	37	46	41	42	
	-	-	-	-	-	-	-	-	-	-	-	80% <i>stw</i>	85% <i>qst</i> <i>w</i>	78%	69%	64%	81% <i>qstv</i> <i>w</i>	63%	65%	

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
Department for Health, Social Services and Public Safety (DHSSPS)	46 72% <i>s</i>	40 67%	37 62%	41 68%
Public Health Agency (PHA)	43 68% <i>ms</i>	44 74% <i>mpst</i>	42 69% <i>ms</i>	47 78% <i>mpqst</i>
Food Standards Agency	53 83%	51 85%	48 80%	49 81%
Safefood	41 64% <i>nstw</i>	40 67% <i>mnos tw</i>	29 48%	45 74% <i>mnpqstw</i>
National Institute for Health and Clinical Excellence (NICE)	25 40% <i>s</i>	18 30%	22 37%	23 39% <i>s</i>
Department of Agriculture and Rural Development (DARD)	41 65% <i>s</i>	38 63%	37 62%	40 66% <i>ps</i>
The British Medical Association	41 65%	36 60%	48 81% <i>pqst uv</i>	44 73% <i>qsv</i>
Office of Communications (OFCOM)	29 46%	28 47% <i>no</i>	26 43%	40 66% <i>nopqstuvw</i>
Health & Safety Executive	44 68%	43 72% <i>t</i>	43 72%	43 72%
Office of Fair Trading	46 72%	41 69%	39 65%	46 77% <i>stw</i>

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

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	119	135	126	126
Weighted Base	64	60	60	60
World Health Organisation (WHO)	39 61%	33 56%	35 59%	46 76% <i>oqsuww</i>
British Dietetic Association (BDA)	31 49% <i>ps</i>	25 41%	32 53% <i>mnop</i>	34 57% <i>mnoprstv</i>
None	2 4%	3 4%	3 5%	2 4%
Don't know	-	-	1%	-
Average number of mentions	7.79 <i>s</i>	7.62 <i>s</i>	7.70 <i>s</i>	8.60 <i>mopqstv</i>
Standard deviation	3.70	3.32	3.52	3.56
Standard error	0.35	0.29	0.32	0.32

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

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

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

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

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Ensuring the food you buy is safe to eat	759 52%	747 49%	741 50%	737 50%	734 52%	792 53%	858 57%abcdef	849 59%abcdef	845 59%abcdef	880 60%abcdef	836 62%abcdefg	907 64%abcdefghij
Date labels, such as "best before" and "use by" labels	258 18%cd	268 18%cd	214 14%	212 14%	322 23%abcdk	289 19%cd	307 21%cd	289 20%cd	365 26%abcdfghk	353 24%abcdfghk	259 19%cd	369 26%abcdfghk
Promoting and enabling healthy eating and healthy lifestyles	218 15%bcd	184 12%cd	166 11%	142 10%	202 14%cdlgh	161 11%	174 12%	168 12%	228 16%bcdlghjk	190 13%cd	175 13%cd	214 15%bcdlgh
Nutrition labelling information, such as traffic light labelling	212 15%cd	187 12%	156 11%	162 11%	286 20%abcdf	245 16%bcd	284 19%abcd	267 18%abcd	303 21%abcdf	321 22%abcdthk	248 18%abcd	376 26%abcdfghjk
Promoting food safety in the home	168 12%cd	188 11%cd	123 8%	134 9%	158 11%cd	172 11%cd	156 10%	154 11%cd	231 16%abcdelghjkl	186 13%cd	156 12%cd	179 13%cd
Country of origin labels, which identify where food comes from	163 11%cd	157 10%	141 10%	130 9%	190 13%bcd	253 17%abcde	226 15%abcd	207 14%abcd	278 20%abcdegk	274 19%abcdegk	203 15%abcd	310 22%abcdelghjk
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	149 10%cddef	126 8%cd	86 6%	99 7%	112 8%cd	116 8%	123 8%cd	124 9%cd	181 13%abcdelgh	159 11%bcdelgh	150 11%bcdelgh	198 14%abcdelghjk
Quality / standard of the food	90 6%ceijkl	73 5%kl	56 4%kl	90 6%cekl	54 4%kl	83 6%cekl	82 6%cekl	69 5%kl	56 4%kl	66 4%kl	30 2%	42 3%
Hygiene	45 3%	62 4%hkl	62 4%hkl	59 4%hk	46 3%h	52 3%h	50 3%h	29 2%	52 4%hkl	57 4%hkl	31 2%	40 3%
Manufacturing/ production/packaging of food	34 2%ghijl	35 2%ghijl	28 2%l	29 2%l	32 2%gjl	26 2%l	19 1%	19 1%	23 2%	18 1%	22 2%	12 1%

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Ensuring/inspecting hygiene/cleanliness in food establishments	29 2%	36 2%	55 4%abefgijkl	44 3%fi	33 2%	27 2%	31 2%	38 3%	28 2%	30 2%	30 2%	23 2%
Animal welfare	29 2%	31 2%	33 2%	34 2%k	35 2%k	25 2%	25 2%	26 2%	20 1%	34 2%k	17 1%	28 2%
The way food is stored/transported (correct temperatures etc.)	16 1%k	8 1%	18 1%bkl	17 1%k	20 1%bkl	8 1%	15 1%k	13 1%k	12 1%	11 1%	4 *	9 1%
Maintaining Standards / Regulations	11 1%	26 2%agh	25 2%agh	33 2%aghij	19 1%h	27 2%agh	11 1%	8 1%	24 2%agh	16 1%	19 1%h	15 1%
Everything / All food issues	10 1%	16 1%k	10 1%	13 1%	14 1%k	15 1%k	14 1%	14 1%k	10 1%	12 1%	5 *	16 1%k
What goes into our food (additives/chemicals etc.)	9 1%	22 1%ai	32 2%aak	28 2%aik	16 1%	31 2%aak	24 2%ai	19 1%	10 1%	21 1%a	12 1%	22 2%ai
How food is grown / Farmed	9 1%gj	6 *	8 1%	4 *	6 *	4 *	2 *	8 1%gj	9 1%gj	2 *	4 *	5 *
Complaints Procedures	9 1%fghjkl	4 *	3 *	4 *i	3 *	2 *	2 *	2 *	3 *	1 *	1 *	-
Fat/salt content in food	8 1%	5 *	5 *	6 *	7 1%	5 *	5 *	4 *	3 *	3 *	3 *	4 *
Food imports / Exports	7 *	7 *	4 *	4 *	3 *	7 *	6 *	5 *	5 *	3 *	1 *	2 *
Health	4 *	4 *	4 *	6 *	3 *	5 *	3 *	1 *	2 *	1 *	1 *	3 *
Weight & Measures	4 *	7 *cijl	-	5 *c	5 *c	4 *	5 *c	5 *c	1 *	1 *	3 *	1 *
Health & Hygiene Certificates	3 *	2 *	2 *	4 *	2 *	-	4 *	4 *fg	2 *	2 *	2 *	-

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Price	3 *	7 *	11 1%	7 *	11 1%af	3 *	7 *	4 *	7 1%	6 *	4 *	7 *
Advertising	3 *	2 *	-	7 *cejf	1 *	3 *	3 *	2 *	1 *	1 *	2 *	-
Effect on the Environment	3 *	3 *	-	1 *	-	1 *	1 *	1 *	2 *	-	-	-
Sales of food in shops/restaurants	-	11 1%a	17 1%ahk	17 1%ahk	7 *a	10 1%a	8 1%a	5 *a	13 1%a	8 1%a	6 *a	13 1%a
Health and Safety standards	-	6 *a	7 *a	1 *	6 *a	3 *	4 *	2 *	4 *a	2 *	3 *	2 *
Infections/diseases in/contaminated foods	-	2 *	10 1%abh	4 *	6 *a	7 *a	4 *a	2 *	3 *	3 *	5 *a	3 *
Control where food comes from/food origin	-	4 *	6 *a	10 1%af	6 *af	17 1%abcehikl	13 1%abhkl	4 *a	5 *a	13 1%abhkl	3 *	1 *
Food labelling	-	2 *	11 1%ab	4 *	5 *a	13 1%abdk	5 *a	9 1%ab	5 *a	6 *a	3 *	8 1%ab
Freshness of food	-	3 *	5 *a	5 *a	5 *a	1 *	6 *af	1 *	1 *	3 *	2 *	3 *
To ensure food products are/contain what they claim	-	-	6 *ab	2 *	5 *ab	27 2%abodeghik	5 *ab	10 1%abd	12 1%abd	14 1%abdg	12 1%abd	15 1%abodeg
Food preparation	-	-	5 *ab	14 1%abfk	9 1%ab	5 *ab	7 *ab	11 1%ab	12 1%abfk	16 1%abcfk	4 *b	13 1%abcfk
Sugar content of food	-	-	-	6 *abcd	1 *	3 *	3 *	4 *bc	2 *	4 *	3 *	1 *
Cleanliness (no further detail)	-	-	-	4 *abc	11 1%abcf	3 *	7 *abc	6 *abc	6 *abc	9 1%abc	5 *abc	7 *abc
Training/educating people (in hygiene)	-	-	-	9 1%aboghijk	6 *abegi	2 *	-	1 *	-	1 *	1 *	3 *

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

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6	4	2	-	2	-	*	1	-
Food handling	-	-	-	-	-	-	-	-	1	2	1	-
(Food) Safety (no further detail)	-	-	-	-	-	1	10	5	6	3	1	7
GM foods	-	-	-	-	-	2	1	1	2	3	2	2
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	14	6	4	4	5	2	1
Processing of food	-	-	-	-	-	1%abodehikl	*abcde	*bcd	*abcde	*abcde	*	*
Ratings	-	-	-	-	-	-	-	-	4	3	-	2
Other	21	37	32	29	25	25	22	28	13	24	15	18
Don't know	328	363	332	333	309	312	282	262	209	251	265	220
Average number of mentions	2.03cd	1.97cd	1.81	1.83	2.19abcdh	2.08cd	2.09bcd	2.05cd	2.30abcdfghk	2.26abcdfghk	2.10bcd	2.39abcdefghk
Standard deviation	1.51	1.45	1.27	1.28	1.51	1.50	1.52	1.47	1.71	1.66	1.54	1.71
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Ensuring the food you buy is safe to eat	379 54%	366 50%	348 48%	359 50%	362 53%	383 53%	413 58%bcd	402 58%bcd	424 61%abcd ef	428 60%abcd efg	409 63%abcd efg	454 66%abc delghj	380 51%	381 49%	393 52%	378 49%	372 51%	410 52%	445 57%mnop qr	447 59%mnopqr
Date labels, such as "best before" and "use by" labels	117 17%cd	115 16%	99 14%	87 12%	153 22%abcd g	142 20%cd	127 18%cd	136 20%cd	182 26%abcd fghk	175 25%abcd fghk	119 18%cd	180 26%abc dghk	142 19%o	153 20%o	115 15%	125 16%	169 23%opr	147 19%	180 23%opr	153 20%op
Promoting and enabling healthy eating and healthy lifestyles	105 15%bdf	82 11%	92 13%	71 10%	96 14%cd	77 11%	86 12%	83 12%	120 17%bcd ghk	97 14%cd	79 12%	110 16%bdf ghk	113 15%opr st	102 13%op	74 10%	71 9%	106 14%opr	84 11%	87 11%	85 11%
Nutrition labelling information, such as traffic light labelling	96 14%e	85 12%	72 10%	79 11%	135 20%abcd f	109 15%cd	128 18%abcd	127 18%abcd	150 22%abcd f	157 22%abcd fg	125 19%abcd	186 27%abc delghi jk	116 16%op	102 13%	84 11%	83 11%	151 21%mnop	136 17%nop	156 20%mnop	140 19%nop
Promoting food safety in the home	81 12%e	84 12%e	49 7%	62 9%	77 11%e	78 11%e	64 9%	88 13%cdg	124 18%abcd efghjkl	94 13%cdg	82 13%cdg	135 19%abcd delghk	87 12%	84 11%	74 10%	73 9%	80 11%	94 12%t	92 12%t	65 9%
Country of origin labels, which identify where food comes from	74 11%cd	70 9%	60 8%	49 7%	82 12%cd	119 17%abcd e	101 14%abcd	101 14%abcd	139 20%abcd eghk	143 20%abcd eghk	101 15%abcd	155 22%abc delghk	89 12%	87 11%	81 11%	81 10%	108 15%nop	134 17%mnop	125 16%mnop	106 14%op
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	68 10%e	59 8%e	37 5%	47 7%	47 7%	53 7%	53 7%	63 9%e	94 13%abcd efgh	78 11%cd g	66 10%cd e	100 15%abc delghk	81 11%opr	66 9%	49 6%	52 7%	65 9%	63 8%	70 9%	61 8%
Quality / standard of the food	40 6%kl	42 6%kl	28 4%	49 7%cekl	24 4%	48 7%cekl	41 6%kl	39 6%k	32 5%k	39 6%kl	15 2%	23 3%	50 7%noqt uwx	31 4%w	28 4%	41 5%wx	30 4%w	35 4%wx	41 5%wx	30 4%w

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Ensuring the food you buy is safe to eat	422 58%mnop qr	452 59%mnop qr	426 61%mnop qr	453 62%mnopqr
Date labels, such as "best before" and "use by" labels	183 25%mnop rw	178 23%opr	140 20%o	188 26%mnoprtw
Promoting and enabling healthy eating and healthy lifestyles	108 15%oprs t	93 12%	97 14%op	104 14%opr
Nutrition labelling information, such as traffic light labelling	154 21%mnop	164 21%mnop r	123 18%nop	190 26%mnoprstuvw
Promoting food safety in the home	107 15%nopq tw	91 12%kl	74 11%	88 12%kl
Country of origin labels, which identify where food comes from	138 19%mnop qtw	131 17%mnop	102 15%op	155 21%mnoprstvw
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	87 12%nopr t	81 10%op	84 12%nopr t	98 13%noprst
Quality / standard of the food	24 3%	26 3%	15 2%	19 3%

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Hygiene	19 3%	36 5%ahkl	28 4%hk	27 4%hk	21 3%	22 3%	26 4%hk	11 2%	25 4%hk	32 5%hkl	10 2%	18 3%	26 3%	26 3%	34 4%t	32 4%	24 3%	30 4%	23 3%	18 2%
Manufacturing/ production/packaging of food	13 2%	20 3%gl	17 2%l	10 1%	16 2%l	11 1%	9 1%	9 1%	12 2%	11 2%	10 1%	6 1%	21 3%ostv	15 2%	10 1%	19 2%vx	15 2%lx	15 2%	10 1%	10 1%
Animal welfare	11 2%	15 2%	13 2%	17 2%l	21 3%l	13 2%	16 2%	10 2%	6 1%	16 2%l	10 1%	11 2%	17 2%	16 2%	20 3%sw	18 2%	14 2%	12 2%	9 1%	16 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	11 2%	14 2%	28 4%abfjl jd	18 3%	17 2%	14 2%	12 2%	24 3%agkl	13 2%	14 2%	10 2%	12 2%	18 2%	22 3%	27 4%rtx	26 3%rx	16 2%	13 2%	19 3%	14 2%
Maintaining Standards / Regulations	6 1%	13 2%	15 2%h	13 2%	14 2%h	16 2%h	7 1%	5 1%	15 2%h	8 1%	8 1%	9 1%	4 1%	13 2%mt	10 1%	20 3%mqstu vx	5 1%	11 1%	4 *	3 *
Fats/salt content in food	5 1%	3 *	3 *	4 1%	6 1%	3 *	4 1%	4 1%	1 *	1 *	2 *	1 *	3 *	2 *	2 *	2 *	2 1	1 *	1 *	- .
Food imports / Exports	5 1%k	6 1%k	2 *	2 *	1 *	4 1%	2 *	3 *	4 1%	1 *	- .	1 *	2 *	1 *	2 *	2 *	2 3	3 1%	4 1%	2 *
Everything / All food issues	5 1%	9 1%j	6 1%	4 1%	9 1%j	13 2%dj	7 1%	6 1%	7 1%	4 1%	4 1%	7 1%j	5 1%	7 1%w	5 1%	9 1%w	6 1%	3 *	7 1%w	8 1%w
The way food is stored/ transported (correct temperatures etc.)	4 1%	4 *	11 2%k	7 1%k	7 1%k	4 1%	11 2%k	4 1%	6 1%k	9 1%k	- .	4 1%	12 2%nnv	4 1%	7 1%	10 1%v	13 2%nnrsw	4 1%	5 1%	8 1%v
How food is grown / Farmed	4 1%	4 1%	4 1%	2 *	3 *	2 *	1 *	3 *	5 1%	1 *	- .	4 1%	5 1%	2 *	4 1%	2 *	3 *	2 *	1 *	5 1%
Effect on the Environment	3 *	- .	- .	1 *	- .	1 *	- .	- .	- .	- .	- .	- .	- .	3 *	- .	- .	- .	- .	1 *	1 *

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

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Hygiene	27 4%	25 3%	21 3%	22 3%
Manufacturing/ production/packaging of food	11 1%	7 1%	13 2%	6 1%
Animal welfare	14 2%	18 2%	8 1%	17 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	15 2%	16 2%	20 3%	12 2%
Maintaining Standards / Regulations	8 1%	8 1%	11 2%at	6 1%
Fat/salt content in food	2 *	3 *	2 *	3 *
Food imports / Exports	1 *	3 *	1 *	1 *
Everything / All food issues	3 *	10 1%rw	1 *	9 1%w
The way food is stored/ transported (correct temperatures etc.)	6 1%	2 *	4 1%	5 1%
How food is grown / Farmed	4 1%	1 *	3 *	1 *
Effect on the Environment	2 *	-	-	-

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Complaints Procedures	2	2	1	1	-	2	1	-	-	1	-	-	6	2	2	3	3	-	1	2
Health & Hygiene Certificates	2	2	1	2	2	-	1	3	2	-	2	-	2	-	1	1	-	-	3	1
Price	1	5	5	3	6	3	5	-	5	2	2	3	2	2	5	5	5	*	1	4
Advertising	1	1	-	5	-	1	2	-	-	1	2	-	2	1	-	2	1	2	1	2
Health	1	3	3	2	3	3	3	-	1	*	-	-	3	1	1	4	-	2	-	1
What goes into our food (additives/chemicals etc.)	1	11	13	12	4	16	14	10	6	10	4	8	8	11	19	15	12	15	10	9
Weight & Measures	-	1	-	1	3	3	2	2	-	1	-	1	4	6	-	3	2	*	4	2
Sales of food in shops/restaurants	-	6	8	8	4	7	4	2	3	7	2	8	-	6	8	9	3	3	4	3
Health and Safety standards	-	2	4	1	4	3	4	2	1	2	1	1	-	5	3	-	2	-	-	-
Infections/diseases in/contaminated foods	-	1	5	1	5	2	1	2	2	-	2	2	-	1	5	3	1	5	4	-
Control where food comes from/food origin	-	-	3	4	2	10	7	3	4	7	2	-	-	4	2	5	3	7	6	1

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Complaints Procedures	3 *	*	1 *	- -
Health & Hygiene Certificates	- -	2 *	- -	- -
Price	3 *	4 1%	2 *	4 1%
Advertising	1 *	- -	- -	- -
Health	1 *	- -	- -	3 *
What goes into our food (additives/chemicals etc.)	4 *	11 1%	8 1%	14 2%u
Weight & Measures	1 *	- -	3 *	- -
Sales of food in shops/restaurants	9 1%mv	2 *	4 1%m	5 1%m
Health and Safety standards	3 *	- -	2 *	1 *
Infections/diseases in/contaminated foods	1 *	3 *	3 *	1 *
Control where food comes from/food origin	1 *	7 1%mtx	2 *	1 *

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Food labelling	-	2	3	3	1	6	1	5	4	3	1	2	-	-	8	1	3	7	4	5
	-	*	*	*	*	1%a	*	1%a	1%	*	*	*	-	-	1%mpu	*	-	1%mp	*	1%mn
Freshness of food	-	1	2	1	3	1	2	-	-	2	-	-	-	2	3	4	2	-	4	1
	-	*	*	*	*	*	*	-	-	*	-	-	-	*	*	1%mr	*	-	1%r	*
To ensure food products are/contain what they claim	-	-	-	-	4	11	3	3	6	4	3	7	-	-	6	2	2	15	2	6
	-	-	-	-	1%	2%abodg	*	*	1%abcd	1%abcd	*	1%abcd	-	-	1%mn	*	*	2%mpqgs	*	1%mn
Food preparation	-	-	4	6	2	4	3	9	8	7	1	8	-	-	1	8	8	1	5	2
	-	-	1%ab	1%ab	*	1%	*	1%abek	1%abek	1%abk	*	1%abk	-	-	*	1%mnor	1%mnor	*	1%mn	*
Sugar content of food	-	-	-	4	1	2	3	3	1	2	-	-	-	-	-	2	-	1	-	1
	-	-	-	1%	*	*	*	*	*	*	-	-	-	-	-	*	-	*	-	*
Cleanliness (no further detail)	-	-	-	1	6	-	5	4	1	7	2	2	-	-	-	3	5	3	2	2
	-	-	-	*	1%abcfi	-	1%abcf	1%	*	1%abcfi	*	*	-	-	-	*	1%mo	*	*	*
Training/educating people (in hygiene)	-	-	-	6	2	1	-	1	-	1	-	1	-	-	-	3	4	1	-	-
	-	-	-	1%abcgi	*	*	-	*	-	*	-	*	-	-	-	*	1%most	*	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	3	-	-	-	-	1	-	-	-	-	-	1	1	2	-	2
	-	-	-	1%abcfj	*	-	-	-	-	*	-	-	-	-	-	*	*	*	-	*
Food handling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	4	2	3	1	1	5	-	-	-	-	-	1	6	3
	-	-	-	-	-	-	1%	*	*	*	*	1%abcd	-	-	-	-	-	*	1%mnopq	*
GM foods	-	-	-	-	-	1	-	1	2	1	-	-	-	-	-	-	-	1	1	-
	-	-	-	-	-	*	-	*	*	*	-	-	-	-	-	-	-	*	*	-

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

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Food labelling	1 *	3 *	2 *	6 1%mpnp
Freshness of food	1 *	2 *	2 *	3 *
To ensure food products are/contain what they claim	6 1%mn	10 1%mpnqqs	9 1%mpnqqs	8 1%mpnqqs
Food preparation	4 1%mn	9 1%mnor	3 *	5 1%mn
Sugar content of food	1 *	2 *	3 *	1 *
Cleanliness (no further detail)	5 1%mnno	2 *	3 *	5 1%mnno
Training/educating people (in hygiene)	-	1 *	1 *	2 *
Public health/consumer advice/information (when food scares/recalls)	-	* *	-	-
Food handling	1 *	2 *	1 *	-
(Food) Safety (no further detail)	3 *	3 *	-	2 *
GM foods	-	2 *	2 *	2 *

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

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	9	-	1	1	3	1	1	-	-	-	-	-	5	3	3
Processing of food	-	-	-	-	-	1%abode	-	-	4	1	-	2	-	-	-	-	-	1%mnopq	-	-
Ratings	-	-	-	-	-	hkl	-	-	7%	-	-	-	-	-	-	-	-	-	-	-
Other	11	15	17	15	11	20	12	15	8	11	8	11	9	21	15	15	14	5	10	12
Don't know	2%	2%	2%	2%	2%	3%kl	2%	2%	1%	2%	1%	2%	1%	3%msuwx	2%ru	2%r	2%r	1%	1%	2%
Average number of mentions	1.93c	1.91	1.76	1.77	2.13abcd	2.04cd	2.01cd	2.11bcd	2.32abc	2.31abc	2.06cd	2.41abcd	2.12op	2.02	1.86	1.90	2.24nop	2.13op	2.17opt	1.99
Standard deviation	1.43	1.39	1.22	1.23	1.42	1.48	1.44	1.52	1.75	1.67	1.49	1.72	1.57	1.50	1.32	1.33	1.59	1.51	1.60	1.43
Standard error	0.06	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.07	0.06	0.06	0.05	0.05	0.07	0.06	0.06	0.05

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

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Horse meat \ fraud \ ensuring meat is what it claims to be	4 1% ⁿ	2 *	1 *	- -
Processing of food	-	2 *	-	-
Ratings	-	-	1 *	-
Other	6 1%	13 2%	7 1%	7 1%
Don't know	125 17%	140 18%	140 20%	126 17%
Average number of mentions	2.28 ^{nop} t	2.21 ^{nop} t	2.14 ^{op}	2.38 ^{mnoqrstw}
Standard deviation	1.66	1.65	1.59	1.70
Standard error	0.07	0.06	0.06	0.07

