

---

# Biannual Public Attitudes Tracker

---

Wave 7, November 2013

Food Standards Agency

---

Social Science Research Unit

February 2014

---

## Table of Contents

|   |    |
|---|----|
| List of Figures.....  | 3  |
| Executive summary .....   | 4  |
| Wave 7 Key findings .....   | 4  |
| 1. Introduction .....   | 6  |
| 1.1 Methodology .....   | 6  |
| 1.2 Reporting .....   | 6  |
| 1.3 Background .....  | 7  |
| 2. Concern about food issues.....   | 8  |
| 2.1 Food safety issues of concern.....  | 8  |
| 2.2 Wider food issues of concern .....  | 14 |
| 3. Concern about food safety in food outlets .....  | 19 |
| 4. Awareness of hygiene standards.....  | 22 |
| 5. Awareness of initiatives or schemes concerning hygiene standards.....                    | 27 |
| 5.1 Awareness of any hygiene initiatives or schemes.....                                    | 28 |
| 5.2 Awareness of FHRS / FHIS / SoTD.....  | 30 |
| 5.3 Scheme certificates and stickers.....   | 32 |
| 6. Awareness of and levels of trust in the FSA .....  | 37 |
| 6.1 Awareness of the FSA .....  | 37 |
| 6.2 Awareness of the FSA responsibilities .....   | 39 |
| 6.3 Trust in the FSA.....   | 43 |
| Annex A. Technical summary .....  | 46 |
| Annex B. Wave 7 Questionnaire.....  | 48 |
| Annex C: Occupational Groupings .....   | 53 |
| Annex D: Time series data from Nov 2010: food safety and other food issues of concern ..... | 55 |
| Annex E. Time series data from March 2001.....  | 58 |

## List of Figures

|   |    |
|---|----|
| FIGURE 1: REPORTED CONCERN ABOUT FOOD SAFETY ISSUES (NOVEMBER 2013).....  | 10 |
| FIGURE 2: REPORTED CONCERN ABOUT FOOD HYGIENE WHEN EATING OUT<br>(Nov 2010 - Nov 2013).....   | 11 |
| FIGURE 3: REPORTED CONCERN ABOUT FOOD POISONING (Nov 2010 - Nov 2013) .....   | 12 |
| FIGURE 4: REPORTED CONCERN ABOUT FOOD HYGIENE IN THE HOME (Nov 2010 -<br>Nov 2013) .....  | 12 |
| FIGURE 5: REPORTED CONCERN ABOUT WIDER FOOD ISSUES (NOVEMBER 2013).....   | 15 |
| FIGURE 6: REPORTED CONCERN ABOUT FOOD WASTE (Nov 2010 - Nov 2013) .....   | 16 |
| FIGURE 7: REPORTED CONCERN ABOUT FOOD PRICES (Nov 2010 - Nov 2013).....   | 17 |
| FIGURE 8: CONCERN ABOUT FOOD SAFETY IN UK FOOD OUTLETS (Nov 2010 -<br>Nov 2013) .....   | 20 |
| FIGURE 9: AWARENESS OF HYGIENE STANDARDS IN PLACES RESPONDENTS EAT OUT<br>AT OR BUY FOOD FROM (Nov 2010 - Nov 2013) .....           | 23 |
| FIGURE 10: WAYS RESPONDENTS REPORTED BEING AWARE OF HYGIENE STANDARDS<br>(Nov 2013) .....   | 24 |
| FIGURE 11: WAYS OF KNOWING ABOUT THE HYGIENE STANDARDS OF PLACES<br>RESPONDENTS EAT AT OR BUY FOOD FROM (Nov 2010 - Nov 2013) ..... | 25 |
| FIGURE 12: AWARENESS OF ANY HYGIENE INITIATIVES OR SCHEMES (Nov 2011 - Nov<br>2013).....  | 28 |
| FIGURE 13: AWARENESS OF ANY HYGIENE STANDARDS INITIATIVES OR SCHEMES BY<br>COUNTRY (Nov 2013).....                                  | 29 |
| FIGURE 14: AWARENESS OF FHRS / FHS / SoTD (Nov 2011 - Nov 2013).....  | 31 |
| FIGURE 15: AWARENESS OF FHRS BY COUNTRY (Nov 2011 - Nov 2013) .....   | 32 |
| FIGURE 16: AWARENESS OF FHRS / FHS CERTIFICATE AND / OR STICKER<br>(Nov 2012 - Nov 2013) .....                                      | 33 |
| FIGURE 17: AWARENESS OF FHRS BY COUNTRY (NOVEMBER 2013) .....   | 34 |
| FIGURE 18: AWARENESS OF THE FSA (Nov 2010 - Nov 2013) .....   | 38 |
| FIGURE 19: REPORTED RESPONSIBILITIES OF THE FSA – Nov 2013 .....  | 40 |
| FIGURE 20: REPORTED RESPONSIBILITY OF THE FSA: ENSURING FOOD IS SAFE TO EAT<br>(Nov 2010 - Nov 2013).....                           | 41 |
| FIGURE 21: REPORTED RESPONSIBILITY OF THE