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Ensuring the food you buy is safe to eat	94 48%	98 46%	101 50%	91 44%	93 47%	94 45%	103 54%	113 56% <i>df</i>	90 49%	108 54%	92 50%	98 60% <i>abdef</i>	132 55%	127 51%	111 46%	129 47%	118 50%	126 48%	148 59% <i>qpr</i>	151 62% <i>nopqr</i>
Date labels, such as "best before" and "use by" labels	41 21% <i>ch</i>	44 21% <i>ch</i>	23 12%	28 13%	32 16%	32 15%	37 19%	26 13%	44 24% <i>cdhf</i>	44 22% <i>cdh</i>	30 16%	36 22% <i>cdh</i>	47 20%	58 23% <i>p</i>	39 16%	37 13%	51 22% <i>p</i>	53 20% <i>p</i>	45 18%	57 23% <i>p</i>
Promoting and enabling healthy eating and healthy lifestyles	33 17% <i>cdde</i> <i>in</i>	32 15% <i>cdhf</i>	15 7%	14 7%	18 9%	14 7%	24 13%	16 8%	29 16% <i>cdhf</i>	26 13% <i>df</i>	21 11%	19 12%	35 15%	29 12%	31 13%	29 11%	36 15%	36 14%	34 13%	29 12%
Nutrition labelling information, such as traffic light labelling	28 14% <i>c</i>	23 11%	12 6%	19 9%	26 13% <i>c</i>	20 9%	28 15% <i>c</i>	32 16% <i>c</i>	32 17% <i>cd</i>	37 19% <i>bcd</i>	22 12% <i>c</i>	33 20% <i>bcd</i> <i>fk</i>	35 15% <i>p</i>	41 17% <i>p</i>	31 13%	23 8%	39 17% <i>p</i>	38 15% <i>p</i>	45 18% <i>p</i>	56 23% <i>mop</i>
Country of origin labels, which identify where food comes from	24 12% <i>d</i>	21 10%	19 9%	12 6%	18 9%	25 12% <i>d</i>	24 13% <i>d</i>	24 12% <i>d</i>	27 15% <i>d</i>	28 14% <i>d</i>	17 9%	25 15% <i>d</i>	23 10%	29 12%	22 9%	21 8%	33 14% <i>p</i>	32 12%	31 12%	37 15% <i>p</i>
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	24 12% <i>cd</i>	18 9%	9 5%	10 5%	14 7%	12 6%	19 10%	17 8%	21 11% <i>cd</i>	23 12% <i>cd</i>	20 11% <i>cd</i>	21 13% <i>cd</i>	23 10%	28 11% <i>o</i>	13 5%	20 7%	21 9%	22 8%	21 8%	30 12% <i>o</i>
Promoting food safety in the home	23 12% <i>c</i>	19 9%	9 5%	14 7%	18 9%	24 11% <i>c</i>	19 10%	18 9%	24 13% <i>c</i>	23 11% <i>c</i>	19 10% <i>c</i>	21 13% <i>c</i>	32 13%	40 16% <i>opqr</i> <i>s</i>	18 8%	22 8%	22 9%	27 10%	21 8%	32 13%
Quality / standard of the food	14 7% <i>hkl</i>	8 4%	10 5% <i>h</i>	8 4%	6 3%	5 3%	9 5% <i>h</i>	2 1%	11 6% <i>hk</i>	6 3%	3 1%	3 2%	15 6% <i>u</i>	8 3%	7 3%	24 9% <i>noqtu</i> <i>wx</i>	8 3%	14 5%	17 7% <i>uw</i>	7 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	4 2%	7 3%	5 2%	6 3%	3 2%	2 1%	6 3%	5 3%	2 1%	2 1%	5 3%	3 2%	1 *	8 3% <i>ms</i>	12 5% <i>mqsuw</i>	6 2%	3 1%	6 2%	1 1%	8 3% <i>m</i>
Complaints Procedures	3 1%	1 1%	1 *	-	-	-	-	-	-	-	-	-	2 1%	1 *	2 1%	-	-	1 *	-	-

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Ensuring the food you buy is safe to eat	152 62%nopqr	149 59%opr	149 64%nopqr	144 62%nopqr
Date labels, such as "best before" and "use by" labels	69 28%mnoprs	55 21%p	51 22%p	58 25%op
Promoting and enabling healthy eating and healthy lifestyles	40 16%	40 16%	38 16%	33 14%
Nutrition labelling information, such as traffic light labelling	48 19%p	53 21%op	50 21%op	58 25%mnopqr
Country of origin labels, which identify where food comes from	52 21%mnoprs	37 14%p	36 15%op	51 22%mnopqrs
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	31 13%o	23 9%	26 11%o	36 16%opqrs
Promoting food safety in the home	42 17%opqrs	30 12%	33 14%op	32 14%op
Quality / standard of the food	5 2%	13 5%	6 2%	9 4%
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	6 2%	3 1%	6 3%m
Complaints Procedures	-	-	-	-

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Everything / All food issues	3 1%	1 1%	-	1 *	-	2 1%	-	1 1%	-	2 1%	1 1%	2 1%	2 1%	4 2%	1 *	6 2%w	1 *	4 2%	3 1%	1 1%
Maintaining Standards / Regulations	3 1%	2 1%	4 2%	1 1%	6 3%ghk	3 2%	-	-	2 1%	1 1%	-	1 1%	2 1%	3 1%	4 2%	9 3%qt	-	9 3%qtw	3 1%	1 *
Fats/salt content in food	2 1%	-	1 *	-	-	-	1 1%	-	2 1%	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *	3 1%
Hygiene	2 1%	7 3%	7 4%	4 2%	3 2%	9 4%	7 4%	6 3%	9 5%a	4 2%	4 2%	4 2%	8 3%	12 5%tu	15 6%qtuw	12 4%tu	4 2%	8 3%	8 3%	3 1%
The way food is stored/ transported (correct temperatures etc.)	1 1%	-	3 2%	1 1%	2 1%	-	2 1%	1 *	2 1%	2 1%	-	1 1%	2 1%	1 *	1 *	4 2%	2 1%	3 1%	2 1%	-
What goes into our food (additives/chemicals etc.)	1 1%	3 1%	4 2%	4 2%	-	4 2%	2 1%	*	-	2 1%	2 1%	1 1%	2 1%	1 *	5 2%uw	3 1%	3 1%	8 3%nstuw	1 *	1 1%
Food imports / Exports	1 1%	1 1%	2 1%	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	2 1%	-	-	-	3 1%
Advertising	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 1%	1 *	-	-	-
Manufacturing/ production/packaging of food	1 1%	3 1%	2 1%	3 1%	3 2%	2 1%	-	4 2%	1 1%	-	2 1%	1 1%	1 *	-	3 1%	7 2%nx	1 1%	4 1%	4 2%	1 1%
Health	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	3 1%	-	-
Health & Hygiene Certificates	-	-	-	1 1%	-	-	-	2 1%	-	2 1%	-	-	1 *	1 1%	-	1 *	-	-	1 *	3 1%
Animal welfare	-	2 1%	3 1%	3 1%	4 2%a	4 2%	1 1%	3 1%	-	1 1%	2 1%	1 *	7 3%nrx	1 *	3 1%	7 2%nrx	1 *	1 1%	2 1%	3 1%

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Everything / All food issues	3 1%	1 *	-	3 1%
Maintaining Standards / Regulations	7 3%qt	3 1%	1 1%	3 1%
Fat/salt content in food	-	-	-	-
Hygiene	3 1%	11 4%u	5 2%	8 4%
The way food is stored/ transported (correct temperatures etc.)	3 1%	2 1%	1 1%	2 1%
What goes into our food (additives/chemicals etc.)	-	2 1%	-	6 3%uw
Food imports / Exports	-	-	-	-
Advertising	-	-	1 *	-
Manufacturing/ production/packaging of food	5 2%n	6 2%nx	2 1%	-
Health	-	-	-	-
Health & Hygiene Certificates	-	-	-	-
Animal welfare	2 1%	7 3%nx	1 1%	-

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
How food is grown / Farmed	-	-	-	-	1	-	-	-	-	-	-	1	1	-	3	1	-	-	-	1
Weight & Measures	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	1	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-
Price	-	-	1	1	-	-	-	-	1	-	-	-	-	-	1	2	1	-	-	-
Sales of food in shops/restaurants	-	-	1	1	2	-	-	-	1	*	3	2	-	1	2	3	1	-	1	4
Health and Safety standards	-	-	*	*	1%	-	-	1	-	-	-	-	-	4	2	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	2	1	1	1	-	-	-	-	1	-	-	-	-	1	-	2	1	-
Control where food comes from/food origin	-	1	-	-	-	-	-	-	-	2	-	-	-	-	-	2	2	2	3	-
Food labelling	-	-	1	1	-	1	-	1	1	-	-	-	-	-	3	-	-	2	2	-
Freshness of food	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-
To ensure food products are/contain what they claim	-	-	1	*	-	2	-	1	1	1	2	-	-	-	1%	-	-	6	1	1
Food preparation	-	-	1	3	1	-	*	*	3	-	1	2	-	-	1	3	-	1	1	4
Sugar content of food	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	3
Cleanliness (no further detail)	-	-	-	-	-	2	1	-	-	2	*	-	-	-	-	-	1	-	1	1

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
How food is grown / Farmed	1 *	-	-	-
Weight & Measures	-	-	-	-
Effect on the Environment	-	-	-	-
Price	1 1%	-	2 1%	1 *
Sales of food in shops/restaurants	-	2 1%	1 *	3 1%
Health and Safety standards	-	2 1%	2 1%	-
Infections/diseases in/contaminated foods	-	* *	1 *	1 1%
Control where food comes from/food origin	2 1%	2 1%	2 1%	-
Food labelling	2 1%	1 *	1 *	-
Freshness of food	-	-	-	-
To ensure food products are/certain what they claim	3 1%	5 2%np	4 2%p	-
Food preparation	4 2%	3 1%	-	3 1%
Sugar content of food	-	1 *	-	-
Cleanliness (no further detail)	-	2 1%	-	4 2%

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

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	200	186	222	255	232	263	215	260	225	238	
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Training/educating people (in hygiene)	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-
Food handling	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	1	2	-
GM foods	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	*	1%	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	2	1	1	-	1	-	-	-	-	-	-	-	-	2	1	1
Processing of food	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	*
Ratings	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-
Other	2	7	4	-	2	1	6	3	1	2	1	1	6	5	8	2	3	3	4	5
Don't know	1%	3% ^d	2%	-	1%	1%	3% ^d	2%	1%	1%	1%	1%	2%	2%	3% ^p	1%	1%	1%	1%	2%
	51	63	59	78	64	68	48	50	38	58	54	43	46	49	58	65	58	56	48	46
	26%	30% ⁱ	30%	37% ^{aghi}	33% ⁱ	32% ⁱ	25%	25%	21%	29%	30%	26%	19%	20%	24% ^{lux}	24% ^{lux}	25% ^{lux}	21% ^u	19%	19%
Average number of mentions	2.11 ^c	2.02	1.70	1.75	1.93	1.83	2.08 ^c	1.83	2.14 ^{cd}	1.92	2.25 ^{cdf}	1.92	1.98	2.04	1.88	1.63	2.04	2.01	2.00	2.24 ^{op}
Standard deviation	1.63	1.61	1.17	1.19	1.33	1.28	1.53	1.28	1.54	1.80	1.44	1.63	1.43	1.55	1.34	1.26	1.43	1.38	1.51	1.69
Standard error	0.14	0.14	0.10	0.11	0.12	0.11	0.14	0.11	0.13	0.15	0.12	0.14	0.11	0.11	0.10	0.09	0.11	0.10	0.11	0.12

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

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

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Training/educating people (in hygiene)	-	1 1%	-	-
Public health/consumer advice/information (when food scares/recalls)	-	*	1 1%	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	2 1%	-	-	-
GM foods	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	1 1%	-
Processing of food	1 1%	-	-	-
Ratings	-	-	1 *	-
Other	2 1%	3 1%	5 2%	3 1%
Don't know	33 14%	47 19%	45 19%	37 16%
Average number of mentions	2.27op	2.22op	2.24op	2.39moprs
Standard deviation	1.64	1.65	1.69	1.75
Standard error	0.12	0.12	0.13	0.13

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Ensuring the food you buy is safe to eat	198 53%	219 54%	216 55%	204 55%	195 55%	219 58%	240 61%a	191 56%	206 59%	223 62%ab	190 54%abcd	264 69%abc	215 53%o	197 50%	182 45%	210 51%	211 53%o	219 56%o	223 56%o	256 63%mnopqrs
Date labels, such as "best before" and "use by" labels	70 19%	70 17%	62 16%	59 16%	92 26%abcd	86 23%cd	103 26%abcd	83 24%bcd	75 21%	112 31%abcd	67 22%cd	116 30%abc	62 15%	59 15%	59 15%	59 14%	103 26%mnop	73 19%	81 20%op	88 22%mnop
Nutrition labelling information, such as traffic light labelling	64 17%ac	51 13%	46 12%	47 13%	92 26%abcd	74 20%bcd	97 24%abcd	72 21%bcd	77 22%bcd	101 28%abcd	60 20%bcd	126 33%abc	57 14%	48 12%	47 12%	55 13%	91 23%mnop	72 18%no	77 19%nop	77 19%nop
Promoting and enabling healthy eating and healthy lifestyles	54 14%ac	47 12%	37 9%	44 12%	54 15%c	41 11%	43 11%	43 12%	52 15%c	47 13%	45 15%c	68 18%bcd	56 14%p	50 13%	56 14%p	37 9%	63 16%prw	38 10%	50 13%	54 13%p
Country of origin labels, which identify where food comes from	54 14%cd	45 11%	43 11%	31 8%	53 15%cd	75 20%bcd	71 18%bcd	49 14%cd	63 18%bcd	80 22%abcd	48 16%cd	84 22%abcd	38 9%	45 11%	36 9%	47 11%	55 14%o	71 18%mnop	65 16%nop	63 16%mo
Promoting food safety in the home	46 12%	41 10%	41 10%	34 9%	46 13%	44 12%	52 13%	36 11%	57 16%bcdh	46 13%	43 14%cd	39 10%	38 9%	42 11%	40 10%	44 11%	44 11%	49 13%	41 10%	48 12%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	32 9%	30 7%	22 6%	31 8%	31 9%	30 8%	40 10%c	24 7%	45 13%bcdh	48 13%abcd	36 12%bch	53 14%abc	40 10%p	34 9%	26 7%	23 5%	29 7%	26 7%	29 7%	37 9%p
Quality / standard of the food	22 6%kl	21 5%	13 3%	20 5%	15 4%	31 8%cejk	25 6%kl	27 8%ckl	17 5%	15 4%	7 2%	10 3%	28 7%uw	23 6%uw	20 5%	27 7%uw	18 5%	21 5%	21 5%	22 5%

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Ensuring the food you buy is safe to eat	245 62%mnop q	247 62%mnop q	251 64%mnop qrs	249 64%mnopqrs
Date labels, such as "best before" and "use by" labels	112 28%mnop rstvw	86 21%mnop	75 19%	104 27%mnoprs
Nutrition labelling information, such as traffic light labelling	96 24%mnop r	90 22%mnop	78 20%mnop	110 28%mnoprstw
Promoting and enabling healthy eating and healthy lifestyles	64 16%prw	49 12%	41 10%	59 15%pr
Country of origin labels, which identify where food comes from	87 22%mnop qst	81 20%mnop q	66 17%mnop	99 26%mnopqrstw
Promoting food safety in the home	73 19%mnop qrstvw	52 13%	42 11%	55 14%r
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	51 13%opqrs	38 9%p	43 11%opr	49 13%opqrs
Quality / standard of the food	11 3%	23 6%uw	10 3%	16 4%

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Hygiene	10 3%	14 3%	12 3%	17 4%h	12 3%	10 3%	13 3%	5 1%	20 6%h	15 4%h	10 3%	11 3%	20 5%tw	21 5%tw	22 6%tw	18 4%tw	16 4%t	16 4%t	17 4%t	5 1%
Animal welfare	9 2%	10 3%	11 3%	8 2%	8 2%	5 1%	10 3%	5 1%	6 2%	6 2%	5 2%	9 2%	9 2%	13 3%w	14 4%w	14 3%w	20 5%msuw	13 3%w	6 2%	10 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	9 2%	6 2%	23 6%abfjg kl	12 3%	12 4%l	7 2%	8 2%	11 3%	5 2%	11 3%	6 2%	4 1%	12 3%	9 2%	12 3%	10 2%	11 3%	8 2%	8 2%	9 2%
Manufacturing/ production/packaging of food	9 2%	12 3%ij	9 2%	5 1%	8 2%	9 2%	6 2%	5 1%	8 2%	3 1%	4 1%	3 1%	17 4%stuv x	12 3%x	12 3%x	12 3%	15 4%stuvx	8 2%	6 1%	6 1%
The way food is stored/ transported (correct temperatures etc.)	8 2%btk	2 1%	4 1%	2 1%	9 3%bdlij k	1 *	5 1%	4 1%	2 *	2 *	1 *	3 1%	3 1%	3 1%	9 2%rwx	6 1%	5 1%	2 *	3 1%	4 1%
Fat/salt content in food	5 1%hi	4 1%	4 1%	2 1%	3 1%	2 1%	1 *	-	-	2 1%	2 1%	3 1%	-	-	-	1 *	2 1%	1 *	1 *	1 *
What goes into our food (additives/chemicals etc.)	3 1%	11 3%aek	10 3%	7 2%	2 1%	6 2%	7 2%	5 1%	6 2%	5 1%	2 1%	4 1%	2 *	5 1%	12 3%mu	11 3%mu	8 2%	10 3%mu	8 2%	9 2%mu
Food imports / Exports	3 1%	-	-	-	2 *	2 *	-	1 *	1 *	-	-	1 *	3 1%	4 1%	1 *	1 *	1 *	2 1%	2 1%	2 *
Everything / All food issues	2 1%	3 1%	7 2%d	-	2 1%	2 *	2 1%	2 1%	1 *	3 1%	1 *	4 1%	2 *	4 1%	1 *	5 1%	9 2%mo	4 1%	5 1%	5 1%
How food is grown / Farmed	2 1%	-	3 1%	1 *	-	-	-	1 *	3 1%	-	1 *	2 1%	4 1%w	5 1%v	2 1%	3 1%	4 1%v	2 1%	1 *	4 1%
Health & Hygiene Certificates	2 *	-	1 *	-	2 *	-	2 *	-	-	-	1 *	-	1 *	1 *	1 *	1 *	-	-	-	-

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

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Hygiene	13 3%	14 4%t	7 2%	11 3%
Animal welfare	6 1%	10 3%	4 1%	14 4%w
Ensuring/inspecting hygiene/cleanliness in food establishments	11 3%	6 1%	11 3%	5 1%
Manufacturing/ production/packaging of food	4 1%	5 1%	10 3%	4 1%
The way food is stored/ transported (correct temperatures etc.)	4 1%	4 1%	1 *	1 *
Fat/salt content in food	1 *	-	1 *	-
What goes into our food (additives/chemicals etc.)	2 1%	7 2%	4 1%	7 2%
Food imports / Exports	2 1%	2 *	-	1 *
Everything / All food issues	3 1%	3 1%	3 1%	5 1%
How food is grown / Farmed	5 1%v	-	2 *	2 *
Health & Hygiene Certificates	1 *	-	-	-

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

	35-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (Nov 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Maintaining Standards / Regulations	2	8	6	9	4	3	5	5	3	4	10	7	4	10	6	13	7	8	3	1
Price	*	2%	2%	2% ^a	1%	1%	1%	2%	1%	1%	3% ^a	2%	1%	3% ^b	2%	3% ^m	2% ^t	2% ^t	1%	*
Weight & Measures	1	2	5	2	4	1	2	3	2	1	-	1	1	3	1	1	4	2	2	1
Complaints Procedures	*	*	1%	1%	1%	*	1%	1%	1%	*	*	*	3	1%	*	*	1%	1%	1%	*
Advertising	1	-	-	-	3	1	1	2	-	-	-	-	3	4	-	3	2	2	4	2
Effect on the Environment	*	-	-	-	1%	*	*	*	-	-	-	-	1%	1% ^o	-	1%	*	*	1%	1%
Health	1	-	1	3	1	-	1	-	1	-	-	-	3	-	-	1	-	1	-	2
Sales of food in shops/restaurants	*	-	-	1%	*	-	-	-	*	-	-	-	1%	-	-	*	-	*	-	*
Health and Safety standards	-	1	3	4	-	-	-	-	-	-	-	2	2	1	1	1	1	1	2	-
Infections/diseases in/contaminated foods	-	*	1%	1% ^a	-	-	-	-	-	-	-	1%	1%	*	*	*	*	*	*	-
Control where food comes from/food origin	-	3	4	4	-	4	1	7	3	1	6	-	4	7	8	3	4	4	4	-
Food labelling	-	1%	1%	1%	-	1%	*	2% ^a	1%	*	2% ^a	-	1% ^m	2% ^m	2% ^m	1%	1% ^m	1% ^m	1% ^m	-
	-	2	2	-	2	-	1	2	2	1	-	-	-	1	1	1	3	1	1	-
	-	1%	1%	-	1%	-	*	*	1%	-	*	-	-	*	*	*	1%	*	*	-
	-	1	3	1	2	5	4	1	2	1	2	1	-	2	1	2	3	3	2	1
	-	*	1%	*	1%	1% ^a	1%	*	1%	*	1%	*	-	*	*	1%	1%	1%	1%	*
	-	3	-	2	4	2	3	*	1	4	4	-	2	4	3	2	4	4	-	4
	-	-	1%	-	1%	1%	1%	1%	*	*	*	1% ^b	-	*	1%	1%	1%	1% ^s	-	1% ^s

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

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Maintaining Standards / Regulations	11 3%etx	5 1%	5 1%	2 1%
Price	1 *	3 1%	2 1%	3 1%
Weight & Measures	1 *	1 *	2 1%	-
Complaints Procedures	2 1%	-	1 *	-
Advertising	-	1 *	1 *	-
Effect on the Environment	-	-	-	-
Health	-	-	-	-
Sales of food in shops/restaurants	3 1%	3 1%	1 *	2 1%
Health and Safety standards	-	-	1 *	1 *
Infections/diseases in/contaminated foods	2 1%	-	-	-
Control where food comes from/food origin	1 *	5 1%mnwx	-	-
Food labelling	1 *	4 1%	1 *	2 *

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Freshness of food	-	1	2	-	-	-	1	-	-	-	-	-	-	-	-	3	4	1	4	1
To ensure food products are/contain what they claim	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	7%	7%	*	7%	*
Food preparation	-	-	1	4	3	2	2	4	2	5	1	5	-	-	2	3	4	1	4	2
Sugar content of food	-	-	*	7%	7%	7%	7%	1%b	7%	1%ab	*	1%ab	-	-	7%	7%	7%	*	7%	*
Cleanliness (no further detail)	-	-	-	2	3	1	3	-	1	2	-	-	-	-	-	1	2	-	*	1
Training/educating people (in hygiene)	-	-	-	*	-	*	-	1	-	-	-	2	-	-	-	4	1	1	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	-	1	-	2	-	-	-	-	-	-	-	1	3	1	-	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	2	-	2	1	-	3	-	-	-	-	-	-	3	3
GM foods	-	-	-	-	-	1	-	1	1	1	1	1	-	-	-	-	-	-	-	7%
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	5	1	-	1	2	-	-	-	-	-	-	-	2	1	2
Processing of food	-	-	-	-	-	1%abcde h	*	-	*	7%	-	-	-	-	-	-	-	7%	*	*

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Freshness of food	-	2 1%	1 *	-
To ensure food products are/contain what they claim	4 1%	7 2% mnops l	3 1%	4 1%
Food preparation	1 *	7 2% mnruw x	1 *	-
Sugar content of food	1 *	-	1 *	-
Cleanliness (no further detail)	4 1% mnor	3 1%	1 *	2 1%
Training/educating people (in hygiene)	-	-	1 *	1 *
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-
Food handling	-	-	1 *	-
(Food) Safety (no further detail)	2 1%	-	1 *	2 1%
GM foods	-	-	1 *	1 *
Horse meat \ fraud \ ensuring meat is what it claims to be	2 1%	2 1%	1 *	-
Processing of food	1 *	1 *	-	-

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (Nov 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Ratings	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-
Other	1	12	11	9	9	10	5	6	7	7	3	4	8	4	7	9	7	7	6	7
Don't know	*	3%a	3%a	2%a	3%a	3%a	1%	2%a	2%a	2%a	1%	1%	2%u	1%u	2%u	2%u	2%u	2%u	1%u	2%u
Average number of mentions	2.03d	1.92	1.88	1.80	2.29abc	2.21bcd	2.23bcd	2.05d	2.22bcd	2.44abc	2.26bcd	2.48ab	2.00	2.00	1.84	1.90	2.33mno	2.07o	2.12op	2.09o
Standard deviation	1.40	1.32	1.31	1.24	1.54	1.57	1.60	1.40	1.69	1.68	1.65	1.69	1.53	1.53	1.28	1.29	1.58	1.51	1.53	1.52
Standard error	0.08	0.07	0.08	0.07	0.09	0.09	0.09	0.08	0.10	0.10	0.11	0.10	0.09	0.09	0.07	0.07	0.09	0.08	0.08	0.08

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

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Ratings	-	-	-	-
Other	-	8	3	7
Don't know	50 13%	51 13%	70 18%vx	49 13%
Average number of mentions	2.41mno	2.19op	2.11o	2.41mnoprstw
Standard deviation	1.72	1.58	1.51	1.65
Standard error	0.09	0.08	0.09	0.09

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
Ensuring the food you buy is safe to eat	121 51%b	106 42%	131 54%b	103 46%	118 50%b	134 51%b	143 56%bd	138 55%bd	153 61%abcdef	152 58%bde	153 62%abcdefh	151 59%abdef
Promoting and enabling healthy eating and healthy lifestyles	40 17%bdg hj	26 10%	27 11%	19 8%	31 13%	31 12%	23 9%	25 10%	43 17%bcdghj	29 11%	30 12%	36 14%dg
Date labels, such as "best before" and "use by" labels	39 16%	36 14%	31 13%	29 13%	44 19%c	45 17%	41 16%	36 14%	65 26%abcdefghk	56 21%bcdhik	36 15%	55 22%bcdhik
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	30 12%bcde gh	16 6%	15 6%	16 7%	17 7%	26 10%g	14 5%	17 7%	33 13%bcdegh	27 10%kg	25 10%g	38 15%bcdefghj
Promoting food safety in the home	29 12%c	27 10%	15 6%	21 9%	28 12%c	28 11%c	23 9%	19 8%	34 14%cghk	35 13%cghk	20 8%	31 12%c
Nutrition labelling information, such as traffic light labelling	28 12%	23 9%	19 8%	18 8%	38 16%bcd	40 15%bcd	37 14%bcd	30 12%	51 20%abcdgh	40 15%bcd	38 15%bcd	50 19%abcdh
Country of origin labels, which identify where food comes from	24 10%	17 6%	22 9%	20 9%	32 13%b	50 19%abcdeg	35 14%b	35 14%b	49 20%abcdegh	48 18%abcd	35 14%bcd	50 20%abcdegh
Quality / standard of the food	11 5%kl	14 6%kl	6 3%	10 5%kl	7 3%	12 5%kl	10 4%l	10 4%l	13 5%kl	9 3%	4 2%	4 1%
Manufacturing/ production/packaging of food	6 3%	8 3%ef	2 1%	4 2%	4 2%	2 1%	3 1%	3 1%	5 2%	4 2%	4 2%	4 2%
Hygiene	6 2%	8 3%	5 2%	8 4%	10 4%	8 3%	5 2%	10 4%	8 3%	13 5%gkl	5 2%	6 2%
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	6 2%	3 1%	10 5%acefhj	3 1%	2 1%	8 3%f	4 2%	7 3%	5 2%	5 2%	5 2%

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
Animal welfare	3 1%	4 2%	2 1%	3 2%	1 1%	3 1%	5 2%	5 2%	6 2% ^{ee}	8 3% ^{cef}	4 2%	5 2%
What goes into our food (additives/chemicals etc.)	1 1%	2 1%	2 1%	3 1%	2 1%	2 1%	5 2%	3 1%	2 1%	5 2%	3 1%	3 1%
Everything / All food issues	1 1%	3 1% ^k	1 1%	2 1%	2 1%	3 1% ^k	4 1% ^k	4 2% ^k	2 1%	4 1% ^k	-	2 1%
How food is grown / Farmed	1 1%	1 *	-	-	1 *	2 1%	1 *	2 1%	-	2 1%	1 1%	-
The way food is stored/ transported (correct temperatures etc.)	1 *	2 1%	1 *	4 2% ^k	3 1% ^k	2 1%	3 1%	4 2% ^k	1 *	2 1%	-	2 1%
Health	1 *	2 1%	-	* *	1 *	1 *	1 *	1 *	1 *	1 *	* *	1 *
Price	1 *	3 1%	2 1%	1 1%	2 1%	* 1%	2 1%	1 1%	2 1%	1 1%	-	1 *
Maintaining Standards / Regulations	1 *	3 1% ^g	4 2% ^g	1 1%	3 1% ^g	3 1% ^g	-	1 *	1 1%	3 1% ^g	2 1%	2 1%
Health & Hygiene Certificates	-	-	-	-	1 *	-	1 *	-	1 *	-	-	1 *
Complaints Procedures	-	2 1%	-	1 *	2 1%	-	1 *	-	-	1 *	* *	-
Fat/salt content in food	-	-	-	1 1%	2 1%	1 *	-	-	-	* *	1 *	1 1%
Food imports / Exports	-	2 1%	1 *	1 *	-	3 1% ^{gll}	-	1 *	-	2 1%	-	-
Advertising	-	-	-	-	-	1 *	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1 *	-	-	-

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

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
(Food) Safety (no further detail)	-	-	-	-	-	-	1	2	-	2	-	1
GM foods	-	-	-	-	-	2	-	1	1	2	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	2	1	1	1	1	-	1
Processing of food	-	-	-	-	-	-	-	-	*	1	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	8	3	9	3	3	2	6	3	4	4	2
Don't know	2%	3%gl	1%	4%cefijkl	1%	1%	1%	3%g	1%	1%	2%	1%
	70	80	62	61	59	64	58	62	44	44	44	51
	29%ijk	31%fji	26%ijk	28%ijkl	25%ijk	24%ijk	23%j	24%ijk	18%	17%	18%	20%
Average number of mentions	2.08c	1.88	1.66	1.84	2.09c	2.16bcdgk	1.89	1.95c	2.40abcdeghk	2.14bcdgk	1.89	2.28bcdghk
Standard deviation	1.61	1.26	1.17	1.45	1.49	1.60	1.37	1.40	1.88	1.68	1.35	1.83
Standard error	0.10	0.09	0.08	0.10	0.10	0.09	0.08	0.09	0.11	0.09	0.08	0.10

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

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	678 52%	673 49%	654 48%	668 49%	674 53% <i>c</i>	715 52%	781 57% <i>abcd</i> <i>ef</i>	771 58% <i>abcd</i> <i>ef</i>	754 59% <i>abcd</i> <i>ef</i>	804 60% <i>abcd</i> <i>ef</i>	746 61% <i>abcd</i> <i>ef</i>	829 64% <i>abcd</i> <i>efghij</i>	-	-	-	-	-	-	-	
Date labels, such as "best before" and "use by" labels	242 18% <i>cd</i>	256 19% <i>cd</i>	196 15%	199 15%	310 24% <i>abcd</i> <i>fhk</i>	269 19% <i>cd</i>	289 21% <i>cd</i>	264 20% <i>cd</i>	329 26% <i>abcd</i> <i>fhk</i>	321 24% <i>abcd</i> <i>fhk</i>	240 20% <i>cd</i>	352 27% <i>abcd</i> <i>fhk</i>	-	-	-	-	-	-	-	
Promoting and enabling healthy eating and healthy lifestyles	203 15% <i>abcd</i> <i>gh</i>	171 12% <i>d</i>	160 12%	131 10%	198 15% <i>bcd</i> <i>gh</i>	144 10%	161 12%	157 12%	208 16% <i>bcd</i> <i>ghk</i>	174 13% <i>d</i>	159 13% <i>d</i>	201 15% <i>bcd</i> <i>gh</i>	-	-	-	-	-	-	-	
Nutrition labelling information, such as traffic light labelling	196 15% <i>cd</i>	176 13% <i>c</i>	139 10%	157 12%	274 21% <i>abcd</i> <i>f</i>	226 16% <i>cd</i>	264 19% <i>abcd</i>	244 19% <i>abcd</i>	270 21% <i>abcd</i> <i>f</i>	287 21% <i>abcd</i> <i>f</i>	232 19% <i>abcd</i>	359 28% <i>abcd</i> <i>efghijk</i>	-	-	-	-	-	-	-	
Promoting food safety in the home	161 12% <i>cd</i>	160 12% <i>cd</i>	111 8%	124 9%	142 11% <i>c</i>	157 11% <i>c</i>	140 10%	146 11% <i>c</i>	204 16% <i>abcd</i> <i>efghijkl</i>	170 13% <i>cd</i>	147 12% <i>cd</i>	168 13% <i>cdg</i>	-	-	-	-	-	-	-	
Country of origin labels, which identify where food comes from	150 11%	147 11%	131 10%	126 9%	187 15% <i>abcd</i>	228 17% <i>abcd</i>	209 15% <i>abcd</i>	185 14% <i>abcd</i>	251 20% <i>abcd</i> <i>efghk</i>	246 18% <i>abcd</i> <i>efghk</i>	187 15% <i>abcd</i>	285 22% <i>abcd</i> <i>efghjk</i>	-	-	-	-	-	-	-	
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	142 11% <i>bcde</i> <i>f</i>	114 8% <i>c</i>	85 6%	95 7%	109 8% <i>c</i>	107 8%	118 9% <i>c</i>	117 9% <i>c</i>	166 13% <i>bcde</i> <i>fgh</i>	141 11% <i>bcd</i> <i>fgh</i>	141 12% <i>bcde</i> <i>fgh</i>	187 14% <i>abcd</i> <i>efghjk</i>	-	-	-	-	-	-	-	
Quality / standard of the food	79 6% <i>ceik</i> <i>l</i>	67 5% <i>kl</i>	53 4% <i>k</i>	82 6% <i>ceikl</i>	47 4%	80 6% <i>ceikl</i>	77 6% <i>ceikl</i>	66 5% <i>kl</i>	50 4% <i>k</i>	61 5% <i>kl</i>	29 2%	40 3%	-	-	-	-	-	-	-	
Hygiene	38 3%	55 4% <i>hk</i>	56 4% <i>hk</i>	56 4% <i>hk</i>	39 3%	48 3% <i>h</i>	46 3% <i>h</i>	27 2%	45 3% <i>h</i>	51 4% <i>hk</i>	27 2%	36 3%	-	-	-	-	-	-	-	

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Ensuring the food you buy is safe to eat	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-
Promoting food safety in the home	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-
Quality / standard of the food	-	-	-	-
Hygiene	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	**	**	**	**	**	**	**	**
Manufacturing/ production/packaging of food	29 2%gl	32 2%gl	28 2%l	27 2%l	31 2%gl	23 2%l	16 1%	19 1%	22 2%	18 1%	22 2%l	11 1%	-	-	-	-	-	-	-	
Animal welfare	25 2%	31 2%	29 2%	32 2%	31 2%l	25 2%	21 2%	25 2%	17 1%	33 2%l	17 1%	28 2%	-	-	-	-	-	-	-	
Ensuring/inspecting hygiene/cleanliness in food establishments	22 2%	31 2%	4% 4%abefg ijk	39 3%ajl	26 2%	25 2%	26 2%	33 3%	26 2%	22 2%	26 2%	21 2%	-	-	-	-	-	-	-	
The way food is stored/ transported (correct temperatures etc.)	12 1%	7 1%	18 1%bkl	16 1%blk	18 1%bkl	7 *	14 1%k	13 1%k	10 1%	9 *	4 *	7 1%	-	-	-	-	-	-	-	
Maintaining Standards / Regulations	10 1%	24 2%agh	25 2%agh	28 2%aghj	16 1%	24 2%agh	11 1%	8 1%	23 2%agh	14 1%	19 2%h	15 1%	-	-	-	-	-	-	-	
Everything / All food issues	9 1%	16 1%k	10 1%	13 1%	11 1%	13 1%	13 1%	14 1%	8 1%	12 1%	5 *	14 1%	-	-	-	-	-	-	-	
What goes into our food (additives/chemicals etc.)	8 1%	19 1%i	31 2%aek	25 2%ai	16 1%	28 2%aik	23 2%ai	19 1%i	7 1%	20 1%ai	12 1%	21 2%ai	-	-	-	-	-	-	-	
Complaints Procedures	7 1%jl	2 *	2 *	4 *	3 *	2 *	2 *	2 *	2 *	1 *	1 *	-	-	-	-	-	-	-	-	
Fats/salt content in food	7 *	5 *	5 *	5 *	7 1%	5 *	4 *	4 *	2 *	3 *	3 *	4 *	-	-	-	-	-	-	-	
How food is grown / Farmed	6 *	6 *	6 *	4 *	6 *	4 *	2 *	8 1%gj	7 1%	2 *	3 *	5 *	-	-	-	-	-	-	-	
Food imports / Exports	5 *	7 1%	4 *	4 *	3 *	6 *	5 *	5 *	5 *	3 *	1 *	2 *	-	-	-	-	-	-	-	

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

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

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base	**	**	**	**
Manufacturing/ production/packaging of food	-	-	-	-
Animal welfare	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-
Everything / All food issues	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-
Complaints Procedures	-	-	-	-
Fats/salt content in food	-	-	-	-
How food is grown / Farmed	-	-	-	-
Food imports / Exports	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304
Health	4	4	4	4	3	3	2	1	2	1	*	3	-	-	-	-	-	-	-	-
Weight & Measures	4	7	-	1	5	3	5	5	1	1	3	1	-	-	-	-	-	-	-	-
	*	1%cdij	-	*	%c	*	%c	%c	*	*	*	*	-	-	-	-	-	-	-	-
Price	3	7	11	5	9	3	6	4	7	5	4	7	-	-	-	-	-	-	-	-
	*	1%	1%f	*	1%	*	*	*	1%	*	*	1%	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	3	2	2	4	2	-	4	4	2	2	2	-	-	-	-	-	-	-	-	-
	*	*	*	*	*	-	*	%fi	*	*	*	-	-	-	-	-	-	-	-	-
Advertising	2	2	-	7	1	3	2	2	1	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	%eij	*	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-
Effect on the Environment	1	3	-	1	-	-	1	1	2	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	10	17	12	7	10	6	5	12	6	6	13	-	-	-	-	-	-	-	-
	-	1%a	1%aghjk	1%a	1%a	1%a	%a	%a	1%a	%a	%a	1%a	-	-	-	-	-	-	-	-
Health and Safety standards	-	5	7	1	5	3	3	2	1	2	3	1	-	-	-	-	-	-	-	-
	-	%a	1%a	*	%a	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	2	9	3	6	7	3	2	3	3	3	3	-	-	-	-	-	-	-	-
	-	*	1%abh	*	%a	1%a	*	*	*	*	*	*	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	4	4	8	4	15	12	4	5	12	3	1	-	-	-	-	-	-	-	-
	-	*	%a	1%al	%a	1%abceh ikl	1%abkl	%a	%a	1%abl	*	*	-	-	-	-	-	-	-	-
Food labelling	-	2	11	4	5	12	4	9	5	6	2	8	-	-	-	-	-	-	-	-
	-	*	1%abk	*	%a	1%abdk	%a	1%ab	%a	%a	*	1%ab	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016
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Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Health	-	-	-	-
Weight & Measures	-	-	-	-
Price	-	-	-	-
Health & Hygiene Certificates	-	-	-	-
Advertising	-	-	-	-
Effect on the Environment	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-
Health and Safety standards	-	-	-	-
Infections/diseases in/contaminated foods	-	-	-	-
Control where food comes from/food origin	-	-	-	-
Food labelling	-	-	-	-

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	**	**	**	**	**	**	**	**
Freshness of food	-	3	4	4	4	1	6	1	-	3	2	2	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	6	2	5	26	5	10	12	13	11	14	-	-	-	-	-	-	-	-
Food preparation	-	-	4	12	8	3	7	11	11	14	4	11	-	-	-	-	-	-	-	-
Sugar content of food	-	-	-	5	1	3	2	4	1	4	3	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	4	8	3	6	6	5	7	5	5	-	-	-	-	-	-	-	-
Training/educating people (in hygiene)	-	-	-	9	5	2	-	1	-	-	1	3	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	4	2	-	2	-	-	1	-	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	1	9	4	6	3	1	7	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	-	2	1	1	2	3	2	2	-	-	-	-	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	12	5	4	4	5	2	1	-	-	-	-	-	-	-	-

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	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Freshness of food	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-
Food preparation	-	-	-	-
Sugar content of food	-	-	-	-
Cleanliness (no further detail)	-	-	-	-
Training/educating people (in hygiene)	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-
GM foods	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-

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

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

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	**	**	**	**	**	**	**	**
Processing of food	-	-	-	-	-	-	-	-	4	3	-	1	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	*bfg	*	-	*	-	-	-	-	-	-	-	-
Other	19	32	31	28	21	24	21	21	11	23	15	16	-	-	-	-	-	-	-	-
Don't know	7%	2%kl	2%ik	2%kl	2%	2%	2%	2%	7%	2%	7%	1%	-	-	-	-	-	-	-	-
Average number of mentions	2.05cd	2.01cd	1.83	1.85	2.26abc	2.09cd	2.10cd	2.06cd	2.29abc	2.25abc	2.14cd	2.43abcde	-	-	-	-	-	-	-	-
Standard deviation	1.51	1.49	1.29	1.30	1.54	1.49	1.54	1.47	1.70	1.66	1.56	1.70	-	-	-	-	-	-	-	-
Standard error	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.04	0.05	0.05	0.05	0.05	-	-	-	-	-	-	-	-

Fieldwork : November 2010/May 2011/November 2011/May 2012/November 2012/May 2013/November 2013/May 2014/November 2014/May 2015/November 2015/May 2016
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x
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Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Processing of food	-	-	-	-
Ratings	-	-	-	-
Other	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Ensuring the food you buy is safe to eat	49 57%	38 48%	63 75%abde f	44 51%	35 43%	43 55%	48 66%be	48 64%be	58 65%be	48 64%be	58 72%bdef	52 76%abd ef	32 66%	36 63%	24 54%	25 59%	25 49%	34 72%qqs v x	29 56%	30 59%
Nutrition labelling information, such as traffic light labelling	11 13% ^f	5 7%	10 11%	5 6%	8 10%	3 4%	7 9%	17 22%bdef g	30 34%abcd efgkl	29 39%abcd efghkl	12 14% ^f	13 19% ^{bd} f	5 10% ^p	6 10% ^p	7 15% ^p	-	4 8%	16 34% ^m no p q r s t u v w x y z	13 25% ^m np q r s t u v w x y z	6 13% ^p
Date labels, such as "best before" and "use by" labels	10 12%	6 8%	13 15%	6 7%	10 12%	6 8%	5 6%	19 25%abde f	31 35%abcd efgkl	28 37%abcd efgkl	14 18% ^g	13 19% ^{bd} f	7 14%	6 10%	5 11%	6 14%	2 4%	14 29% ^m no p q r s t u v w x y z	13 26% ⁿ o p q r s t u v w x y z	6 12%
Promoting and enabling healthy eating and healthy lifestyles	8 9%	5 7%	4 5%	4 5%	2 3%	8 10%	7 9%	10 13% ^e	18 20% ^{bcde}	14 18% ^{bcde}	15 19% ^{bcde}	12 17% ^{cde}	7 14% ^q t w x	8 14% ^q t w x	2 4%	7 17% ^q t u v w x	1 2%	9 20% ^o q t u v w x y z	6 11% ^q t	-
Country of origin labels, which identify where food comes from	8 9% ^d	2 3%	3 4%	1 1%	3 4%	8 10% ^d	6 9% ^d	17 22%abcd efg	23 26%abcd efg	24 32%abcd efgk	12 15% ^{bde}	19 28% ^{abc} defg	6 11% ^q	7 12% ^q	6 14% ^q	3 8%	-	16 35% ^m no p q r s t u v w x y z	11 22% ^p q r s t u v w x y z	5 10% ^q
Quality / standard of the food	7 8% ^{kl}	4 6% ^{kl}	3 3%	8 9% ^{kl}	7 9% ^{kl}	2 3%	4 5%	2 3%	6 7% ^{kl}	3 4%	-	-	4 8% ^q	2 3%	-	-	-	1 1%	2 3%	1 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	5 6%	5 6%	5 7% ^j	3 3%	2 3%	1 2%	2 3%	4 5%	1 1%	3 4%	1 1%	1 1%	3 5%	-	1 3%	2 5%	5 10% ⁿ r	-	3 5% ⁿ r	1 2%
Hygiene	4 5%	6 8% ^{ghj}	2 3%	2 2%	5 6% ^g	4 6% ^g	-	1 1%	5 6% ^g	1 1%	1 2%	2 3%	3 5%	1 2%	4 8% ^r	1 3%	2 5%	-	4 8% ^r	1 2%
Promoting food safety in the home	4 5%	3 4%	7 8%	5 6%	11 13% ^b	5 6%	11 15% ^{ab}	5 7%	20 23%abcd efgkl	15 20%abcd efghk	7 8%	7 10%	11 6%	4 8%	5 12% ^v	5 13% ^v	4 9%	10 21% ^m n o p q r s t u v w x y z	5 11% ^v	3 6%
Animal welfare	4 4%	-	1 2%	3 3%	4 4%	-	4 5%	-	3 3%	-	-	-	-	-	2 5%	-	-	-	1 1%	1 1%

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 * small base

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Ensuring the food you buy is safe to eat	34 63%	27 54%	32 66%	26 53%
Nutrition labelling information, such as traffic light labelling	3 6%	4 8%p	5 10%p	4 7%p
Date labels, such as "best before" and "use by" labels	5 10%	4 8%	5 10%	3 6%
Promoting and enabling healthy eating and healthy lifestyles	2 4%	3 6%	2 4%	2 4%
Country of origin labels, which identify where food comes from	4 7%q	3 6%q	4 8%q	5 10%q
Quality / standard of the food	1 1%	2 3%	1 1%	2 5%
Ensuring/inspecting hygiene/cleanliness in food establishments	1 3%	7 14% norst uwx	1 2%	1 3%
Hygiene	2 4%	5 10% nrtx	2 5% f	2 3%
Promoting food safety in the home	7 13% v	1 2%	2 5%	3 6%
Animal welfare	-	1 2%	-	* *

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	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	4 4%	2 3%	1 1%	-	3 4%	1 2%	-	7 10%cdfg	14 16%abcde efg	12 16%abcde fg	7 9%cdfg	8 12%bcd g	3 6%	9 16%oqtu vw	-	4 9%qt	-	7 15%oqtu vw	5 10%oqtuv	-
Manufacturing/ production/packaging of food	2 3%	3 4%	-	1 2%	1 1%	2 3%	2 3%	-	1 1%	-	-	-	2 5%	1 1%	-	-	-	-	1 2%	-
How food is grown / Farmed	2 3%	-	1 2%	-	-	-	-	2 2%	-	-	* 1%	-	-	-	-	-	-	-	-	-
Fats/salt content in food	2 2%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	* 1%
Complaints Procedures	2 2%	2 3%	1 1%	-	-	-	-	1 1%	* 1%	-	-	-	-	-	-	-	-	-	-	* 1%
Effect on the Environment	1 1%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Food imports / Exports	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 1%
Everything / All food issues	1 1%	-	-	-	3 4%	2 3%	1 1%	-	1 1%	-	-	2 2%	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	1 1%	2 3%	-	5 6%cgghk	1 2%	3 4%	-	-	1 1%	* 1%	-	-	-	-	-	-	1 3%	-	-	-
Health & Hygiene Certificates	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	1 1%	-	-	-	-	3 4%	-	-	2 2%	-	-	-	-	2 4%	1 3%	3 6%	-	* 1%	1 1%	-

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	1 2%	1 2%	1 3%	2 5%†
Manufacturing/ production/packaging of food	* 1%	- -	* 1%	1 2%
How food is grown / Farmed	-	-	-	-
Fat/salt content in food	-	-	-	-
Complaints Procedures	-	-	-	-
Effect on the Environment	-	-	-	-
Advertising	-	-	1 1%	-
Food imports / Exports	-	-	-	-
Everything / All food issues	* 1%	-	-	1 2%
Maintaining Standards / Regulations	-	1 3%	-	-
Health & Hygiene Certificates	-	-	-	-
What goes into our food (additives/chemicals etc.)	* 1%	1 2%	-	1 2%

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Price	-	-	-	2	2	-	-	-	*	-	-	-	-	-	-	-	-	*	*	*
	-	-	-	2%	2%	-	-	-	*	-	-	-	-	-	-	-	-	7%	7%	7%
Health	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	2%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	7%	-
Weight & Measures	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	5% ^{all}	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	-	-	-	1	2	1	1	-	1	2	-	1	4	1	-	-	1	-	-	-
	-	-	-	1%	2%	2%	2%	-	1%	2%	-	1%	9% ^{crstv}	1%	-	-	2%	-	-	-
Sales of food in shops/restaurants	-	1	-	3	-	-	2	1	1	1	-	-	-	-	-	1	-	-	-	-
	-	1%	-	4%	-	-	3%	1%	1%	1%	-	-	-	-	-	3%	-	-	-	-
Health and Safety standards	-	1	-	-	1	-	1	-	3	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	1%	-	1%	-	3%	-	-	-	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	1	-	1	-	1	-	-	-	2	-	-	-	-	1	-	-	-	-
	-	-	1%	-	1%	-	1%	-	-	-	3%	-	-	-	-	2%	-	-	-	-
Control where food comes from/food origin	-	-	1	-	2	2	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	-	-	1%	-	2%	2%	1%	-	-	1%	-	-	-	-	-	3%	-	-	-	-
Food labelling	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	*
	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	-	-	7%
Freshness of food	-	-	1	1	1	-	-	-	1	-	*	-	-	-	-	-	-	-	-	-
	-	-	1%	1%	1%	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	1	-	-	-	*	1	1	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-
Food preparation	-	-	1	-	2	2	-	-	1	2	-	1	-	-	-	1	-	-	1	-
	-	-	1%	-	2%	2%	-	-	1%	2%	-	2%	-	-	-	3%	-	-	1%	-
Sugar content of food	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	*
	-	-	-	7%	-	-	-	-	7%	-	-	7%	-	-	-	-	-	-	-	7%

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

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

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

	N			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Price	-	1	-	-
	-	1%	-	-
Health	-	-	-	-
	-	-	-	-
Weight & Measures	-	-	-	-
	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	1	-	-	1
	2%	-	-	3%
Sales of food in shops/restaurants	-	1	-	1
	-	2%	-	1%
Health and Safety standards	-	-	1	*
	-	-	1%	1%
Infections/diseases in/contaminated foods	-	*	-	-
	-	1%	-	-
Control where food comes from/food origin	-	1	-	-
	-	2%	-	-
Food labelling	*	-	-	*
	1%	-	-	1%
Freshness of food	-	-	-	*
	-	-	-	1%
To ensure food products are/contain what they claim	-	1	-	-
	-	1%	-	-
Food preparation	-	1	-	1
	-	1%	-	2%
Sugar content of food	-	-	-	-
	-	-	-	-

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

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Cleanliness (no further detail)	-	-	-	-	3	-	1	-	-	1	-	1	-	-	-	-	-	-	*	-
Training/educating people (in hygiene)	-	-	-	-	3%	-	2%	-	-	1%	-	1%	-	-	-	-	-	-	1%	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	*
Food handling	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1%
(Food) Safety (no further detail)	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	1	-
GM foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Processing of food	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	4	1	2	2	1	1	2	2	1	*	2	-	1	-	-	1	-	*	5
	3%	5%	2%	2%	3%	1%	1%	3%	3%	1%	1%	2%	-	2%	-	-	3%	-	*	9%mprrsuw
Don't know	12	17	10	23	14	15	10	17	10	10	12	8	9	7	11	7	13	6	10	10
	13%	22%	12%	27%acj	17%	19%	14%	23%k	11%	14%	15%	12%	18%	12%	25%	17%	26%	13%	20%	20%
Average number of mentions	1.77	1.49	1.62	1.65	1.64	1.68	1.66	2.29abc	2.88abc	2.85abc	1.97b	2.22bc	1.96q	1.67q	1.72	1.73q	1.25	2.65mp	2.38npq	1.51
Standard deviation	1.28	0.83	1.09	1.10	0.91	1.14	0.82	1.67	1.91	1.91	1.54	1.89	1.65	0.89	0.87	1.15	0.73	1.88	1.80	1.00
Standard error	0.15	0.10	0.12	0.14	0.11	0.14	0.10	0.22	0.20	0.21	0.18	0.22	0.26	0.13	0.15	0.20	0.12	0.20	0.19	0.12

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

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

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

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Cleanliness (no further detail)	*	1	*	1
Training/educating people (in hygiene)	7%	2%	7%	2%
Public health/consumer advice/information (when food scares/recalls)	-	1	-	-
Food handling	-	7%	-	-
(Food) Safety (no further detail)	-	-	-	-
GM foods	-	-	-	-
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-
Processing of food	-	-	-	1
Ratings	1	-	-	2%
Other	7%	-	-	-
Don't know	-	1	-	-
	12	2%	9	10
	22%	19%	19%	20%
Average number of mentions	1.55	1.66q	1.45	1.51
Standard deviation	1.08	1.06	1.03	1.26
Standard error	0.12	0.11	0.11	0.14

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Ensuring the food you buy is safe to eat	759 52%	747 49%	741 50%	737 50%	734 52%	792 53%	858 57%abcdef	849 59%abcdef	845 59%abcdef	880 60%abcdef	836 62%abcdefg	907 64%abcdefghij
Promoting food safety in the home	168 12%cd	168 11%cd	123 8%	134 9%	158 11%cd	172 11%cd	156 10%	154 11%cd	231 16%abcdefg	186 13%cd	156 12%cd	179 13%cd
Promoting and enabling healthy eating and healthy lifestyles	218 15%bcd	184 12%cd	166 11%	142 10%	202 14%cdefgh	161 11%	174 12%	168 12%	228 16%bcdefghijk	190 13%cd	175 13%cd	214 15%bcdefgh
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	149 10%cd	126 8%cd	86 6%	99 7%	112 8%cd	116 8%	123 8%cd	124 9%cd	181 13%abcdefg	159 11%bcdefg	150 11%bcdefgh	198 14%abcdefghijk
Nutrition labelling information, such as traffic light labelling	212 15%cd	187 12%	156 11%	162 11%	286 20%abcd	245 16%bcd	284 19%abcd	267 18%abcd	303 21%abcd	321 22%abcdthk	248 18%abcd	376 26%abcdefghijk
Date labels, such as "best before" and "use by" labels	258 18%cd	268 18%cd	214 14%	212 14%	322 23%abcdk	289 19%cd	307 21%cd	289 20%cd	365 26%abcdefghk	353 24%abcdefghk	259 19%cd	369 26%abcdefghk
Country of origin labels, which identify where food comes from	163 11%cd	157 10%	141 10%	130 9%	190 13%bcd	253 17%abode	226 15%abcd	207 14%abcd	278 20%abcdg	274 19%abcdg	203 15%abcd	310 22%abcdefghk
Quality / standard of the food	90 6%ceij kl	73 5%kl	56 4%k	90 6%cekl	54 4%k	83 6%cekl	82 6%cekl	69 5%kl	56 4%k	66 4%kl	30 2%	42 3%
The way food is stored/ transported (correct temperatures etc.)	16 1%k	8 1%	18 1%bkl	17 1%k	20 1%bkl	8 1%	15 1%k	13 1%k	12 1%	11 1%	4 *	9 1%

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Manufacturing/ production/packaging of food	34 2% ^{eghjl}	35 2% ^{ghjl}	28 2% ^l	29 2% ^l	32 2% ^{egjl}	26 2% ^l	19 1%	19 1%	23 2%	18 1%	22 2%	12 1%
Fat/salt content in food	8 1%	5 *	5 *	6 *	7 1%	5 *	5 *	4 *	3 *	3 *	3 *	4 *
Hygiene	45 3%	62 4% ^{hk}	62 4% ^{hkl}	59 4% ^{hk}	46 3% ^h	52 3% ^h	50 3% ^h	29 2%	52 4% ^{hk}	57 4% ^{hk}	31 2%	40 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	29 2%	36 2%	55 4% ^{abefgijkl}	44 3% ^{fl}	33 2%	27 2%	31 2%	38 3%	28 2%	30 2%	30 2%	23 2%
Animal welfare	29 2%	31 2%	33 2%	34 2% ^k	35 2% ^{kk}	25 2%	25 2%	26 2%	20 1%	34 2% ^k	17 1%	28 2%
Weight & Measures	4 *	7 * ^{cijl}	-	5 * ^c	5 * ^c	4 *	5 * ^c	5 * ^c	1 *	1 *	3 *	1 *
Health & Hygiene Certificates	3 *	2 *	2 *	4 *	2 *	-	4 *	4 * ^{fl}	2 *	2 *	2 *	-
Everything / All food issues	10 1%	16 1% ^k	10 1%	13 1%	14 1% ^k	15 1% ^k	14 1%	14 1% ^k	10 1%	12 1%	5 *	16 1% ^k
Food imports / Exports	7 * ^k	7 *	4 *	4 *	3 *	7 * ^k	6 *	5 *	5 *	3 *	1 *	2 *
Price	3 *	7 *	11 1%	7 *	11 1% ^{klf}	3 *	7 *	4 *	7 1%	6 *	4 *	7 *
Health	4 *	4 *	4 *	6 *	3 *	5 *	3 *	1 *	2 *	1 *	1 *	3 *
Complaints Procedures	9 1% ^{dghjkl}	4 *	3 *	4 * ^l	3 *	2 *	2 *	2 *	3 *	1 *	1 *	-

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Maintaining Standards / Regulations	11 1%	26 2%agh	25 2%agh	33 2%aghij	19 1%h	27 2%agh	11 1%	8 1%	24 2%agh	16 1%	19 1%h	15 1%
How food is grown / Farmed	9 1%ej	6 1%	8 1%	4 1%	6 1%	4 1%	2 1%	8 1%gj	9 1%gj	2 1%	4 1%	5 1%
Advertising	3 1%	2 1%	-	7 1%cejl	1 1%	3 1%	3 1%	2 1%	1 1%	1 1%	2 1%	-
Effect on the Environment	3 1%	3 1%	-	1 1%	-	1 1%	1 1%	1 1%	2 1%	-	-	-
What goes into our food (additives/chemicals etc.)	9 1%	22 1%ai	32 2%aak	28 2%aik	16 1%	31 2%aak	24 2%ai	19 1%	10 1%	21 1%a	12 1%	22 2%ai
Sales of food in shops/restaurants	-	11 1%a	17 1%ahk	17 1%ahk	7 1%a	10 1%a	8 1%a	5 1%a	13 1%a	8 1%a	6 1%a	13 1%a
Health and Safety standards	-	6 1%a	7 1%a	1 1%	6 1%a	3 1%	4 1%	2 1%	4 1%a	2 1%	3 1%	2 1%
Infections/diseases in/contaminated foods	-	2 1%	10 1%abh	4 1%	6 1%a	7 1%a	4 1%a	2 1%	3 1%	3 1%	5 1%a	3 1%
Control where food comes from/food origin	-	4 1%	6 1%a	10 1%al	6 1%al	17 1%abcehikl	13 1%abhkl	4 1%a	5 1%a	13 1%abhkl	3 1%	1 1%
Food labelling	-	2 1%ab	11 1%ab	4 1%	5 1%a	13 1%abdk	5 1%a	9 1%ab	5 1%a	6 1%a	3 1%	8 1%ab
Freshness of food	-	3 1%	5 1%a	5 1%a	5 1%a	1 1%	6 1%af	1 1%	1 1%	3 1%	2 1%	3 1%
To ensure food products are/contain what they claim	-	-	6 1%ab	2 1%	5 1%ab	27 2%abcdeghik	5 1%ab	10 1%abd	12 1%abd	14 1%abdg	12 1%abd	15 1%abcdeg
Food preparation	-	-	5 1%ab	14 1%abik	9 1%ab	5 1%ab	7 1%ab	11 1%ab	12 1%abik	16 1%abcfk	4 1%b	13 1%abckl

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

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Sugar content of food	-	-	-	6 *abcd	1	3	3	4 *bc	2	4	3	1
Cleanliness (no further detail)	-	-	-	4	11	3	7 *abc	6 *abc	6 *abc	9 1%abc	5 *abc	7 *abc
Training/educating people (in hygiene)	-	-	-	9	6	2	-	1	-	1	1	3
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6 *abcgij	4 *abcgij	2	-	2	-	-	1	-
Food handling	-	-	-	-	-	-	-	-	1	2	1	-
(Food) Safety (no further detail)	-	-	-	-	-	1	10 1%abcdefk	5 *abcde	6 *abcde	3	1	7 *abcdef
GM foods	-	-	-	-	-	2	1	1	2	3	2	2
Horse meat \ fraud \ ensuring meat is what it claims to be	-	-	-	-	-	14	6	4	4	5	2	1
Processing of food	-	-	-	-	-	-	-	-	4 *bfg	3	-	2
Ratings	-	-	-	-	-	-	-	-	1	-	3	-
Other	21 1%	37 2%kl	32 2%ik	29 2%l	25 2%	25 2%	22 2%	28 2%l	13 1%	24 2%	15 1%	18 1%
Don't know	328 23%eghi jl	363 24%fgh jkl	332 22%ghij	333 22%ghij	309 22%ghij	312 21%ijl	282 19%il	262 18%l	209 15%	251 17%	265 20%il	220 15%
Average number of mentions	2.03cd	1.97cd	1.81	1.83	2.19abcdh	2.08cd	2.09bcd	2.05cd	2.30abcdfghk	2.26abcdfghk	2.10bcd	2.39abcdefghk
Standard deviation	1.51	1.45	1.27	1.28	1.51	1.50	1.52	1.47	1.71	1.66	1.54	1.71

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

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

	ADDITIONAL COUNTRY											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Ensuring the food you buy is safe to eat	1184 82%	1295 86%ae	1241 84%	1251 84%	1148 81%	1293 86%ae	1298 87%acde	1254 87%acde	1268 89%abcdefk	1290 87%acde	1164 86%ae	1256 88%abcdef
Date labels, such as "best before" and "use by" labels	914 63%	965 64%	935 63%	929 62%	938 66%cd	956 63%	972 65%	957 66%cd	1012 71%abcdefghijk	990 67%acdf	866 64%	968 68%abcdefk
Nutrition labelling information, such as traffic light labelling	783 54%	831 55%	828 56%	841 56%	811 57%	850 56%	886 59%ab	874 60%abcdf	914 64%abcdefgh	914 62%abcdef	829 61%abcdef	911 64%abcdefgh
Country of origin labels, which identify where food comes from	662 46%	741 49%	717 48%	693 47%	647 46%	804 53%abcde	792 53%abcde	809 56%abcdek	833 59%abcdefgjk	800 54%abcde	701 52%ade	811 57%abcdefgk
Promoting and enabling healthy eating and healthy lifestyles	620 43%edfg	656 43%edfg	672 45%defghijk	578 39%	582 41%	578 38%	577 39%	579 40%	666 47%adefghijkl	574 39%	545 40%	596 42%
Promoting food safety in the home	555 38%ef	551 37%	579 39%efh	536 36%	472 33%	501 33%	548 37%	503 35%	610 43%abcdefghijkl	528 36%	490 36%	550 39%efh
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	507 35%ef	525 35%ef	488 33%e	474 32%e	395 28%	453 30%	499 33%e	464 32%e	577 41%abcdefghij	536 36%defh	514 38%cdefgh	560 39%abcdefgh
Quality / standard of the food	-	73 5%akl	57 4%ak	90 6%acekl	54 4%ak	83 6%acekl	82 6%acekl	69 5%akl	60 4%ak	66 4%akl	30 2%a	42 3%a
The way food is stored/ transported (correct temperatures etc.)	-	8 1%a	18 1%abfk	17 1%ak	20 1%abfk	8 1%a	15 1%ak	13 1%ak	12 1%a	11 1%a	4 *	9 1%a
Manufacturing/ production/packaging of food	-	36 2%aghi	29 2%al	29 2%al	32 2%agjl	26 2%al	19 1%a	19 1%a	23 2%a	18 1%a	23 2%al	12 1%a

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Fats/salt content in food	-	5	5	6	7	5	5	4	3	3	3	6
	-	*a	*a	*a	1%a	*a	*a	*	*	*	*	*a
Hygiene	-	62	62	59	46	52	50	29	52	57	31	40
	-	4%ahk	4%ahkl	4%ahk	3%ah	3%ah	3%ah	2%a	4%ahk	4%ahk	2%a	3%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	36	55	44	33	28	31	38	30	30	30	24
	-	2%a	4%abefgijkl	3%af	2%a	2%a	2%a	3%a	2%a	2%a	2%a	2%a
Animal welfare	-	31	33	34	35	25	25	26	20	34	18	28
	-	2%a	2%a	2%a	2%ak	2%a	2%a	2%a	1%a	2%a	1%a	2%a
Weight & Measures	-	7	-	5	5	4	5	5	1	1	3	1
	-	*acij	-	*ac	*ac	*	*ac	*ac	*	*	*	*
Health & Hygiene Certificates	-	2	2	4	2	-	4	4	2	2	2	-
	-	*	*	*	*	-	*	*aff	*	*	*	-
Everything / All food issues	-	16	10	13	14	15	14	14	10	12	5	16
	-	1%ak	1%a	1%a	1%ak	1%ak	1%a	1%ak	1%a	1%a	*a	1%ak
Food imports / Exports	-	7	4	4	3	7	6	5	5	3	1	2
	-	*a	*a	*a	*	*ak	*a	*a	*a	*	*	*
Price	-	8	11	7	11	7	7	5	7	6	4	7
	-	1%a	1%af	*a	1%af	*	*a	*a	1%a	*a	*a	*a
Health	-	4	4	6	3	5	3	1	2	1	*	3
	-	*	*	*	*	*a	*	*	*	*	*	*
Complaints Procedures	-	4	3	5	3	2	2	2	3	2	1	-
	-	*	*	*aj	*	*	*	*	*	*	*	*
Maintaining Standards / Regulations	-	26	25	33	19	27	11	8	24	16	19	15
	-	2%agh	2%agh	2%aghijl	1%ah	2%agh	1%a	1%a	2%agh	1%a	1%ah	1%a
How food is grown / Farmed	-	6	8	4	6	4	2	9	9	2	4	5
	-	*a	1%a	*a	*a	*	*	1%agj	1%agj	*	*	*a

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Advertising	-	3	-	7	1	3	3	2	1	1	2	-
	-	*	-	*acejl	*	*	*	*	*	*	*	*
Effect on the Environment	-	3	-	1	-	1	1	1	2	-	-	-
	-	*	-	*	-	*	*	*	*	-	-	-
What goes into our food (additives/chemicals etc.)	-	22	32	28	16	31	24	20	11	21	12	22
	-	1%a	2%aek	2%aik	1%a	2%aek	2%a	1%a	1%a	1%a	1%a	2%a
Sales of food in shops/restaurants	-	11	17	17	8	10	8	6	13	8	6	13
	-	1%a	1%ahk	1%ahk	1%a	1%a	1%a	*a	1%a	1%a	*a	1%a
Health and Safety standards	-	6	7	1	6	3	4	2	4	2	3	2
	-	*a	*a	*	*a	*	*	*	*a	*	*	*
Infections/diseases in/contaminated foods	-	2	10	4	6	7	4	2	3	3	5	3
	-	*	1%abh	*	*a	*a	*a	*	*	*	*a	*
Control where food comes from/food origin	-	4	6	11	6	17	13	4	5	13	3	1
	-	*	*a	1%al	*al	1%abcehikl	1%abhkl	*a	*a	1%abhkl	*	*
Food labelling	-	2	11	4	5	13	5	10	6	6	3	9
	-	*	1%ab	*	*a	1%abdk	*a	1%ab	*a	*a	*	1%ab
Freshness of food	-	3	5	5	5	1	7	1	1	3	2	3
	-	*	*a	*a	*a	*	*aji	*	*	*	*	*
To ensure food products are/contain what they claim	-	-	6	2	5	27	5	10	13	14	12	15
	-	-	*ab	*	*ab	2%abcdeghk	*ab	1%abd	1%abdg	1%abdg	1%abd	1%abcdg
Food preparation	-	-	5	14	9	5	7	11	12	16	4	13
	-	-	*ab	1%abfk	1%ab	*ab	*ab	1%ab	1%abfk	1%abcfk	*b	1%abcfk
Sugar content of food	-	-	-	6	1	3	3	4	2	4	3	1
	-	-	-	*abcd	*	*	*	*bc	*	*	*	*
Cleanliness (no further detail)	-	-	-	4	12	3	7	6	6	9	5	7
	-	-	-	*abc	1%abcdfl	*	*abc	*abc	*abc	1%abc	*abc	*abc

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WAVE											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Training/educating people (in hygiene)	-	-	-	9	7	2	-	1	-	1	1	3
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6	4	2	-	2	-	*	1	-
Food handling	-	-	-	-	1	-	-	-	1	2	1	-
(Food) Safety (no further detail)	-	-	-	-	11	1	10	6	6	3	1	7
GM foods	-	-	-	-	5	2	1	1	2	3	2	2
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	14	6	4	4	5	2	1
Processing of food	-	-	-	-	-	-	-	-	4	3	-	2
Ratings	-	-	-	-	-	-	-	-	1	-	3	-
Other	-	38	32	31	27	25	22	30	13	24	19	18
Don't know	96	69	72	72	83	59	69	57	35	56	66	53
Average number of mentions	4.10	4.16	4.20	4.10	4.07	4.07	4.20	4.19	4.51	4.25	4.17	4.37
Standard deviation	2.07	2.07	2.13	2.14	2.10	2.09	2.14	1.99	2.00	2.04	2.06	2.03
Standard error	0.06	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Ensuring the food you buy is safe to eat	584 83%	624 85%	597 83%	599 84%	563 82%	618 86%	626 87%ace	589 85%	611 88%acde	611 86%	553 85%	621 90%abcdehjk	599 81%	671 87%mq	644 85%q	653 84%q	585 80%	675 86%mq	673 87%mq	665 88%mpq
Date labels, such as "best before" and "use by" labels	419 59%	432 59%	433 60%	422 59%	442 65%bd	459 64%	447 62%	447 64%b	477 69%abcdgk	471 67%abcd	401 62%	465 68%abc dgk	495 67%	533 69%r	501 66%	507 65%	496 68%	497 63%	525 68%	510 68%
Nutrition labelling information, such as traffic light labelling	355 50%	392 53%	384 54%	388 54%	388 57%a	399 55%	420 59%a	383 55%	433 62%abcd ehn	432 61%abcd fh	392 60%abcd	448 65%abcdehgh	429 58%	439 57%	443 58%	453 58%	423 58%	451 57%	465 60%	491 65%mmoprs
Country of origin labels, which identify where food comes from	301 43%	346 47%	331 46%	302 42%	304 45%	377 52%acde	373 52%acde	373 54%abcd e	400 57%abcd egk	391 55%abcd e	338 52%acde	403 58%abcdehgh	362 49%	395 51%	386 51%	390 50%	343 47%	426 54%mq	419 54%mq	436 58%mmopqw
Promoting and enabling healthy eating and healthy lifestyles	292 41%	320 44%dfg	331 46%dfg	269 38%	269 39%	273 38%	278 38%	278 40%	318 46%defghjk	276 39%	261 40%	298 43%dfg	327 44%uv	336 43%	342 45%sv	310 40%	313 43%	305 39%	307 40%	302 40%
Promoting food safety in the home	269 38%	277 38%	276 38%	260 37%	234 34%	246 34%	255 35%	249 36%	301 43%bdefghj	244 35%	252 39%	278 41%efghj	286 38%qr	275 35%	297 39%qrtw	275 35%	239 33%	255 32%	293 38%qr	254 34%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	232 33%e	244 33%ef	216 30%	216 30%	176 26%	202 28%	215 30%	210 30%	274 39%abcd efgjhj	237 34%ef	245 38%cdef gh	278 40%abcdehghj	274 37%qr	281 36%q	272 36%q	258 33%	219 30%	251 32%	284 37%q	254 34%
Quality / standard of the food	-	42 6%akl	28 4%a	50 7%acekl	24 4%a	48 7%acekl	41 6%akl	39 6%ak	34 5%ak	39 6%akl	15 2%a	23 3%a	-	31 4%mw	29 4%am	41 5%mw	30 4%mw	35 4%mw	41 5%mw	30 4%mw
The way food is stored/ transported (correct temperatures etc.)	-	4	11	7	7	4	11	4	6	9	-	4	-	4	7	10	13	4	5	9
	-	*	2%ak	1%ak	1%ak	1%	2%ak	1%	1%ak	1%ak	-	1%	-	1%am	1%am	1%mv	2%mmrsv	1%	1%am	1%mv

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Ensuring the food you buy is safe to eat	656 90%mnop qrsx	679 88%mnopq	611 87%mq	635 87%mq
Date labels, such as "best before" and "use by" labels	535 74%mnop qrstvw	519 67%	465 66%	502 69%r
Nutrition labelling information, such as traffic light labelling	481 66%mnop qrs	482 63%nr	436 62%n	464 63%mnopq
Country of origin labels, which identify where food comes from	433 60%mnop qrsww	409 53%q	363 52%	408 56%mpq
Promoting and enabling healthy eating and healthy lifestyles	347 48%prst vw	298 39%	284 40%	298 41%
Promoting food safety in the home	309 42%npqr twx	284 37%	238 34%	269 37%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	302 42%nopq rt	299 39%pqrt	269 38%pqr	281 38%pqr
Quality / standard of the food	25 3%m	26 3%m	15 2%m	19 3%m
The way food is stored/ transported (correct temperatures etc.)	6 1%m	2 *	4 1%m	5 1%m

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Manufacturing/ production/packaging of food	-	21	19	10	16	11	9	9	12	11	10	6	-	15	10	19	15	15	10	10
Fat/salt content in food	-	3	3	4	6	3	4	4	1	1	2	3	-	2	2	2	2	1	1	-
Hygiene	-	36	28	27	21	22	26	11	25	32	10	18	-	26	34	32	25	30	23	18
Ensuring/inspecting hygiene/cleanliness in food establishments	-	14	28	18	17	15	12	24	14	14	10	12	-	22	27	26	16	13	19	14
Animal welfare	-	15	13	17	21	13	16	10	6	16	11	11	-	16	20	18	14	12	9	16
Weight & Measures	-	1	-	1	3	3	2	2	-	1	-	1	-	6	-	3	2	*	4	2
Health & Hygiene Certificates	-	2	1	2	2	-	1	3	2	-	2	-	-	-	1	1	-	-	3	1
Everything / All food issues	-	9	6	4	9	13	7	6	7	4	7	7	-	7	5	9	6	3	7	8
Food imports / Exports	-	6	2	2	1	4	2	3	4	1	-	1	-	1	2	2	2	3	5	2
Price	-	5	6	3	6	3	5	-	5	2	2	3	-	3	5	5	5	*	1	5
Health	-	3	3	2	3	3	3	-	1	1	-	-	-	1	1	4	1	2	-	1

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Manufacturing/ production/packaging of food	11 1% <i>m</i>	7 1% <i>m</i>	13 2% <i>m</i>	6 1% <i>m</i>
Fat/salt content in food	2 *	2 *	2 *	3 *
Hygiene	27 4% <i>m</i>	25 3% <i>m</i>	21 3% <i>m</i>	22 3% <i>m</i>
Ensuring/inspecting hygiene/cleanliness in food establishments	16 2% <i>m</i>	16 2% <i>m</i>	20 3% <i>m</i>	12 2% <i>m</i>
Animal welfare	14 2% <i>m</i>	18 2% <i>m</i>	8 1% <i>m</i>	17 2% <i>m</i>
Weight & Measures	1 *	- *	3 *	- *
Health & Hygiene Certificates	- *	2 *	- *	- *
Everything / All food issues	3 *	11 1% <i>m</i> <i>rw</i>	1 *	9 1% <i>m</i> <i>w</i>
Food imports / Exports	1 *	3 *	1 *	1 *
Price	3 *	4 1% <i>m</i>	2 *	4 1% <i>m</i>
Health	1 *	- *	- *	3 *

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Complaints Procedures	-	2	1	2	-	2	1	-	-	1	-	-	-	2	2	3	3	-	1	2
Maintaining Standards / Regulations	-	13	15	13	14	16	7	5	15	8	8	10	-	13	10	20	5	11	4	3
How food is grown / Farmed	-	4	4	2	3	2	1	4	5	1	*	4	-	2	4	2	3	2	1	5
Advertising	-	2	-	5	-	1	2	-	-	1	2	-	-	1	-	2	1	2	1	2
Effect on the Environment	-	-	-	1	-	1	-	-	-	-	-	-	-	3	-	-	-	-	1	1
What goes into our food (additives/chemicals etc.)	-	11	13	12	4	16	14	10	6	10	4	8	-	11	19	15	12	15	10	10
Sales of food in shops/restaurants	-	6	8	8	4	7	4	2	4	7	2	8	-	6	8	9	4	3	4	4
Health and Safety standards	-	2	4	1	4	3	4	2	1	2	1	1	-	5	3	-	2	-	-	-
Infections/diseases in contaminated foods	-	1	5	1	5	2	1	2	2	-	2	2	-	1	5	3	1	5	4	-
Control where food comes from/food origin	-	-	3	4	2	10	8	3	4	7	2	-	-	4	2	7	3	7	6	1
Food labelling	-	2	3	3	1	6	1	5	5	3	1	2	-	-	8	1	3	7	4	5

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Complaints Procedures	3 *	1 *	1 *	- .
Maintaining Standards / Regulations	8 1% <i>m</i>	8 1% <i>m</i>	11 2% <i>mst</i>	6 1% <i>m</i>
How food is grown / Farmed	4 1% <i>m</i>	1 *	3 *	1 *
Advertising	1 *	- .	- .	- .
Effect on the Environment	2 *	- .	- .	- .
What goes into our food (additives/chemicals etc.)	5 1% <i>m</i>	11 1% <i>m</i>	8 1% <i>m</i>	15 2% <i>mu</i>
Sales of food in shops/restaurants	9 1% <i>mv</i>	2 *	4 1% <i>m</i>	5 1% <i>m</i>
Health and Safety standards	3 *	- .	2 *	1 *
Infections/diseases in/contaminated foods	1 *	3 *	3 *	1 *
Control where food comes from/food origin	1 *	7 1% <i>mtx</i>	2 *	1 *
Food labelling	1 *	3 *	2 *	6 1% <i>mnp</i>

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Freshness of food	-	1	2	1	3	1	2	-	-	2	-	-	-	2	3	4	2	-	5	1
To ensure food products are/contain what they claim	-	*	*	*	*	*	*	*	*	*	*	*	-	*	*	1%mr	*	-	1%mr	*
Food preparation	-	-	4	6	2	4	3	9	8	7	1	8	-	-	1	8	8	1	5	2
Sugar content of food	-	-	1%ab	1%ab	*	1%	*	1%abek	1%abek	1%abk	*	1%abk	-	-	*	1%mnor	1%mnor	*	1%mn	*
Cleanliness (no further detail)	-	-	-	4	1	2	3	3	1	2	-	-	-	-	-	2	-	1	-	1
Training/educating people (in hygiene)	-	-	-	1	6	-	5	4	1	7	2	2	-	-	-	*	3	6	3	2
Public health/consumer advice/information (when food scares/recalls)	-	-	-	6	2	1	-	1	-	1	-	1	-	-	-	3	5	1	-	-
Food handling	-	-	-	1%abcgi	*	*	-	*	-	*	-	*	-	-	-	*	1%mnost	*	-	-
(Food) Safety (no further detail)	-	-	-	jk	3	-	-	-	-	1	-	-	-	-	-	1	1	2	-	2
GM foods	-	-	-	1%abcfj	*	*	-	-	-	*	-	-	-	-	-	*	1%mnopw	*	1%mnopr	1%mnop
Horse meat scan/fraud/ensuring meat is what it claims to be	-	-	-	1	6	4	2	3	1	1	5	1	-	-	-	-	4	1	7	4
	-	-	-	1%abcd	-	1%	*	*	*	*	1%abcd	*	-	-	-	-	-	-	w	-
	-	-	-	j	4	1	1	2	1	-	-	-	-	-	-	-	1	1	1	-
	-	-	-	1%	*	*	*	*	*	*	*	*	-	-	-	-	*	*	*	*
	-	-	-	9	3	1	1	3	1	1	1	-	-	-	-	-	5	3	3	3
	-	-	-	1%abcde	*	*	*	*	*	*	*	*	-	-	-	-	1%mnopq	*	*	*
	-	-	-	hkl	*	*	*	*	*	*	*	*	-	-	-	-	x	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Freshness of food	1 *	2 *	2 *	3 *
To ensure food products are/contain what they claim	6 1%mn	10 1%mpqqs	9 1%mpqqs	8 1%mpqqs
Food preparation	4 1%mn	9 1%mnor	3 *	5 1%mn
Sugar content of food	1 *	2 *	3 *	1 *
Cleanliness (no further detail)	5 1%mmo	2 *	3 *	5 1%mmo
Training/educating people (in hygiene)	-	1 *	1 *	2 *
Public health/consumer advice/information (when food scares/recalls)	-	* *	-	-
Food handling	1 *	2 *	1 *	-
(Food) Safety (no further detail)	3 *	3 *	-	2 *
GM foods	-	2 *	2 *	2 *
Horse meat scandal/fraud/ensuring meat is what it claims to be	4 1%n	2 *	1 *	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	700	715	726	751	668	791	792	690	753	821	682	757	806	841	774	808	778	843	810	832
Weighted Base	705	734	718	712	682	720	718	694	695	707	651	689	743	776	762	777	731	787	776	752
Processing of food	-	-	-	-	-	-	-	-	4	1	-	2	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-
Other	-	17	17	16	13	20	12	17	8	11	9	11	-	21	15	15	14	5	10	12
Don't know	44	34	35	40	37	26	30	32	17	27	36	25	52	35	37	32	46	33	39	25
	6%fij	5%i	5%i	6%i	5%i	4%	4%	5%i	2%	4%	6%i	4%	7%np 7%uwx	3%msu 5%u	2%mr 5%u	2%mr 4%	2%mr 6%stuvx	1% 4%	1% 5%u	2% 3%
Average number of mentions	3.92	4.08	4.09	4.01	4.02	4.08	4.10	4.11	4.43abc defghjk	4.22a	4.15	4.44ab cdefgh jk	4.27	4.23	4.30r	4.18	4.13	4.07	4.29r	4.26
Standard deviation	2.05	2.13	2.14	2.14	2.06	2.14	2.17	2.08	1.97	2.02	2.05	2.01	2.08	2.01	2.11	2.14	2.14	2.04	2.12	1.91
Standard error	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.08	0.07	0.08	0.07	0.08	0.08	0.08	0.07	0.08	0.07

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	FEMALE			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	770	849	763	807
Weighted Base	728	769	703	732
Processing of food	-	2	-	-
Ratings	-	*	-	-
Other	-	-	1	-
Don't know	-	-	*	-
	6	13	10	7
	1% _m	2% _m	1% _m	1% _m
	19	29	30	28
	3%	4%	4%	4%
Average number of mentions	4.58 _{mno}	4.28 _r	4.20	4.30 _r
Standard deviation	pqrstvw			
Standard error	x			
	2.03	2.07	2.07	2.05
	0.07	0.07	0.08	0.07

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Ensuring the food you buy is safe to eat	152 78%	176 83%e	166 83%e	170 81%	143 73%	171 81%	155 82%	166 82%e	159 87%ae	163 82%e	148 81%	137 83%e	197 83%	216 88%p	198 82%	220 80%	191 82%	226 86%	217 86%	212 86%
Date labels, such as "best before" and "use by" labels	113 58%	122 58%	106 53%	114 55%	107 55%	128 60%	125 66%cde	115 57%	126 69%abcd ehk	121 61%	105 57%	107 65%c	159 67%	161 65%	158 66%	176 64%	157 67%	166 63%	164 65%	162 66%
Nutrition labelling information, such as traffic light labelling	100 52%e	97 46%	88 44%	91 44%	75 38%	93 44%	92 49%	109 54%ce	105 57%bcde f	110 55%odef	93 51%e	90 54%ce	115 48%	135 55%	140 58%lm	158 58%lm	131 56%	153 58%lm	145 57%	156 64%mn
Country of origin labels, which identify where food comes from	81 42%e	76 36%	71 35%	72 35%	57 29%	92 44%e	78 41%e	85 42%e	93 51%bcde j	71 36%	75 41%e	72 43%e	90 38%	119 48%lm	108 45%	120 44%	98 42%	124 47%	134 53%mpq	136 56%mpqq
Promoting and enabling healthy eating and healthy lifestyles	81 42%edgh	90 43%dgh	70 35%d	52 25%	66 34%	75 35%d	59 31%	62 31%	71 38%ed	73 37%d	66 36%d	55 34%	100 42%	98 40%	107 45%	106 38%	91 39%	99 38%	99 39%	96 39%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	80 41%def	66 31%	57 32%e	27%	43 22%	65 31%	67 35%e	67 33%e	75 41%def	83 42%bbdef	69 38%de	60 37%e	79 33%	96 39%qvw	74 31%	94 34%	67 29%	73 28%	94 37%r	94 38%qr
Promoting food safety in the home	66 34%	55 26%	53 26%	55 27%	55 28%	66 31%	52 28%	55 27%	61 33%	62 31%	61 33%	57 35%	89 37%rv	101 41%rv	90 38%rv	98 36%rv	76 32%	72 27%	92 37%rv	96 39%rv
Quality / standard of the food	-	8 4%a	5%ah	8%a	6 3%a	5 3%a	9 5%ah	2 1%	11 6%ahk	6 3%a	3 1%	3 2%	-	8 3%lm	7 3%lm	24 9%lmnoqt uvw	8 3%lm	14 5%lm	17 7%lmw	7 3%lm
The way food is stored/ transported (correct temperatures etc.)	-	-	3 2%	1 1%	2 1%	-	2 1%	1 *	2 1%	2 1%	-	1 1%	-	1 *	1 *	4 2%	2 1%	3 1%	2 1%	-
Manufacturing/ production/packaging of food	-	3 1%	3 2%	3 1%	3 2%	2 1%	-	4 2%	1 1%	-	2 1%	1 1%	-	1 1%	3 1%	7 2%mx	1 1%	4 1%	4 2%	1 1%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Ensuring the food you buy is safe to eat	224 91% ^{mopq} w	219 86%	198 84%	204 88% ^p
Date labels, such as "best before" and "use by" labels	167 68%	155 61%	154 66%	150 65%
Nutrition labelling information, such as traffic light labelling	142 58%	139 55%	150 64% ^{mn}	144 62% ^m
Country of origin labels, which identify where food comes from	129 52% ^{mq}	114 45%	130 55% ^{mopq} v	132 57% ^{mopqrv}
Promoting and enabling healthy eating and healthy lifestyles	115 47% ^{rv}	90 35%	90 38%	90 39%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	100 41% ^{oqrv}	76 30%	95 41% ^{oqrv}	96 41% ^{oqrv}
Promoting food safety in the home	105 43% ^{qrv}	69 27%	86 37% ^{rv}	104 45% ^{qrv}
Quality / standard of the food	5 2% ^m	13 5% ^m	6 2% ^m	9 4% ^m
The way food is stored/ transported (correct temperatures etc.)	3 1%	2 1%	1 1%	2 1%
Manufacturing/ production/packaging of food	5 2%	6 2% ^{mx}	2 1%	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Fats/salt content in food	-	-	1	-	-	-	1	-	2	-	-	-	-	1	-	1	1	-	1	3
Hygiene	-	7	7	4	3	9	7	6	9	4	4	4	-	12	15	12	4	8	8	3
Ensuring/inspecting hygiene/cleanliness in food establishments	-	3%a	4%a	2%	2%	4%a	4%a	3%a	5%a	2%	2%	2%a	-	5%mtu	6%mqtw	4%mtu	2%lm	3%lm	3%lm	7%
Animal welfare	-	2	3	3	4	4	1	3	-	1	2	1	-	1	3	7	1	1	2	3
Weight & Measures	-	1%	1%	1%	2%a	2%	1%	1%	-	1%	1%	-	-	-	2%mnx	-	1%	1%	1%	1%
Health & Hygiene Certificates	-	-	-	1	-	-	-	1	-	-	-	-	-	2	-	1	-	-	-	-
Everything / All food issues	-	1	-	1	-	2	-	1	-	2	-	2	-	1	-	1	-	-	1	3
Food imports / Exports	-	1%	-	-	-	1%	-	1%	-	1%	-	1%	-	2%	-	2%mw	-	2%	1%	1%
Price	-	1	2	1	-	-	1	-	1	-	1	-	-	-	1	2	1	-	-	-
Health	-	-	1	1	-	-	-	-	1	-	-	-	-	-	1%	1%	1	3	-	-
Complaints Procedures	-	1	1	-	-	-	-	-	-	-	-	-	-	1	2	-	-	1	-	-
Maintaining Standards / Regulations	-	2	4	1	6	3	-	-	2	1	-	2	-	3	4	9	-	9	3	1
How food is grown / Farmed	-	1%	2%	1%	3%aghk	2%	-	-	1%	1%	-	1%	-	1%	2%	3%mqtw	-	3%mqtw	1%	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Fats/salt content in food	-	-	-	-
Hygiene	3 1%	11 4%mu	5 2% <i>m</i>	8 4% <i>m</i>
Ensuring/inspecting hygiene/cleanliness in food establishments	3 1%	6 2% <i>m</i>	3 1%	6 3% <i>m</i>
Animal welfare	2 1%	7 3% <i>m</i> <i>n</i> <i>x</i>	1 1%	-
Weight & Measures	-	-	-	-
Health & Hygiene Certificates	-	-	-	-
Everything / All food issues	3 1%	1 *	-	3 1%
Food imports / Exports	-	-	-	-
Price	1 1%	-	2 1%	1 *
Health	-	-	-	-
Complaints Procedures	-	-	-	-
Maintaining Standards / Regulations	7 3% <i>m</i> <i>q</i> <i>t</i>	3 1%	1 1%	3 1%
How food is grown / Farmed	1 *	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	3 1%	4 2%	4 2%	-	4 2%	2 1%	* *	-	2 1%	2 1%	1 1%	-	1 *	5 2%muw	3 1%	3 1%	8 3%mmstuw	1 *	1 1%
Sales of food in shops/restaurants	-	-	1 *	1 *	2 1%	-	-	-	1 1%	* 2%	3 2%	2 1%	-	1 *	2 1%	3 1%	1 *	-	1 *	4 1%
Health and Safety standards	-	-	1 *	-	-	-	1 1%	-	1 1%	-	-	-	-	4 2%pr	2 1%	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	2 1%	1 *	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	2 1%	1 *	-
Control where food comes from/food origin	-	1 1%	-	1 1%	-	-	-	-	-	2 1%	-	-	-	-	-	2 1%	2 1%	2 1%	3 1%	-
Food labelling	-	-	1 *	1 *	-	1 *	-	1 1%	1 1%	-	-	-	-	-	3 1%	-	-	2 1%	2 1%	-
Freshness of food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	1 *	-
To ensure food products are/contain what they claim	-	-	-	1 *	-	2 1%	-	1 1%	1 1%	-	1 *	2 1%	-	-	2 1%	-	-	6 2%mpqpx	1 1%	1 1%
Food preparation	-	-	1 *	3 1%	1 1%	-	-	* 2%	3 2%	-	1 *	2 1%	-	-	1 *	3 1%	-	1 *	1 *	4 2%
Sugar content of food	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	3 1%
Cleanliness (no further detail)	-	-	-	-	1 *	2 1%	1 *	-	-	2 1%	* *	-	-	-	-	-	1 *	-	1 1%	1 1%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Advertising	-	-	1	-
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	2 1%	-	6 3%muw
Sales of food in shops/restaurants	-	2 1%	1 *	3 1%
Health and Safety standards	-	2 1%	2 1%	-
Infections/diseases in/contaminated foods	-	*	1 *	1 1%
Control where food comes from/food origin	2 1%	2 1%	2 1%	-
Food labelling	2 1%	1 *	1 *	-
Freshness of food	-	-	-	-
To ensure food products are/contain what they claim	3 1%	5 2%np	4 2%p	-
Food preparation	4 2%	3 1%	-	3 1%
Sugar content of food	-	1 *	-	-
Cleanliness (no further detail)	-	2 1%	-	4 2%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	191	192	203	200	190	206	168	199	186	196	200	186	222	255	232	263	215	260	225	238
Weighted Base	194	211	201	208	196	211	190	201	183	199	183	165	238	247	240	274	234	264	252	245
Training/educating people (in hygiene)	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	3	5	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
Food handling	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
(Food) Safety (no further detail)	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	5	1	2	-
GM foods	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Horse meat scanal/fraud/ensuring meat is what it claims to be	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	2	1	-	1	-	-	-	-	-	-	-	-	2	1	1
Ratings	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	*
Other	-	7	4	-	2	1	6	3	1	2	1	1	-	5	8	2	5	3	4	5
Don't know	14	10	10	19	18	16	9	13	7	16	17	8	19	6	13	14	10	8	14	10
Average number of mentions	3.93de	3.61	3.52	3.44	3.30	3.74e	3.72	3.66	4.16bcd	3.90de	3.87e	3.85e	4.02	4.05	4.20	4.14	3.83	3.89	4.23	4.28qr
Standard deviation	2.11	1.86	2.03	1.95	1.89	1.90	2.10	1.98	1.87	2.08	2.13	2.00	2.05	2.08	2.02	2.16	1.93	2.10	2.14	2.09
Standard error	0.16	0.14	0.15	0.15	0.14	0.14	0.17	0.15	0.14	0.16	0.16	0.15	0.14	0.13	0.14	0.14	0.13	0.13	0.15	0.14

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	26-35			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	231	236	221	216
Weighted Base	246	254	234	232
Training/educating people (in hygiene)	-	1 1%	-	-
Public health/consumer advice/information (when food scares/recalls)	-	*	1 1%	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	2 1%	-	-	-
GM foods	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	1 1%	-
Processing of food	1 1%	-	-	-
Ratings	-	-	1 *	-
Other	2 1%	3 1%	5 2% m	3 1%
Don't know	3 1%	9 4%	11 5% u	9 4%
Average number of mentions	4.26qv	3.83	4.23qv	4.37qv
Standard deviation	1.93	1.99	2.05	2.08
Standard error	0.13	0.13	0.14	0.14

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402	
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403	
Ensuring the food you buy is safe to eat	310	352	345	321	302	327	351	304	310	324	260	341	340	339	329	362	329	351	354	363	
Date labels, such as "best before" and "use by" labels	83%	87%	87%	86%	85%	86%	89%a	88%	89%a	90%a	87%	89%a	84%	87%	82%	88%o	83%	90%moq	89%oq	90%moq	
Nutrition labelling information, such as traffic light labelling	240	283	269	239	251	247	268	232	256	268	196	268	259	258	261	271	274	267	256	290	
Country of origin labels, which identify where food comes from	64%	70%	68%	64%	71%	65%	68%	68%	73%adf	74%adf	66%	70%	64%	66%	65%	66%	69%	68%	64%	72%mos	
Promoting and enabling healthy eating and healthy lifestyles	221	249	243	229	233	231	267	220	232	262	197	260	237	230	236	256	250	242	244	261	
Promoting food safety in the home	59%	61%	61%	61%	66%	61%	68%a	64%	66%	73%abcd	66%	68%a	59%	59%	59%	62%	63%	62%	61%	65%	
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	187	219	208	192	184	217	214	193	213	211	159	229	191	213	209	208	195	224	229	251	
Quality / standard of the food	50%	54%	52%	52%	52%	57%	54%	56%	61%acde	58%a	53%	60%acd	47%	55%	52%	50%	49%	57%mq	57%mpq	62%mnopq	
The way food is stored/ transported (correct temperatures etc.)	155	192	188	168	150	139	161	134	166	157	121	162	175	170	192	171	181	151	160	188	
	41%	47%fh	47%fh	45%l	43%	37%	41%	39%	47%fh	44%	41%	43%	43%	43%	48%rsv	42%	46%rv	39%	40%	47%rv	
	146	147	169	147	119	128	155	114	147	133	109	128	159	157	166	159	137	137	147	153	
	39%	36%	43%efh	39%	34%	34%	39%	33%	42%efh	37%	36%	34%	39%	40%	42%	38%	36%	35%	37%	38%	
	131	141	131	137	105	103	133	101	128	144	104	147	133	137	131	123	104	122	121	130	
	35%l	35%l	33%	37%l	30%	27%	34%	30%	37%l	40%efh	35%l	39%efh	33%q	35%q	33%q	30%	26%	31%	30%	32%	
	-	21	14	20	15	31	25	27	19	15	7	10	-	23	20	27	18	21	21	22	
	-	5%a	4%a	5%a	4%a	8%acejk	6%akl	8%ackl	5%a	4%a	2%a	3%a	-	6%mw	5%u	7%muw	5%u	5%u	5%u	5%u	
	-	2	4	2	9	1	5	4	2	2	9	1	3	-	3	9	6	5	2	3	4
	-	1%	1%	1%	3%abdfi	*	1%a	1%	*	*	*	1%	-	1%	2%mrwx	1%u	1%u	*	1%	1%	

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Ensuring the food you buy is safe to eat	358 91%moq	357 89%moq	343 87%	352 91%moq
Date labels, such as "best before" and "use by" labels	295 75%mnops	285 71%ms	270 69%	280 72%mos
Nutrition labelling information, such as traffic light labelling	282 71%mnop qrsv	258 64%	255 65%	279 72%mnopqrstvw
Country of origin labels, which identify where food comes from	262 66%mnop qrs	256 64%mnop qw	214 55%	242 62%mnopqvw
Promoting and enabling healthy eating and healthy lifestyles	195 49%prsv	152 38%	168 43%	179 46%rv
Promoting food safety in the home	197 50%mnop qrstvw	162 41%	148 38%	167 43%qr
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	166 42%mapq rstv	137 34%q	153 39%pqrs	155 40%mapqrst
Quality / standard of the food	11 3% m	23 6% mw	10 3% m	16 4% m
The way food is stored/ transported (correct temperatures etc.)	4 1% m	4 1%	1 *	1 *

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Manufacturing/ production/packaging of food	-	12	9	5	8	9	6	5	8	3	4	3	-	12	12	12	15	8	6	6
Fat/salt content in food	-	3%aj	2%a	1%a	2%a	2%a	2%a	1%a	2%a	1%a	1%a	1%a	-	3%mx	3%mx	3%mx	4%emstuv x	2%mx	1%mx	1%mx
Hygiene	-	14	12	17	12	10	13	5	20	15	10	11	-	21	22	18	16	16	17	5
Ensuring/inspecting hygiene/cleanliness in food establishments	-	3%a	3%a	4%ah	3%a	3%a	3%a	1%a	6%ah	4%ah	3%a	3%a	-	5%mtw	6%mtw	4%mtw	4%mt	4%mt	4%mt	1%cm
Animal welfare	-	6	23	12	12	7	8	11	5	11	6	4	-	9	12	10	11	6	8	9
Weight & Measures	-	2%a	6%abfjg kl	3%a	4%al	2%a	2%a	3%a	2%a	3%a	2%a	1%a	-	2%mx	3%mx	2%mx	3%mx	2%mx	2%mx	2%mx
Health & Hygiene Certificates	-	10	11	8	8	5	10	5	6	5	9	9	-	13	14	14	20	13	6	10
Everything / All food issues	-	3%a	3%a	2%a	2%a	1%a	3%a	1%a	2%a	2%a	2%a	2%a	-	3%mx	4%mxw	3%mx	5%msuw	3%mx	2%mx	3%mx
Food imports / Exports	-	-	-	-	3	1	1	2	-	-	-	-	-	4	-	3	2	2	4	2
Price	-	-	-	-	1%	*	*	*	-	-	-	-	-	1%mx	-	1%	*	*	1%	1%
Health	-	1	3	4	-	-	-	-	-	-	-	-	-	1	1	1	1	1	2	-
	-	*	1%	1%afg	-	-	-	-	*	-	-	1%	-	*	*	*	*	*	*	*

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Manufacturing/ production/packaging of food	4 1% <i>m</i>	5 1% <i>m</i>	10 3% <i>m</i>	4 1% <i>m</i>
Fat/salt content in food	1 *	-	1 *	-
Hygiene	13 3% <i>m</i>	14 4% <i>mt</i>	7 2% <i>m</i>	11 3% <i>m</i>
Ensuring/inspecting hygiene/cleanliness in food establishments	13 3% <i>m</i>	7 2% <i>m</i>	11 3% <i>m</i>	5 1% <i>m</i>
Animal welfare	6 1% <i>m</i>	10 3% <i>m</i>	5 1% <i>m</i>	14 4% <i>mw</i>
Weight & Measures	1 *	1 *	2 1% <i>m</i>	-
Health & Hygiene Certificates	1 *	-	-	-
Everything / All food issues	3 1% <i>m</i>	3 1% <i>m</i>	3 1% <i>m</i>	5 1% <i>m</i>
Food imports / Exports	2 1% <i>m</i>	2 *	-	1 *
Price	1 *	3 1% <i>m</i>	2 1% <i>m</i>	3 1% <i>m</i>
Health	-	-	-	-

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Complaints Procedures	-	-	1	3	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	2
Maintaining Standards / Regulations	-	8	6	9	4	3	5	5	3	4	10	7	-	10	6	13	7	8	3	1
How food is grown / Farmed	-	2%a	2%a	2%a	1%	1%	1%a	2%a	1%	1%	3%af	2%a	-	3%mtx	2%a	3%mtvx	2%mt	2%mt	1%	*
Advertising	-	2	-	1	-	2	2	2	1	-	-	-	-	1	-	4	-	-	1	-
Effect on the Environment	-	1%	-	*	-	1%	1%	1%	*	-	-	-	-	*	-	1%	-	-	*	-
What goes into our food (additives/chemicals etc.)	-	11	10	7	2	6	7	6	7	5	2	4	-	5	12	11	8	10	8	9
Sales of food in shops/restaurants	-	3	4	4	1	4	1	1	7	3	1	6	-	4	7	8	3	4	4	-
Health and Safety standards	-	1%	1%	1%	*	1%	*	1%	2%agh	1%	*	2%a	-	1%mt	2%mtw	2%mtw	1%	1%mt	1%mt	-
Infections/diseases in/contaminated foods	-	2	2	-	2	-	1	1	2	-	1	-	-	-	1	1	3	1	1	-
Control where food comes from/food origin	-	1%	1%	-	1%	-	*	*	1%	-	*	-	-	*	*	1%	1%	*	*	-
Food labelling	-	1	3	1	2	5	4	1	1	2	1	-	-	-	2	5	1	5	6	3
Freshness of food	-	*	1%	1%	1%	1%al	1%	*	1%	*	1%	-	-	-	1%	1%mnwx	*	1%mnwx	1%mnwx	1%
	-	-	3	-	2	4	2	3	*	1	4	-	-	2	4	3	2	4	-	4
	-	-	1%	-	1%	1%	1%	1%	*	*	1%b	-	-	*	1%	1%	1%	1%ms	-	1%a
	-	1	2	-	-	-	1	-	-	-	-	-	-	-	-	3	4	1	4	1
	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	1%	1%	*	1%	*

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

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Complaints Procedures	2 7%	1 *	1 *	- -
Maintaining Standards / Regulations	11 3% <i>mstx</i>	5 1% <i>m</i>	5 1% <i>m</i>	2 1%
How food is grown / Farmed	5 1% <i>mv</i>	-	2 *	2 *
Advertising	-	1 *	1 *	- -
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	2 1%	7 2% <i>m</i>	4 1% <i>m</i>	7 2% <i>m</i>
Sales of food in shops/restaurants	3 1%	3 1%	1 *	2 1%
Health and Safety standards	-	-	1 *	* *
Infections/diseases in/contaminated foods	2 1%	-	-	- -
Control where food comes from/food origin	1 *	5 1% <i>mnwx</i>	-	-
Food labelling	3 1%	4 1%	1 *	2 *
Freshness of food	-	2 1%	1 *	- -

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

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
To ensure food products are/contain what they claim	-	-	1	-	3	8	1	5	2	3	4	6	-	-	-	1	2	3	1	1
	-	-	*	-	1%	2%abcdg	*	1%abd	1%	1%	1%abd	2%abd	-	-	-	*	1%	1%	*	*
Food preparation	-	-	1	4	3	2	2	4	2	5	1	5	-	-	2	3	4	1	4	2
	-	-	*	1%	1%	1%	1%	1%b	1%	1%ab	*	1%ab	-	-	1%	1%	1%	*	1%	*
Sugar content of food	-	-	-	2	1	*	*	-	-	2	-	-	-	-	-	1	-	1	-	1
	-	-	-	1%	*	*	*	-	-	1%	-	-	-	-	-	*	-	*	-	*
Cleanliness (no further detail)	-	-	-	2	3	1	3	-	1	2	-	-	-	-	-	1	2	-	*	1
	-	-	-	*	1%	*	1%	-	*	1%	-	-	-	-	-	*	1%	-	*	*
Training/educating people (in hygiene)	-	-	-	1	-	1	-	1	-	-	-	2	-	-	-	4	1	1	-	-
	-	-	-	*	-	*	-	*	-	-	-	1%	-	-	-	1%sv	*	*	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	4	-	1	-	2	-	-	-	-	-	-	-	1	3	1	-	-
	-	-	-	1%	-	*	-	1%	-	-	-	-	-	-	-	*	1%	-	-	-
Food handling	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	3	-	2	-	2	1	-	3	-	-	-	-	-	-	3	3
	-	-	-	-	1%	-	1%	-	1%	*	-	1%	-	-	-	-	-	-	1%	1%
GM foods	-	-	-	-	1	-	1	-	1	1	1	-	-	-	-	-	2	-	-	-
	-	-	-	-	*	*	*	-	*	*	*	-	-	-	-	-	*	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	5	1	-	1	2	-	-	-	-	-	-	-	2	1	2
	-	-	-	-	-	1%abcde	*	-	*	1%	-	-	-	-	-	-	-	1%	*	*
Processing of food	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
To ensure food products are/contain what they claim	5 1% <i>mno</i>	7 2% <i>mnops</i> t	3 1%	4 1%
Food preparation	1 *	7 2% <i>mnrw</i> x	1 *	- -
Sugar content of food	1 *	- -	1 *	- -
Cleanliness (no further detail)	4 1% <i>mnr</i>	3 1%	1 *	2 1%
Training/educating people (in hygiene)	- -	- -	1 *	1 *
Public health/consumer advice/information (when food scares/recalls)	- -	- -	- -	- -
Food handling	- -	- -	1 *	- -
(Food) Safety (no further detail)	2 1%	- -	1 *	2 1%
GM foods	- -	- -	1 *	1 *
Horse meat scanal/fraud/ensuring meat is what it claims to be	2 1%	2 1%	1 *	- -
Processing of food	1 *	1 *	- -	- -
Ratings	- -	- -	- -	- -

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	354	410	373	353	328	368	385	333	331	346	288	353	400	385	386	428	393	412	446	402
Weighted Base	374	406	396	372	353	378	396	344	350	360	299	381	403	391	400	413	395	391	399	403
Other	-	13	11	9	9	10	5	6	7	4	4	-	-	4	7	11	7	7	6	8
Don't know	-	3% ^{al}	3% ^a	2% ^a	3% ^a	3% ^a	1% ^a	2% ^a	2% ^a	1% ^a	1%	-	-	1% ^{mu}	2% ^{mu}	3% ^{mu}	2% ^{mu}	2% ^{mu}	1% ^{mu}	2% ^{mu}
Average number of mentions	4.17	4.37	4.44	4.25	4.28	4.15	4.38	4.19	4.54 ^{afh}	4.52 ^{afh}	4.23	4.40	4.20	4.30	4.33	4.29	4.36	4.24	4.27	4.39
Standard deviation	2.08	1.97	2.17	2.22	2.00	2.08	2.16	1.91	2.06	1.98	2.12	2.01	2.03	2.17	2.15	2.11	2.14	2.07	2.13	1.89
Standard error	0.11	0.10	0.11	0.12	0.11	0.11	0.11	0.11	0.11	0.11	0.13	0.11	0.10	0.11	0.11	0.10	0.11	0.10	0.10	0.10

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	50-65			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	385	440	372	416
Weighted Base	395	400	392	388
Other	-	8	6	7
	-	2% _{mu}	1% _{mu}	2% _{mu}
Don't know	8	10	17	14
	2%	2%	4% _{rt}	4%
Average number of mentions	4.81 _{mno}	4.44	4.36	4.67 _{mnoqrstw}
Standard deviation	1.94	2.02	2.00	1.93
Standard error	0.10	0.10	0.11	0.10

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
Ensuring the food you buy is safe to eat	185 77%	212 83%	203 84%	179 81%	183 78%	217 83%	220 85%ae	210 83%	216 87%ade	226 86%ae	215 88%ade	223 87%ade
Date labels, such as "best before" and "use by" labels	144 60%	141 56%	141 58%	129 56%	149 63%	148 56%	159 62%	158 62%	168 67%bcdfk	161 61%	141 57%	163 64%bf
Country of origin labels, which identify where food comes from	112 47%	114 45%	121 50%	101 45%	114 48%	147 56%abde	137 53%b	144 57%abde	137 55%abd	148 56%abde	122 50%	136 53%bd
Nutrition labelling information, such as traffic light labelling	111 46%	121 47%	121 50%	106 48%	123 52%	130 50%	137 53%	128 51%	153 62%abcdefg	144 55%a	133 54%a	139 54%a
Promoting and enabling healthy eating and healthy lifestyles	109 46%ed	107 42%	116 48%dghj	81 37%	95 40%	114 44%	98 38%	98 39%	119 48%deghj	102 39%	100 41%	108 42%
Promoting food safety in the home	95 40%	92 36%	94 39%	76 35%	86 36%	99 38%	102 39%	85 34%	100 40%	102 39%	86 35%	94 37%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	84 35%	84 33%	87 36%h	64 29%	76 32%	90 35%	85 33%	71 28%	107 43%abcdefg	96 37%dh	93 38%dh	101 40%deh
Quality / standard of the food	-	14 6%akl	6 3%a	11 5%akl	7 3%a	12 5%akl	10 4%al	10 4%al	13 5%akl	9 3%a	4 2%a	4 1%a
The way food is stored/transported (correct temperatures etc.)	-	2 1%	1 *	4 2%ak	3 1%ak	2 1%	3 1%	5 2%ak	1 *	2 1%	-	2 1%
Manufacturing/production/packaging of food	-	8 3%acf	2 1%	4 2%a	4 2%a	2 1%	3 1%a	3 1%	5 2%a	4 2%a	4 2%a	4 2%a
Fat/salt content in food	-	-	-	1 1%	2 1%	1 *	* -	- -	- -	* -	1 *	1 1%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
Hygiene	-	8	5	8	10	8	5	10	8	13	6	6
	-	3%a	2%a	4%a	4%a	3%a	2%a	4%a	3%a	5%agl	2%a	2%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	3	10	3	2	8	4	7	5	5	5
	-	2%a	1%a	5%acefhj	1%a	1%a	3%af	2%a	3%a	2%a	2%a	2%a
Animal welfare	-	4	2	3	1	3	5	5	6	8	4	5
	-	2%a	1%a	2%a	1%a	1%a	2%a	2%a	2%aa	3%acdf	2%a	2%a
Weight & Measures	-	1	-	1	-	1	1	-	-	-	1	1
	-	*	-	*	-	*	*	-	-	-	*	*
Health & Hygiene Certificates	-	-	-	-	1	-	1	-	1	-	1	-
	-	-	-	-	*	-	*	-	*	-	*	-
Everything / All food issues	-	3	1	2	2	3	4	4	2	4	-	2
	-	1%ak	1%a	1%a	1%a	1%ak	1%ak	2%ak	1%a	1%ak	-	1%a
Food imports / Exports	-	2	1	1	-	3	-	1	-	2	-	-
	-	1%a	*	*	-	1%gll	-	*	-	1%a	-	-
Price	-	3	3	1	2	*	2	2	2	1	-	1
	-	1%a	1%k	1%a	1%a	*	1%a	1%a	1%a	1%a	-	*
Health	-	2	-	*	1	1	1	1	1	1	*	1
	-	1%a	-	*	1%a	*	*	*	*	*	*	*
Complaints Procedures	-	2	-	1	2	-	1	-	-	1	*	-
	-	1%a	-	1%a	1%a	-	*	-	-	*	*	-
Maintaining Standards / Regulations	-	3	4	1	3	3	-	1	1	3	2	2
	-	1%ag	2%ag	1%a	1%g	1%g	-	*	*	1%ag	1%a	1%a
How food is grown / Farmed	-	1	-	-	1	2	1	2	-	2	1	-
	-	*	-	-	*	1%a	*	1%a	-	1%a	1%a	-
Advertising	-	-	-	-	-	1	-	-	-	-	-	-
	-	-	-	-	-	*	-	-	-	-	-	-
Effect on the Environment	-	-	-	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	-	-	-	*	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
What goes into our food (additives/chemicals etc.)	-	2 1%	2 1%	3 1%a	2 1%	2 1%	5 2%a	3 1%	2 1%	5 2%a	3 1%	4 2%a
Sales of food in shops/restaurants	-	3 1%akl	2 1%	2 1%	1 *	2 1%	1 *	2 1%	2 1%	1 *	-	-
Health and Safety standards	-	-	1 *	1 *	1 *	2 1%	1 *	1 *	1 *	-	-	1 1%
Infections/diseases in/contaminated foods	-	-	1 *	-	2 1%	-	-	1 *	-	1 *	2 1%	-
Control where food comes from/food origin	-	1 *	-	1 1%	2 1%	5 2%achl	1 *	1 *	1 1%	2 1%	1 *	1 *
Food labelling	-	-	1 1%	-	-	2 1%	1 *	1 1%	-	1 *	-	3 1%
Freshness of food	-	2 1%	1 *	2 1%	1 *	-	1 *	-	1 *	1 *	1 1%	3 1%
To ensure food products are/contain what they claim	-	-	3 1%j	-	-	7 3%abdegijk	1 1%	1 *	2 1%	-	1 *	5 2%abdeijk
Food preparation	-	-	-	1 1%	2 1%	1 *	1 *	1 *	2 1%	1 *	1 *	3 1%
Sugar content of food	-	-	-	1 1%	-	1 *	-	-	-	1 *	2 1%	1 *
Cleanliness (no further detail)	-	-	-	2 1%	5 2%abcfil	1 *	2 1%	4 1%abci	-	2 1%	1 1%	1 *
Training/educating people (in hygiene)	-	-	-	-	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	-	-	-	-	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	66+											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	339	314	306	315	320	388	378	350	390	452	364	393
Weighted Base	239	254	243	221	236	262	258	253	249	263	245	255
Food handling	-	-	-	-	1	-	-	-	1	1	-	-
(Food) Safety (no further detail)	-	-	-	-	1	-	1	3	-	2	-	1
GM foods	-	-	-	-	*	2	-	1	1	2	-	-
Horse meat	-	-	-	-	*	1%	-	*	*	1%	-	*
scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	2	1	1	1	1	-	1
Processing of food	-	-	-	-	-	1%	*	*	*	*	-	*
Ratings	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	8	3	9	4	3	2	7	3	4	4	2
Don't know	23	3%agf	1%	4%actgijkl	2%a	1%a	1%	3%ag	1%a	1%a	2%a	7%
	10%sjk	25	19	22	21	17	16	20	11	14	9	13
		10%ijkl	8%k	10%ijkl	9%k	6%	6%	8%k	4%	5%	4%	5%
Average number of mentions	4.03	4.14	4.13	4.04	4.14	4.16	4.15	4.16	4.47acdkg	4.26k	3.95	4.22
Standard deviation	2.14	2.15	2.12	2.10	2.34	2.23	2.13	2.12	2.12	2.12	2.02	2.13
Standard error	0.12	0.13	0.13	0.13	0.14	0.12	0.11	0.12	0.11	0.10	0.11	0.11

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	**	**	**	**	**	**	**	**
Ensuring the food you buy is safe to eat	1062 81%	1173 85%ae	1124 83%	1135 84%	1033 81%	1182 86%ae	1187 87%acde	1145 87%acde	1131 88%abcd efk	1178 87%acde	1048 85%ae	1152 88%abcd efk	-	-	-	-	-	-	-	-
Date labels, such as "best before" and "use by" labels	817 62%	891 65%	867 64%	853 63%	848 66%a	872 63%	893 65%	871 66%	898 70%abcd efghk	906 67%adef	787 64%	900 69%abcd efgk	-	-	-	-	-	-	-	-
Nutrition labelling information, such as traffic light labelling	696 53%	774 56%	765 57%	774 57%a	738 58%a	778 56%	817 60%a	801 61%abcf	820 64%abcd efg	836 62%abcd ef	750 61%abcd	849 65%abcd efgk	-	-	-	-	-	-	-	-
Country of origin labels, which identify where food comes from	589 45%	683 50%a	662 49%a	627 46%	594 46%	724 52%ade	725 53%acde	738 56%abcd ek	737 58%abcd efgk	733 54%abcd e	630 51%ade	745 57%abcd efgk	-	-	-	-	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	545 42%	597 43%dfg j	618 46%adef	522 38%	518 40%	521 38%	522 38%	528 40%	582 45%defg hijkl	513 38%	491 40%	541 41%	-	-	-	-	-	-	-	-
Promoting food safety in the home	492 37%ef	505 37%ef	520 38%efh	476 35%	422 33%	448 32%	498 36%f	447 34%	533 42%abde fghjk	471 35%	442 36%	504 39%efhj	-	-	-	-	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	459 35%ef	482 35%def	456 34%ef	426 31%	361 28%	414 30%	460 34%ef	428 32%e	503 39%abcd efgh	485 36%def	469 38%cdef gh	516 40%abcd efgh	-	-	-	-	-	-	-	-
Quality / standard of the food	-	67 5%akl	54 4%ak	82 6%aceik l	47 4%a	80 6%aceik l	77 6%aeek l	66 5%akl	52 4%ak	61 5%akl	29 2%a	40 3%a	-	-	-	-	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	-	7 1%a	18 1%abfkl	16 1%abfk	18 1%abfkl	7 a	14 1%ak	13 1%ak	10 1%a	9 1%a	4 *	7 1%a	-	-	-	-	-	-	-	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Ensuring the food you buy is safe to eat	-	-	-	-
Date labels, such as "best before" and "use by" labels	-	-	-	-
Nutrition labelling information, such as traffic light labelling	-	-	-	-
Country of origin labels, which identify where food comes from	-	-	-	-
Promoting and enabling healthy eating and healthy lifestyles	-	-	-	-
Promoting food safety in the home	-	-	-	-
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	-	-	-	-
Quality / standard of the food	-	-	-	-
The way food is stored/ transported (correct temperatures etc.)	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304
Manufacturing/ production/packaging of food	-	33 2%agl	29 2%al	27 2%al	31 2%agl	23 2%al	16 1%a	19 1%a	22 2%a	18 1%a	22 2%al	11 1%a	-	-	-	-	-	-	-	-
Fat/salt content in food	-	5 *a	5 *a	5 *a	7 1%a	5 *a	4 *a	4 *	2 *	3 *	3 *	5 *	-	-	-	-	-	-	-	-
Hygiene	-	55 4%ahk	56 4%ahk	56 4%ahk	39 3%a	48 3%ah	46 3%ah	27 2%a	45 3%ah	51 4%ahk	27 2%a	36 3%a	-	-	-	-	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	31 2%a	49 4%abefg ijk	39 3%ajl	26 2%a	26 2%a	26 2%a	33 3%a	28 2%a	22 2%a	26 2%a	22 2%a	-	-	-	-	-	-	-	-
Animal welfare	-	31 2%a	29 2%a	32 2%a	31 2%al	25 2%a	21 2%a	25 2%a	17 1%a	33 2%al	18 1%a	28 2%a	-	-	-	-	-	-	-	-
Weight & Measures	-	7 1%acdi jl	-	* *	5 *ac	3 *	5 *ac	5 *ac	1 *	3 *	3 *	1 *	-	-	-	-	-	-	-	-
Health & Hygiene Certificates	-	2 *	2 *	4 *	2 *	-	4 *	4 *aff	2 *	2 *	2 *	-	-	-	-	-	-	-	-	-
Everything / All food issues	-	16 1%ak	10 1%a	13 1%a	11 1%a	13 1%a	13 1%a	14 1%a	8 1%a	12 1%a	5 *a	14 1%a	-	-	-	-	-	-	-	-
Food imports / Exports	-	7 1%a	4 *a	4 *a	3 *	6 *a	6 *a	5 *a	5 *a	3 *	1 *	2 *	-	-	-	-	-	-	-	-
Price	-	8 1%a	11 1%af	5 *a	9 1%a	3 *	6 *a	5 *a	7 1%a	5 *a	4 *a	7 1%a	-	-	-	-	-	-	-	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Manufacturing/ production/packaging of food	-	-	-	-
Fat/salt content in food	-	-	-	-
Hygiene	-	-	-	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	-	-	-
Animal welfare	-	-	-	-
Weight & Measures	-	-	-	-
Health & Hygiene Certificates	-	-	-	-
Everything / All food issues	-	-	-	-
Food imports / Exports	-	-	-	-
Price	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304
Health	-	4	4	4 *a	3	3	2	1	2	1	*	3	-	-	-	-	-	-	-	-
Complaints Procedures	-	2	2	4	3	2	2	2	2	2	1	-	-	-	-	-	-	-	-	-
Maintaining Standards / Regulations	-	24	25	28 2%aghh	16 1%a	24 2%aghh	11 1%a	8 1%a	23 2%aghh	14 1%a	19 2%aah	15 1%a	-	-	-	-	-	-	-	-
How food is grown / Farmed	-	6	6	4 *a	6 *a	4 *	2 *	9 1%agjj	7 1%a	2 *	3 *	5 *a	-	-	-	-	-	-	-	-
Advertising	-	3	-	7 *acejj	1	3	2	2	1	1	1	-	-	-	-	-	-	-	-	-
Effect on the Environment	-	3	-	1	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	19	31	25 2%aek	16 1%a	28 2%aek	23 2%aek	20 2%aek	7 1%a	20 1%aek	12 1%a	21 2%aek	-	-	-	-	-	-	-	-
Sales of food in shops/restaurants	-	10	17	12 1%a	7 1%a	10 1%a	6 *a	5 *a	12 1%a	6 *a	6 *a	13 1%a	-	-	-	-	-	-	-	-
Health and Safety standards	-	5	7	1 1%a	5 *a	3 *	3 *	2 *	1 *	2 *	3 *	1 *	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	2	9	3 1%abh	6 *a	7 1%a	3 *	2 *	3 *	3 *	3 *	3 *	-	-	-	-	-	-	-	-
Control where food comes from/food origin	-	4	4	9 1%al	4 *a	15 1%abceh	12 1%abkl	4 *a	5 *a	12 1%abl	3 *	1 *	-	-	-	-	-	-	-	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Health	-	-	-	-
Complaints Procedures	-	-	-	-
Maintaining Standards / Regulations	-	-	-	-
How food is grown / Farmed	-	-	-	-
Advertising	-	-	-	-
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-
Sales of food in shops/restaurants	-	-	-	-
Health and Safety standards	-	-	-	-
Infections/diseases in/contaminated foods	-	-	-	-
Control where food comes from/food origin	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	**	**	**	**	**	**	**	**
Food labelling	-	2	11	4	5	12	4	10	6	6	2	8	-	-	-	-	-	-	-	-
	-	*	1%abk	*	*a	1%abdk	*a	1%abk	*a	*a	*	1%ab	-	-	-	-	-	-	-	-
Freshness of food	-	3	4	4	4	1	7	1	-	3	2	2	-	-	-	-	-	-	-	-
	-	*	*	*	*a	*	*afi	*	*	*	*	*	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	6	2	5	26	5	10	13	13	11	15	-	-	-	-	-	-	-	-
	-	-	*ab	*	*ab	2%abode	*ab	1%abd	1%abdg	1%abd	1%abd	1%abde	-	-	-	-	-	-	-	-
Food preparation	-	-	4	12	8	3	7	11	11	14	4	11	-	-	-	-	-	-	-	-
	-	-	*b	1%abcf	1%ab	*	*ab	1%abf	1%abf	1%abcfk	*b	1%abf	-	-	-	-	-	-	-	-
Sugar content of food	-	-	-	5	1	3	2	4	1	4	3	-	-	-	-	-	-	-	-	-
	-	-	-	*abcd	*	*	*	*b	*	*	*	-	-	-	-	-	-	-	-	-
Cleanliness (no further detail)	-	-	-	4	10	3	6	6	5	7	5	5	-	-	-	-	-	-	-	-
	-	-	-	*abc	1%abcf	*	*abc	*abc	*abc	1%abc	*abc	*abc	-	-	-	-	-	-	-	-
Training/educating people (in hygiene)	-	-	-	9	6	2	-	1	-	-	1	3	-	-	-	-	-	-	-	-
	-	-	-	1%abcbgh	*abcgi	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	ijk	j	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	4	4	2	-	2	-	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	*abcgi	*abcgi	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-
Food handling	-	-	-	-	1	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	8	1	9	5	6	3	1	7	-	-	-	-	-	-	-	-
	-	-	-	-	1%abcdf	*	1%abcdf	*abcd	*abcd	*	*	1%abcd	-	-	-	-	-	-	-	-
	-	-	-	-	k	-	k	-	-	-	-	f	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	5	2	1	1	2	3	2	2	-	-	-	-	-	-	-	-
	-	-	-	-	*abcd	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Food labelling	-	-	-	-
Freshness of food	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-
Food preparation	-	-	-	-
Sugar content of food	-	-	-	-
Cleanliness (no further detail)	-	-	-	-
Training/educating people (in hygiene)	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-
Food handling	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-
GM foods	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	1364	1414	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	1313	1374	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-	-	12	5	4	4	5	2	1	-	-	-	-	-	-	-	-
Processing of food	-	-	-	-	-	1%abode kl	*abcde	*bd	*abcde	*abcde	*	*	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	4	3	-	1	-	-	-	-	-	-	-	-	-
Other	-	33	31	29	23	24	21	23	11	23	18	16	-	-	-	-	-	-	-	-
Don't know	93	65	65	67	78	57	65	53	35	52	60	48	-	-	-	-	-	-	-	-
	7%bcdf ghijkl	5%i	5%i	5%i	6%fhjl	4%	5%i	4%	3%	4%	5%i	4%	-	-	-	-	-	-	-	-
Average number of mentions	4.04	4.20	4.23af	4.08	4.06	4.05	4.20	4.19	4.44abc defghjk	4.23af	4.18	4.39abdef ghjk	-	-	-	-	-	-	-	-
Standard deviation	2.07	2.07	2.14	2.11	2.10	2.08	2.14	2.00	2.00	2.04	2.06	2.01	-	-	-	-	-	-	-	-
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	-	-	-	-	-	-	-	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	SCOTLAND			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	-	-	-	-
Weighted Base
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-
Processing of food	-	-	-	-
Ratings	-	-	-	-
Other	-	-	-	-
Don't know	-	-	-	-
Average number of mentions	-	-	-	-
Standard deviation	-	-	-	-
Standard error	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Ensuring the food you buy is safe to eat	74	68	78	73	75	68	66	66	86	65	71	59	48	53	39	43	40	43	45	43
	86%	87%	93%	85%	92%	88%	90%	87%	96%abdj i	87%	89%	86%	97%qst	94%q	87%	98%qst	80%	90%	87%	87%
Date labels, such as "best before" and "use by" labels	58	43	40	55	62	53	42	50	77	49	52	40	39	31	28	21	28	30	37	35
	68%c	54%	48%	64%c	76%bcgl	69%c	57%	67%c	87%abcd fghijkl	66%c	65%c	58%	79%npq wx	54%	63%	48%	57%	64%	71%npwx	71%npw
Nutrition labelling information, such as traffic light labelling	53	32	41	48	52	45	39	46	66	47	51	36	34	25	22	19	22	26	30	28
	62%ab	40%	49%	55%	64%b	58%b	53%	61%b	74%bcd f	63%b	64%b	52%	69%npq	44%	49%	44%	43%	55%	58%	55%
Country of origin labels, which identify where food comes from	46	37	29	46	34	51	36	45	63	39	47	40	28	21	27	19	18	29	30	26
	53%c	47%	34%	53%c	42%	65%bce	50%	60%ce	71%abcd egj	52%c	58%ce	58%ce	56%n	37%	60%nq	45%	38%	61%nq	59%nq	52%
Promoting and enabling healthy eating and healthy lifestyles	46	31	32	37	38	32	29	32	48	31	33	31	29	28	22	19	26	25	26	19
	53%	40%	38%	43%	46%	41%	40%	42%	54%c	42%	41%	45%	59%t	49%	49%	45%	52%	53%	50%	39%
Promoting food safety in the home	39	23	29	41	35	30	25	31	42	29	30	22	24	23	23	19	16	23	25	25
	46%b	30%	35%	47%b	42%	39%	35%	41%	47%b	39%	37%	33%	48%	40%	52%	44%	32%	47%	48%	49%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	32	24	24	35	29	22	18	25	48	28	31	24	16	19	9	14	6	17	21	11
	37%	30%	28%	40%g	35%	29%	25%	34%	54%abce fghijkl	37%	38%	35%	32%q	33%q	20%	32%q	11%	35%q	41%oqt	22%
Quality / standard of the food	-	4	3	8	7	2	4	2	6	3	-	-	-	2	-	-	-	1	2	1
	-	6%akl	3%	9%akl	9%akl	3%	5%a	2%	7%akl	4%	-	-	-	3%	-	-	-	1%	3%	3%
The way food is stored/ transported (correct temperatures etc.)	-	-	-	1	2	1	1	-	1	2	-	1	-	1	-	-	1	-	-	-
	-	-	-	1%	2%	2%	2%	-	1%	2%	-	1%	-	1%	-	-	2%	-	-	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Ensuring the food you buy is safe to eat	51 95%q	47 92%q	45 94%q	45 92%
Date labels, such as "best before" and "use by" labels	36 68%p	35 68%p	27 56%	28 57%
Nutrition labelling information, such as traffic light labelling	29 54%	31 60%mq	27 56%	27 55%
Country of origin labels, which identify where food comes from	32 61%mq	29 57%mq	24 50%	26 53%mq
Promoting and enabling healthy eating and healthy lifestyles	35 66%mpst wx	29 58%t	21 44%	24 49%
Promoting food safety in the home	35 65%mpqr stwx	28 55%qw	18 37%	24 49%q
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	25 48%oqtw	24 46%oqtw	14 29%q	20 40%oqt
Quality / standard of the food	1 2%	2 3%	1 1%	2 5%
The way food is stored/ transported (correct temperatures etc.)	1 2%	-	-	1 3%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Manufacturing/ production/packaging of food	-	3	-	1	1	2	2	-	1	-	-	-	-	1	-	-	-	-	1	-
Fat/salt content in food	-	4%	-	2%	1%	3%	3%	-	1%	-	-	-	-	1%	-	-	-	-	2%	-
Hygiene	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	*	-
Ensuring/inspecting hygiene/cleanliness in food establishments	-	6	2	2	5	4	-	1	5	-	1	2	-	1	4	1	2	-	4	1
Animal welfare	-	8%aghj	3%	2%	6%ag	6%ag	-	1%	6%ag	1%	2%	3%	-	2%	8%r	3%	5%	-	8%mr	2%
Weight & Measures	-	5	5	3	2	1	2	4	1	*	3	1	-	-	1	2	5	-	3	1
Health & Hygiene Certificates	-	6%a	7%aj	3%	3%	2%	3%	5%a	1%	1%	4%	1%	-	-	3%	5%	10%umnr	-	5%nr	2%
Health	-	-	1	3	4	-	4	-	3	-	*	-	-	-	2	-	*	*	*	1
Complaints Procedures	-	-	2%	3%	4%	-	5%a	-	3%	-	1%	-	-	-	5%	-	1%	1%	2%	-
Price	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Health	-	-	-	5%ai	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complaints Procedures	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	3	2	1	-	1	-	-	1	-	-	-	-	-	*	-	-
Health	-	-	-	-	4%	3%	1%	-	1%	-	-	2%	-	-	-	-	-	7%	-	-
Complaints Procedures	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Price	-	-	-	-	-	2	2	-	*	-	-	-	-	-	-	-	-	*	*	*
Health	-	-	-	2%	2%	-	-	-	*	-	-	-	-	-	-	-	7%	1%	1%	1%
Complaints Procedures	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Price	-	2	1	1	-	-	-	-	1	*	-	-	-	-	-	-	-	-	-	-
Health	-	3%	1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	1%	-

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Manufacturing/ production/packaging of food	- 7%	- -	* 7%	1 2%
Fat/salt content in food	-	-	-	-
Hygiene	2 4%	5 10%mmrtx	3 9%	2 3%
Ensuring/inspecting hygiene/cleanliness in food establishments	1 3%	7 14%mnors tuwx	1 2%	1 3%
Animal welfare	-	1 2%	-	* *
Weight & Measures	-	-	-	-
Health & Hygiene Certificates	-	-	-	-
Everything / All food issues	* 7%	-	-	1 2%
Food imports / Exports	-	-	-	-
Price	-	1 7%	-	-
Health	-	-	-	-
Complaints Procedures	-	-	-	-

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Maintaining Standards / Regulations	-	2	-	5	1	3	-	-	1	*	-	-	-	-	-	-	1	-	-	-
	-	3%	-	6%acghk l	2%	4%	-	-	1%	1%	-	-	-	-	-	-	3%	-	-	-
How food is grown / Farmed	-	-	1	-	-	-	-	-	2	-	*	-	-	-	-	-	-	-	-	-
	-	-	2%	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Effect on the Environment	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
What goes into our food (additives/chemicals etc.)	-	-	-	-	-	3	-	-	3	-	-	-	-	2	1	3	*	-	1	-
	-	-	-	-	-	4%	-	-	4%	-	-	-	-	4%	3%	6%	-	1%	1%	-
Sales of food in shops/restaurants	-	1	-	3	1	-	2	1	1	1	-	-	-	-	-	1	-	-	-	-
	-	1%	-	4%	1%	-	3%	1%	1%	1%	-	-	-	-	-	3%	-	-	-	-
Health and Safety standards	-	1	-	-	1	-	1	-	3	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	1%	-	2%	-	3%	-	-	-	-	-	-	-	-	-	-	-
Infections/diseases in/contaminated foods	-	-	1	-	1	-	-	-	-	-	2	-	-	-	-	1	-	-	-	-
	-	-	1%	-	1%	-	2%	-	-	-	3%	-	-	-	-	2%	-	-	-	-
Control where food comes from/food origin	-	-	1	-	2	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	-	-	1%	-	2%	2%	2%	-	-	1%	-	-	-	-	-	3%	-	-	-	-
Food labelling	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%
Freshness of food	-	-	1	1	1	-	-	-	1	-	*	-	-	-	-	-	-	-	-	-
	-	-	1%	1%	1%	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	-
To ensure food products are/contain what they claim	-	-	-	-	-	1	-	-	-	*	1	1	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-
Food preparation	-	-	1	-	2	2	-	-	1	2	-	1	-	-	-	1	-	-	1	-
	-	-	1%	-	2%	2%	-	-	1%	2%	-	2%	-	-	-	3%	-	-	1%	-

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 * small base

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	N			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Maintaining Standards / Regulations	-	1 3%	-	-
How food is grown / Farmed	-	-	-	-
Advertising	-	-	1 1%	-
Effect on the Environment	-	-	-	-
What goes into our food (additives/chemicals etc.)	* 1%	1 2%	-	1 2%
Sales of food in shops/restaurants	-	1 2%	-	1 1%
Health and Safety standards	-	-	1 1%	* 1%
Infections/diseases in/contaminated foods	-	* 1%	-	-
Control where food comes from/food origin	-	1 2%	-	-
Food labelling	* 1%	-	-	* 1%
Freshness of food	-	-	-	* 1%
To ensure food products are/contain what they claim	-	1 1%	-	-
Food preparation	-	1 1%	-	1 2%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Sugar content of food	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	*	-
Cleanliness (no further detail)	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-
Training/educating people (in hygiene)	-	-	-	-	3	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-
Public health/consumer advice/information (when food scares/recalls)	-	-	-	-	3%	-	2%	-	-	1%	-	1%	-	-	-	-	-	-	1%	-
Food handling	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
GM foods	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-
Horse meat scan/fraud/ensuring meat is what it claims to be	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	3%	-	2%	-
Processing of food	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ratings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	4	1	2	3	1	1	2	2	1	*	2	-	1	-	-	1	-	*	5
Don't know	2	5	4	5	2	1	3	3	-	3	6	4	1	-	2	-	2	1	1	1
	3%	6% ^d	5% ^d	6% ^d	3%	1%	4%	4%	-	4%	7% ^d	6% ^d	1%	-	5%	-	3%	2%	2%	2%

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 * small base

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Sugar content of food	-	-	-	-
Cleanliness (no further detail)	-	-	-	-
Training/educating people (in hygiene)	1	1	1	1
Public health/consumer advice/information (when food scares/recalls)	7%	2%	7%	2%
Food handling	-	-	-	-
(Food) Safety (no further detail)	-	-	-	-
GM foods	-	-	-	-
Horse meat scandal/fraud/ensuring meat is what it claims to be	-	-	-	-
Processing of food	-	-	-	1
Ratings	1	-	-	2%
Other	7%	-	-	-
Don't know	-	1	-	-
	*	7%	-	7%

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	90	82	88	92	88	84	78	80	97	96	84	84	52	60	44	41	52	103	113	90
Weighted Base	86*	79*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	49*	57*	45*	43*	50*	47*	52	50*
Average number of mentions	4.55c	3.88	3.66	4.62c	4.60bc	4.35	3.94	4.21	5.24abc	4.21	4.37c	4.05	4.82np	3.64	4.19	3.82	3.48	4.21q	4.54nqw	4.04
Standard deviation	2.10	2.18	2.03	2.57	2.17	2.33	2.09	1.82	1.85	2.01	2.02	2.16	2.04	1.77	1.95	1.98	1.89	1.94	2.35	2.04
Standard error	0.22	0.25	0.22	0.28	0.23	0.26	0.24	0.21	0.19	0.21	0.23	0.24	0.29	0.23	0.30	0.31	0.27	0.19	0.22	0.22

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

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	NI			
	Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	97	113	101	105
Weighted Base	53*	51	48*	49*
Average number of mentions	4.76npq tw	4.90npq rtwx	3.79	4.28q
Standard deviation	2.15	2.03	2.09	2.38
Standard error	0.22	0.19	0.21	0.23

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
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	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Ensuring the food you buy is safe to eat	1184 62%	1295 86%ae	1241 84%	1251 84%	1148 81%	1293 86%ae	1298 87%acde	1254 87%acde	1268 89%abcdefk	1290 87%acde	1164 86%ae	1256 88%abcdef
Promoting food safety in the home	555 38%ef	551 37%	573 39%efh	536 36%	472 33%	501 33%	548 37%	503 35%	610 43%abcdefgij	528 36%	490 36%	550 39%efh
Promoting and enabling healthy eating and healthy lifestyles	620 43%cdfg	656 43%cdfg	672 45%defghijk	578 39%	582 41%	578 38%	577 39%	579 40%	666 47%adefghijkl	574 39%	545 40%	596 42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	507 35%ef	525 35%ef	488 33%e	474 32%e	395 28%	453 30%	499 33%e	464 32%e	577 41%abcdefgij	536 38%defh	514 38%cddefgh	560 39%abcdefgh
Nutrition labelling information, such as traffic light labelling	783 54%	831 55%	828 56%	841 56%	811 57%	850 56%	886 59%ab	874 60%abcd	914 64%bcdefgh	914 62%abode	829 61%abcdef	911 64%bcdefgh
Date labels, such as "best before" and "use by" labels	914 63%	965 64%	935 63%	929 62%	938 66%cd	956 63%	972 65%	957 66%cd	1012 71%abcdefgij	990 67%acdf	866 64%	968 68%abcdk
Country of origin labels, which identify where food comes from	662 46%	741 49%	717 48%	693 47%	647 46%	804 53%abcde	792 53%abcde	809 56%abcdek	833 59%abcdefgijk	800 54%abcde	701 52%acde	811 57%abcdefgk
Quality / standard of the food	-	73 5%akl	57 4%ak	90 6%acekl	54 4%ak	83 6%acekl	82 6%acekl	69 5%akl	60 4%ak	66 4%akl	30 2%a	42 3%a
The way food is stored/ transported (correct temperatures etc.)	-	8 1%a	18 1%abfk	17 1%ak	20 1%abfk	8 1%a	15 1%ak	13 1%ak	12 1%a	11 1%a	4 *	9 1%a
Manufacturing/ production/packaging of food	-	36 2%aghj	29 2%al	29 2%al	32 2%agjl	26 2%al	19 1%a	19 1%a	23 2%a	18 1%a	23 2%al	12 1%a

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Fat/salt content in food	-	5 *a	5 *a	6 *a	7 1%a	5 *a	5 *a	4 *	3 *	3 *	3 *	6 *a
Hygiene	-	62 4%ahk	62 4%ahkl	59 4%ahk	46 3%ah	52 3%ah	50 3%ah	29 2%a	52 4%ahk	57 4%ahk	31 2%a	40 3%a
Ensuring/inspecting hygiene/cleanliness in food establishments	-	36 2%a	55 4%abefgjkl	44 3%al	33 2%a	28 2%a	31 2%a	38 3%a	30 2%a	30 2%a	30 2%a	24 2%a
Animal welfare	-	31 2%a	33 2%a	34 2%a	35 2%ak	25 2%a	25 2%a	26 2%a	20 1%a	34 2%a	18 1%a	28 2%a
Weight & Measures	-	7 *acj	-	5 *ac	5 *ac	4 *	5 *ac	5 *ac	1 *	1 *	3 *	1 *
Health & Hygiene Certificates	-	2 *	2 *	4 *	2 *	-	4 *	4 *af	2 *	2 *	2 *	-
Everything / All food issues	-	16 1%ak	10 1%a	13 1%a	14 1%ak	15 1%ak	14 1%a	14 1%ak	10 1%a	12 1%a	5 *a	16 1%ak
Food imports / Exports	-	7 *a	4 *a	4 *a	3 *	7 *ak	6 *a	5 *a	5 *a	3 *	1 *	2 *
Price	-	8 1%a	11 1%af	7 *a	11 1%af	3 *	7 *a	5 *a	7 1%a	6 *a	4 *a	7 *a
Health	-	4 *	4 *	6 *a	3 *	5 *a	3 *	1 *	2 *	1 *	-	3 *
Complaints Procedures	-	4 *	3 *	5 *al	3 *	2 *	2 *	2 *	3 *	2 *	1 *	-
Maintaining Standards / Regulations	-	26 2%agh	25 2%agh	33 2%aghjl	19 1%ah	27 2%agh	11 1%a	8 1%a	24 2%agh	16 1%a	19 1%ah	15 1%a
How food is grown / Farmed	-	6 *a	8 1%a	4 *a	6 *a	4 *	2 *	9 1%agj	9 1%agj	2 *	4 *	5 *a

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Advertising	-	3	-	7	1	3	3	2	1	1	2	-
	-	*	-	*acejl	*	*	*	*	*	*	*	-
Effect on the Environment	-	3	-	1	-	1	1	1	2	-	-	-
	-	*	-	*	-	*	*	*	*	-	-	-
What goes into our food (additives/chemicals etc.)	-	22	32	28	16	31	24	20	11	21	12	22
	-	1%a	2%aak	2%aak	1%a	2%aak	2%a	1%a	1%a	1%a	1%a	2%a
Sales of food in shops/restaurants	-	11	17	17	8	10	8	6	13	8	6	13
	-	1%a	1%ahk	1%ahk	1%a	1%a	1%a	*a	1%a	1%a	*a	1%a
Health and Safety standards	-	6	7	1	6	3	4	2	4	2	3	2
	-	*a	*a	*	*a	*	*	*	*a	*	*	*
Infections/diseases in/contaminated foods	-	2	10	4	6	7	4	2	3	3	5	3
	-	*	1%abh	*	*a	*a	*a	*	*	*	*a	*
Control where food comes from/food origin	-	4	6	11	6	17	13	4	5	13	3	1
	-	*	*a	1%al	*al	1%abcehikl	1%abhkl	*a	*a	1%abhkl	*	*
Food labelling	-	2	11	4	5	13	5	10	6	6	3	9
	-	*	1%ab	*	*a	1%abdk	*a	1%ab	*a	*a	*	1%ab
Freshness of food	-	3	5	5	5	1	7	1	1	3	2	3
	-	*	*a	*a	*a	*	*aji	*	*	*	*	*
To ensure food products are/contain what they claim	-	-	6	2	5	27	5	10	13	14	12	15
	-	-	*ab	*	*ab	2%abcdeghk	*ab	1%abd	1%abdg	1%abdg	1%abd	1%abcdig
Food preparation	-	-	5	14	9	5	7	11	12	16	4	13
	-	-	*ab	1%ablk	1%ab	*ab	*ab	1%ab	1%abfk	1%abcfk	*b	1%abcfk
Sugar content of food	-	-	-	6	1	3	3	4	2	4	3	1
	-	-	-	*abcl	*	*	*	*bc	*	*	*	*
Cleanliness (no further detail)	-	-	-	4	12	3	7	6	6	9	5	7
	-	-	-	*abc	1%abcdf	*	*abc	*abc	*abc	1%abc	*abc	*abc

Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	ADDITIONAL COUNTRY ENGLAND/WALES/NI											
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base	1506	1556	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base	1448	1509	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
Training/educating people (in hygiene)	-	-	-	9	7	2	-	1	-	1	1	3
Public health/consumer advice/information (when food scares/recalls)	-	-	-	1%abcbghijk	*abcbghik	*	-	*	-	*	*	*
Food handling	-	-	-	6	4	2	-	2	-	*	1	-
(Food) Safety (no further detail)	-	-	-	*abcbgiji	*abcbgij	*	-	*	-	*	*	*
GM foods	-	-	-	-	1	-	-	-	1	2	1	-
Horse meat scan/fraud/ensuring meat is what it claims to be	-	-	-	-	11	1	10	6	6	3	1	7
Processing of food	-	-	-	-	1%abcdijk	*	1%abcdfk	*abcd	*abcd	*	*	*abcdf
Ratings	-	-	-	-	5	2	1	2	2	3	2	2
Other	-	-	-	-	*abcd	*	*	*	*	*	*	*
Don't know	-	-	-	-	14	14	6	4	4	5	2	1
Average number of mentions	-	-	-	-	1%abcbdehikl	*abcde	*bcd	*abcde	*abcde	*abcde	*	*
Standard deviation	-	-	-	-	-	-	-	4	3	-	-	2
Standard error	-	-	-	-	-	-	-	*blg	*	*	*	*
	-	-	-	-	-	-	-	1	-	3	-	-
	-	-	-	-	-	-	-	*	-	*	-	-
	-	38	32	31	27	25	22	30	13	24	19	18
	-	2%akld	2%al	2%al	2%al	2%a	2%a	2%al	1%a	2%a	1%a	1%a
	96	69	72	72	83	59	69	57	35	56	66	53
	7%abcdf	5%l	5%l	5%l	6%hijl	4%l	5%l	4%l	2%	4%	5%l	4%
	4.10	4.16	4.20	4.10	4.07	4.07	4.20	4.19	4.51abcdeefgh	4.25ef	4.17	4.37abcdeefghk
	2.07	2.07	2.13	2.14	2.10	2.09	2.14	1.99	2.00	2.04	2.06	2.03
	0.06	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		WAVE											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		778	758	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base		753	737	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
I trust it a lot		(5) 83	76	148	133	148	131	136	157	187	174	164	173
		11%	10%	10%	9%	10%	9%	9%	11%	13%cdelfg	12%dfg	12%dfg	12%dfg
I trust it		(4) 384	397	823	815	750	703	724	718	731	782	696	764
		51%	54%fg	56%afghik	55%fgh	53%fg	47%	49%	50%	51%f	53%fg	51%f	54%fgh
I neither trust nor distrust it		(3) 228	186	397	431	392	497	480	430	377	381	352	362
		30%bjk	25%	27%	29%l	28%	33%bcdejkl	32%bceijkl	30%lbjkl	27%	26%	26%	25%
I distrust it		(2) 32	35	71	55	67	108	87	96	77	81	77	78
		4%	5%	5%	4%	5%	7%abcde	6%cd	7%acde	5%cd	5%cd	6%cd	6%cd
I distrust it a lot		(1) 9	19	18	19	20	49	32	24	24	20	29	25
		1%	3%cdj	1%	1%	1%	3%acdehijl	2%	2%	2%	1%	2%	2%
Net: Trust		467	473	971	948	897	834	860	875	918	956	860	937
		62%fg	64%fg	66%fgh	64%fg	63%fg	55%	58%	61%f	65%fgh	65%fgh	64%fg	66%fgh
Net: Distrust		41	53	90	74	88	157	119	121	101	101	107	103
		5%	7%cd	6%	5%	6%	10%abcdegijkl	8%acd	8%acde	7%cd	7%cd	8%ad	7%cd
Don't know		16	25	22	36	19	35	20	27	39	39	35	20
		2%	3%cthi	1%	2%fhl	3%cthl	1%	2%f	1%	2%	3%cthl	3%cthl	1%
Mean score		3.68fg	3.67fg	3.69fgh	3.68fg	3.68fg	3.51	3.58f	3.62f	3.70fgh	3.70fgh	3.67fg	3.70fgh
Standard deviation		0.78	0.83	0.77	0.74	0.79	0.88	0.83	0.83	0.83	0.80	0.85	0.82
Standard error		0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	MALE												FEMALE							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	366	351	726	751	668	791	792	690	753	821	682	757	412	407	774	808	778	843	810	832
Weighted Base	371	363	718	712	682	720	718	694	695	707	682	689	382	374	762	777	731	787	776	752
I trust it a lot	(5) 38	40	80	71	72	72	62	79	101	81	88	79	44	36	68	62	76	59	75	78
	10%	11%	11%	10%	10%	10%	9%	11%	15%delg	12%	14%dfg	12%	12%pr	10%	9%	8%	10%	8%	10%	10%
I trust it	(4) 190	190	406	387	366	342	378	350	345	372	337	378	194	207	417	428	383	361	346	368
	51%	52%	57%fhi	54%f	54%f	48%	53%	50%	50%	53%	52%	55%f	51%se	55%rst	55%rst	55%rst	52%rs	46%	45%	49%
I neither trust nor distrust it	(3) 113	88	182	196	178	224	210	201	187	185	160	173	115	98	215	235	214	273	270	230
	31%k	24%	25%	28%	26%	31%bcej	29%	29%	27%	26%	25%	25%	30%	26%	28%	30%w	29%	35%noqu	35%noqu	31%vx
I distrust it	(2) 17	20	33	30	38	52	40	43	41	42	33	38	15	15	39	25	30	56	47	54
	5%	6%	5%	4%	5%	7%cd	6%	6%	6%	6%	5%	5%	4%	4%	5%	3%	4%	7%mpq	6%p	7%mpq
I distrust it a lot	(1) 8	12	8	12	12	25	16	12	13	10	21	11	2	7	11	7	9	24	16	12
	2%	3%c	1%	2%	2%	3%cdj	2%	2%	2%	1%	3%cj	2%	*	2%	1%	1%	1%	3%mpqv	2%lm	2%
Net: Trust	228	230	487	458	438	414	440	429	446	453	425	457	239	243	485	490	459	421	421	446
	62%	63%	68%fgh	64%f	64%f	57%	61%	62%	64%f	64%f	65%f	66%fg	62%rs	65%rs	64%rs	63%rs	63%rs	53%	54%	59%rs
Net: Distrust	25	32	40	42	49	76	56	55	53	52	54	49	16	22	50	32	38	80	63	66
	7%	9%	6%	6%	7%	11%acdej	8%	8%	8%	7%	8%	7%	4%	6%	7%sp	4%	5%	10%mnopq	8%mpq	9%mpq
Don't know	4	13	9	16	17	6	12	9	9	17	12	9	12	11	13	20	19	13	22	11
	1%	4%acfg	1%	2%l	2%l	1%	2%	1%	1%	2%l	2%	1%	3%dx	3%	2%	3%	3%	2%	3%lx	1%
Mean score	3.64	3.65	3.73fg	3.68f	3.67f	3.54	3.61	3.64f	3.70fg	3.68f	3.69f	3.70fg	3.72rs	3.69rs	3.66rs	3.68rs	3.69rst	3.48	3.55	3.60r
Standard deviation	0.82	0.88	0.76	0.78	0.81	0.90	0.82	0.83	0.86	0.81	0.89	0.81	0.74	0.78	0.77	0.71	0.77	0.86	0.84	0.83
Standard error	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.

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

		FEMALE			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		770	849	763	807
Weighted Base		728	769	703	732
I trust it a lot	(5)	86 12%pr	93 12%opr	75 11%r	94 13%opr
I trust it	(4)	386 53%rs	410 53%rs	359 51%rs	386 53%rs
I neither trust nor distrust it	(3)	191 26%	196 25%	193 27%	189 26%
I distrust it	(2)	36 5%	39 5%	45 6%p	41 6%p
I distrust it a lot	(1)	11 2%	9 1%	8 1%	13 2%m
Net: Trust		472 65%rst	503 65%rst	435 62%rs	480 65%rst
Net: Distrust		47 7%p	49 6%	53 7%mp	54 7%mp
Don't know		17 2%	21 3%	23 3%otx	10 1%
Mean score		3.70rst	3.72rst	3.66rs	3.70rst
Standard deviation		0.81	0.79	0.81	0.83
Standard error		0.03	0.03	0.03	0.03

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	16-25												26-35							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	99	88	203	200	190	206	168	199	186	196	200	186	117	111	232	263	215	260	225	238
Weighted Base	100*	98*	201	208	196	211	190	201	183	199	183	165	128	108	240	274	234	264	252	245
I trust it a lot	(5) 18	13	27	29	30	22	28	25	31	27	25	22	15	13	31	21	34	36	26	29
	18%	14%	13%	14%	15%	10%	15%	12%	17%	14%	14%	13%	12%	12%	13%	8%	15%p	13%p	10%	12%
I trust it	(4) 48	63	125	121	111	102	107	111	108	107	94	94	65	58	136	157	132	135	123	122
	48%	64%af	62%af	58%	57%	48%	56%	55%	59%	54%	59%	57%	51%	54%	57%	57%	57%	51%	49%	50%
I neither trust nor distrust it	(3) 29	17	42	44	44	66	40	56	35	45	36	38	41	29	56	80	51	74	82	72
	29%	17%	21%	21%	22%	31%bodbj	21%	28%	19%	23%	20%	23%	32%kx	27%	23%	29%	22%	28%	33%loqux	29%
I distrust it	(2) 2	2	2	2	4	15	6	7	9	8	4	4	4	3	7	6	8	14	14	18
	2%	2%	1%	1%	2%	7%cdde	3%	3%	5%cd	4%	3%	3%	3%	3%	3%	2%	4%	5%	6%	7%cp
I distrust it a lot	(1) 1	1	3	1	1	2	4	1	1	3	-	3	1	1	3	3	2	5	-	3
	1%	1%	2%	1%	1%	1%	2%	*	*	2%	-	2%	1%	1%	1%	1%	2%e	-	1%	1%
Net: Trust	66	76	152	150	141	124	135	136	138	134	133	116	80	71	168	178	167	171	150	151
	66%	77%f	76%f	72%f	72%f	59%	68%	68%	75%f	68%	72%f	70%f	63%	66%	70%e	65%	71%st	65%	59%	62%
Net: Distrust	3	4	5	4	5	17	11	7	10	11	8	7	5	4	11	9	10	19	14	21
	3%	4%	3%	2%	3%	8%cdde	6%	4%	5%	6%	4%	4%	4%	4%	4%	3%	4%	7%	6%	9%p
Don't know	3	2	1	11	6	5	2	1	11	8	7	3	2	3	6	7	6	1	6	1
	3%	2%	*	5%chi	3%	2%	2%	1%	*	4%ci	4%ci	2%	2%	3%r	3%r	3%r	2%r	*	3%r	*
Mean score	3.82f	3.88f	3.85f	3.88f	3.87f	3.61	3.80f	3.77	3.87f	3.77	3.85f	3.79f	3.71	3.76	3.79	3.70	3.83st	3.69	3.66	3.64
Standard deviation	0.77	0.72	0.72	0.68	0.71	0.81	0.82	0.72	0.76	0.81	0.71	0.77	0.74	0.76	0.76	0.69	0.76	0.84	0.74	0.83
Standard error	0.08	0.08	0.05	0.05	0.05	0.06	0.06	0.05	0.06	0.06	0.05	0.06	0.07	0.07	0.05	0.04	0.05	0.05	0.05	0.05

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

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.

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

		26-35			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		231	236	221	216
Weighted Base		246	254	234	232
I trust it a lot		(5) 33 14%p	30 12%	26 11%	26 11%
I trust it		(4) 133 54%	135 53%	128 54%	140 61%rst
I neither trust nor distrust it		(3) 57 23%	69 27%	62 26%	49 21%
I distrust it		(2) 15 6%	13 5%	13 5%	13 6%
I distrust it a lot		(1) 2 1%	1 *	4 2%a	2 1%
Net: Trust		167 68%	165 65%	154 65%	166 72%st
Net: Distrust		17 7%	14 5%	17 7%	15 7%
Don't know		5 2%	7 3%r	2 1%	1 *
Mean score		3.75	3.73	3.68	3.76
Standard deviation		0.80	0.75	0.82	0.76
Standard error		0.05	0.05	0.06	0.05

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	36-49												50-65							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	174	210	373	353	328	368	385	333	331	346	288	353	211	199	386	428	393	412	446	402
Weighted Base	187	210	396	372	353	378	396	344	350	360	299	381	215	201	400	413	395	391	399	403
I trust it a lot	(5) 18 9%	20 10%	37 9%	31 8%	36 10%	36 9%	37 9%	42 12%	48 14% ^d	40 11%	31 10%	40 11%	25 12% ^{qr}	21 10% ^r	37 9% ^r	33 8%	27 7%	20 5%	29 7%	39 10% ^r
I trust it	(4) 107 57% ^f	118 56% ^f	223 56% ^{fg}	209 56% ^{fg}	199 56% ^{fg}	169 45%	189 48%	167 49%	172 49%	194 54% ^f	153 51%	210 55% ^f	97 45%	102 51%	218 54% ^{mr}	218 53% ^r	193 49%	178 45%	191 48%	194 48%
I neither trust nor distrust it	(3) 53 28%	47 22%	117 30%	107 29%	100 28%	129 34% ^{bjl}	137 35% ^{bjl}	98 28%	106 30%	91 25%	87 29%	97 26%	69 32%	57 28%	102 26%	134 32% ^{ouvw}	134 34% ^{ouvw}	136 35% ^{ouvw}	132 33% ^{ouvw}	129 32% ^{vw}
I distrust it	(2) 4 2%	10 5%	14 4%	15 4%	12 3%	22 6%	21 5%	25 7% ^{acei}	12 4%	25 7% ^{ace}	13 4%	25 7% ^a	14 6%	10 5%	32 8% ^{uv}	21 5%	22 6%	34 9% ^{pvx}	23 6%	27 7%
I distrust it a lot	(1) 3 2%	8 4% ^{cej}	1 *	6 1%	3 1%	15 4% ^{cdej}	7 2%	6 2%	8 2% ^c	3 1%	9 3% ^{cej}	4 1%	3 2%	8 4% ^p	6 1%	4 1%	10 2%	21 5% ^{mopqt}	15 4% ^p	9 2%
Net: Trust	124 66% ^{fg}	138 66% ^{fg}	260 66% ^{fg}	240 65% ^{fg}	235 67% ^{fg}	204 54%	226 57%	209 61%	220 63% ^f	234 65% ^{fg}	184 62%	251 66% ^{fg}	123 57%	123 61% ^r	255 64% ^{qrs}	250 61% ^r	220 56%	198 51%	220 55%	233 58% ^r
Net: Distrust	7 4%	18 8% ^{ce}	15 4%	20 5%	15 4%	37 10% ^{acde}	28 7%	31 9% ^{ace}	20 6%	29 8% ^c	23 8% ^c	30 8% ^c	17 8%	18 9%	38 9%	25 6%	32 8%	55 14% ^{mpps}	38 10%	36 9%
Don't know	3 2%	7 3% ^{cel}	4 1%	5 1%	3 1%	7 2%	5 1%	6 2%	4 1%	7 2%	5 2%	4 1%	6 3% ^r	3 1%	5 1%	4 1%	9 2% ^r	2 1%	9 2% ^r	5 1%
Mean score	3.71f	3.65	3.71fg	3.67f	3.73fg	3.50	3.58	3.64	3.69f	3.69f	3.62	3.68f	3.61r	3.60r	3.63rs	3.62rs	3.53r	3.37	3.50r	3.57r
Standard deviation	0.74	0.87	0.70	0.75	0.72	0.90	0.80	0.86	0.84	0.80	0.86	0.80	0.84	0.89	0.82	0.75	0.81	0.91	0.86	0.84
Standard error	0.06	0.06	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.04	0.05	0.04	0.06	0.06	0.04	0.04	0.04	0.05	0.04	0.04

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		50-65			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		385	440	372	416
Weighted Base		395	400	392	388
I trust it a lot	(5)	55 14%pqrs	55 14%pqrs	56 14%opqrs	61 16%opqrst
I trust it	(4)	194 49%	214 54%r	193 49%	189 49%
I neither trust nor distrust it	(3)	102 26%	101 25%	97 25%	103 27%
I distrust it	(2)	25 6%	17 4%	23 6%	19 5%
I distrust it a lot	(1)	9 2%	6 2%	10 3%	10 3%
Net: Trust		249 63%qrs	270 67%mpqrst	249 63%qrs	251 65%qrs
Net: Distrust		34 9%	24 6%	33 8%	29 8%
Don't know		10 3%r	7 2%	14 3%oprt	5 1%
Mean score		3.68qrs	3.75nop	3.69qrs	3.71qrst
Standard deviation		0.88	0.81	0.89	0.89
Standard error		0.05	0.04	0.05	0.04

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		66+											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		177	150	306	315	320	388	378	350	390	452	364	393
Weighted Base		123	120	243	221	236	262	258	253	249	263	245	255
	I trust it a lot	(5) 7	8	15	19	20	17	17	22	21	22	25	23
		6%	7%	6%	8%	8%	7%	6%	9%	8%	8%	10%	9%
	I trust it	(4) 67	55	121	111	114	120	114	124	124	131	116	130
		54%g	46%	50%	50%	48%	46%	44%	49%	50%	50%	47%	51%
	I neither trust nor distrust it	(3) 38	37	80	66	63	92	89	76	77	76	71	74
		31%	31%	33%	30%	27%	35%e	34%e	30%	31%	29%	29%	29%
	I distrust it	(2) 7	9	16	11	20	22	23	19	16	18	21	17
		6%	7%	7%	5%	9%	8%	9%	8%	6%	7%	8%	7%
	I distrust it a lot	(1) 1	1	4	5	5	6	6	7	4	6	5	5
		1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
	Net: Trust	74	63	136	130	134	137	130	146	145	153	141	153
		60%g	53%	56%	59%g	57%	52%	51%	58%	58%g	58%g	57%	60%fg
	Net: Distrust	9	10	21	17	25	28	29	26	20	24	26	22
		7%	8%	8%	7%	11%	11%	11%	10%	8%	9%	11%	9%
	Don't know	2	10	6	9	13	4	10	6	8	10	7	7
		2%	9%acdf	3%	4%	5%fh	2%	4%	2%	3%	4%	3%	3%
		ghijkl											
	Mean score	3.59	3.56	3.54	3.60g	3.55	3.47	3.45	3.55	3.58g	3.57g	3.56	3.60fg
	Standard deviation	0.75	0.77	0.79	0.82	0.87	0.83	0.85	0.86	0.81	0.84	0.88	0.83
	Standard error	0.06	0.07	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.05	0.04

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
 Base: All adults aware of Food Standards Agency/ the Food Standards agency - UK

	ENGLAND												SCOTLAND							
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)
Unweighted Base	697	689	1368	1426	1306	1447	1411	1352	1329	1461	1260	1375	-	-	-	-	-	-	-	-
Weighted Base	676	671	1352	1360	1282	1382	1370	1321	1281	1350	1226	1304	-**	-**	-**	-**	-**	-**	-**	-**
I trust it a lot	(5)	72 11%	64 9%	136 10%	117 9%	126 10%	116 8%	114 8%	137 10%	151 12%dfg	150 11%cdfg	142 12%dfg	143 11%dfg	-	-	-	-	-	-	-
I trust it	(4)	345 51% ^f	362 54% ^{fg}	741 55% ^{fgh}	749 55% ^{fghk}	686 54% ^{fgh}	666 46%	666 49%	650 49%	663 52% ^f	714 53% ^{fg}	626 51% ^f	706 54% ^{fgh}	-	-	-	-	-	-	-
I neither trust nor distrust it	(3)	206 30% ^{kl}	177 26%	377 28%	390 29%	364 28%	461 33% ^{bcde}	449 33% ^{bcde}	404 31% ^{ijkl}	347 27%	355 26%	329 27%	339 26%	-	-	-	-	-	-	-
I distrust it	(2)	29 4%	30 4%	61 5%	53 4%	60 5%	102 7% ^{abcde}	80 6% ^d	89 7% ^{abcde}	73 6% ^d	77 6% ^d	73 6% ^d	73 6% ^d	-	-	-	-	-	-	-
I distrust it a lot	(1)	9 1%	15 2%	17 1%	17 1%	18 1%	46 3% ^{acdeg}	27 2% ^{hijkl}	21 2%	21 2%	20 1%	22 2%	25 2%	-	-	-	-	-	-	-
Net: Trust		417 62% ^f	426 63% ^{fg}	877 65% ^{fgh}	866 64% ^{fgh}	812 63% ^{fg}	755 55%	781 57%	788 60% ^f	814 64% ^{fgh}	864 64% ^{fgh}	767 63% ^{fg}	849 65% ^{fgh}	-	-	-	-	-	-	-
Net: Distrust		37 6%	45 7%	78 6%	70 5%	77 6%	148 11% ^{abcde}	107 8% ^{cd}	110 8% ^{acde}	94 7% ^d	97 7% ^d	95 8% ^d	97 7% ^d	-	-	-	-	-	-	-
Don't know		16 2%	23 3% ^{chil}	19 1%	34 3% ^{cfh}	28 2%	18 1%	34 2% ^{fh}	18 1%	25 2%	34 3% ^{cfh}	34 3% ^{chil}	19 1%	-	-	-	-	-	-	-
Mean score		3.67 ^{fg}	3.66 ^{fg}	3.69 ^{fgh}	3.68 ^{fgh}	3.67 ^{fg}	3.50	3.57 ^f	3.61 ^f	3.68 ^{fgh}	3.68 ^{fgh}	3.66 ^{fg}	3.68 ^{fgh}	-	-	-	-	-	-	-
Standard deviation		0.78	0.81	0.77	0.74	0.78	0.88	0.81	0.83	0.82	0.81	0.83	0.82	-	-	-	-	-	-	-
Standard error		0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	-	-	-	-	-	-	-

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

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
 Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		SCOTLAND			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base	
Weighted Base					
I trust it a lot	(5)	-	-	-	-
I trust it	(4)	-	-	-	-
I neither trust nor distrust it	(3)	-	-	-	-
I distrust it	(2)	-	-	-	-
I distrust it a lot	(1)	-	-	-	-
Net: Trust		-	-	-	-
Net: Distrust		-	-	-	-
Don't know		-	-	-	-
Mean score		-	-	-	-
Standard deviation		-	-	-	-
Standard error		-	-	-	-

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

	WALES												NI								
	Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)	Wave 1 (Nov 10) (m)	Wave 2 (May 11) (n)	Wave 3 (Nov 11) (o)	Wave 4 (May 12) (p)	Wave 5 (Nov 12) (q)	Wave 6 (May 13) (r)	Wave 7 (Nov 13) (s)	Wave 8 (May 14) (t)	
Unweighted Base	49	44	88	92	88	84	78	80	97	96	84	84	32	25	44	41	52	103	113	90	
Weighted Base	47*	42*	84*	86*	82*	78*	73*	75*	89*	75*	81*	69*	30**	24**	45*	43*	50*	47*	52	50*	
I trust it a lot	(5)	5	8	5	13	14	6	9	11	16	8	9	6	4	7	4	7	8	13	8	
		11%	20% ^c	6%	15%	17% ^c	8%	12%	15%	18% ^c	11%	13%	20%	16%	16%	9%	14%	17%	26% ^p	17%	
I trust it	(4)	23	21	55	44	38	40	37	41	46	43	42	16	13	27	23	26	25	20	26	
		50%	50%	65% ^e	51%	47%	51%	55%	52%	57%	59%	61%	55%	55%	61% ^{aux}	53% ^{ax}	51% ^{ax}	53% ^{ax}	39%	53% ^{ax}	
I neither trust nor distrust it	(3)	16	9	16	25	18	25	20	17	16	15	14	7	1	4	15	10	11	11	10	
		33%	21%	19%	30%	22%	33%	27%	22%	28%	24%	21%	23%	4%	10%	35% ^{ouvw}	20%	22% ^u	22% ^u	19%	
I distrust it	(2)	3	2	5	1	5	4	2	2	1	3	3	-	2	5	2	3	2	3	5	
		6%	6%	6%	1%	6%	5%	6%	3%	2%	4%	5%	-	10%	11% ^w	4%	5%	5%	6%	9% ^w	
I distrust it a lot	(1)	-	-	-	2	2	3	2	-	5	-	-	1	4	1	-	1	1	3	1	
		-	-	-	2%	2%	4%	3%	-	7% ^{cijl}	-	-	2%	14%	2%	-	2%	2%	5% ^{vx}	2%	
Net: Trust		28	29	60	56	52	46	46	52	62	51	56	22	17	34	27	33	33	34	35	
		60%	70%	71%	65%	64%	60%	63%	70%	68%	70%	74%	75%	71%	77%	62%	65%	70%	65%	70%	
Net: Distrust		3	2	5	3	7	6	7	5	2	1	3	1	6	6	2	4	3	6	6	
		6%	6%	6%	3%	8%	8%	9% ^{ij}	6%	2%	11% ^j	5%	2%	25%	13%	4%	7%	7%	11%	11%	
Don't know		-	1	2	2	5	-	2	1	5	-	1	-	-	-	4	-	-	1	-	
		-	4%	3%	2%	6% ^{fgk}	-	2%	1%	6% ^{fgik}	-	1%	-	-	-	7% ^{tvx}	1%	-	2%	-	
Mean score		3.65	3.88	3.73	3.76	3.75	3.58	3.62	3.77	3.86^f	3.81	3.63	3.83^f	3.90	3.49	3.77	3.67	3.76	3.79	3.76	3.74
Standard deviation		0.76	0.81	0.68	0.80	0.91	0.82	0.90	0.86	0.73	0.65	0.98	0.71	0.80	1.31	0.93	0.70	0.86	0.87	1.07	0.92
Standard error		0.11	0.13	0.07	0.08	0.10	0.09	0.10	0.10	0.07	0.07	0.11	0.08	0.14	0.26	0.14	0.11	0.12	0.09	0.10	0.10

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

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		N			
		Wave 9 (Nov 14) (u)	Wave 10 (May 15) (v)	Wave 11 (Nov 15) (w)	Wave 12 (May 16) (x)
Unweighted Base		97	113	101	105
Weighted Base		53*	51	48*	49*
I trust it a lot	(5)	20 37%opqr t	17 33%opqr t	13 27%p	21 43%opqrw
I trust it	(4)	22 41%	24 48%x	23 48%x	17 34%
I neither trust nor distrust it	(3)	5 10%	7 14%	8 17%	9 18%
I distrust it	(2)	2 4%	2 5%	1 2%	3 5%
I distrust it a lot	(1)	3 5%vx	-	2 4%v	-
Net: Trust		42 78% <i>s</i>	41 82% <i>pqs</i>	36 76%	37 77%
Net: Distrust		5 10%	2 5%	3 5%	3 5%
Don't know		1 2%	-	1 2%	-
Mean score		4.03p	4.10opq	3.96	4.15opqrst
Standard deviation		1.08	0.81	0.95	0.90
Standard error		0.11	0.08	0.10	0.09

Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.
Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK

		ADDITIONAL COUNTRY ENGLAND/WALES/NI											
		Wave 1 (Nov 10) (a)	Wave 2 (May 11) (b)	Wave 3 (Nov 11) (c)	Wave 4 (May 12) (d)	Wave 5 (Nov 12) (e)	Wave 6 (May 13) (f)	Wave 7 (Nov 13) (g)	Wave 8 (May 14) (h)	Wave 9 (Nov 14) (i)	Wave 10 (May 15) (j)	Wave 11 (Nov 15) (k)	Wave 12 (May 16) (l)
Unweighted Base		778	758	1500	1559	1446	1634	1602	1522	1523	1670	1445	1564
Weighted Base		753	737	1480	1489	1414	1507	1494	1446	1423	1476	1354	1421
I trust it a lot	(5)	83 11%	76 10%	148 10%	133 9%	148 10%	131 9%	136 9%	157 11%	187 13%cdelg	174 12%dfg	164 12%dfg	173 12%dfg
I trust it	(4)	384 51%	397 54%fg	823 56%afghik	815 55%fgh	750 53%fg	703 47%	724 48%	718 50%	731 51%f	782 53%fg	696 51%f	764 54%fgh
I neither trust nor distrust it	(3)	228 30%bijk l	186 25%	397 27%	431 29%l	392 28%	497 33%bcdeijkl	480 32%bcdejkl	430 30%bijkl	377 27%	381 26%	352 26%	362 25%
I distrust it	(2)	32 4%	35 5%	71 5%	55 4%	67 5%	108 7%abcde	87 6%cd	96 7%acde	77 5%cd	81 5%cd	77 6%cd	78 6%cd
I distrust it a lot	(1)	9 1%	19 3%cdj	18 1%	19 1%	20 1%	49 3%acdehijl	32 2%	24 2%	24 2%	20 1%	29 2%	25 2%
Net: Trust		467 62%fg	473 64%fg	971 66%fgh	948 64%fg	897 63%fg	834 55%	860 58%	875 61%f	918 65%fgh	956 65%fgh	860 64%fg	937 66%fgh
Net: Distrust		41 5%	53 7%cd	90 6%	74 5%	88 6%	157 10%abcdeijkl	119 8%acd	121 8%acde	101 7%cd	101 7%cd	107 8%ad	103 7%cd
Don't know		16 2%	25 3%cthi l	22 1%	36 2%hli	36 3%cthi	19 1%	35 2%l	20 1%	27 2%	39 3%cthi	35 3%cthi	20 1%
Mean score		3.68fg	3.67fg	3.69fgh	3.68fg	3.68fg	3.51	3.58f	3.62f	3.70fgh	3.70fgh	3.67fg	3.70fgh
Standard deviation		0.78	0.83	0.77	0.74	0.79	0.88	0.83	0.83	0.83	0.80	0.85	0.82
Standard error		0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

	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/NI	1919
●	40	2	Q.1b And which of these food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	66	3	Q.1c And which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	79	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/NI	1919
●	105	5	Q.1c-Q.1d And which of THESE food issues are you concerned about, if any? -Total concerns	Base: All adults England/Wales/NI	1919
●	131	6	Q.1b-Q.1d Food issues concerned about- Summary	Base: All adults England/Wales/NI	1919
●	169	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/NI	1919
●	182	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/NI	1919
●	195	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/NI	1919
●	208	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	1522
●	227	11	Q.4 Which of the following, if any, have you heard of? - UK	Base: All adults England/Wales/NI	1919
●	266	12	Q.4 Which of the following, if any, have you heard of? - England	Base: All adults England	1752
●	288	14	Q.4 Which of the following, if any, have you heard of? - Wales	Base: All adults Wales	103
●	310	15	Q.4 Which of the following, if any, have you heard of? - NI	Base: All adults NI	64
●	332	16	Q.5a And please can I check, which issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? (Spontaneous)	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	1506
●	391	18	Q.5b And which of these issues do you think the Food Standards Agency/ Food Standards Scotland is responsible for? - Total awareness	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	1506
●	451	20	Q.6a How much do you trust or distrust Food Standards Agency/ Food Standards Scotland to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home.	Base: All adults aware of Food Standards Scotland/ the Food Standards agency - UK	778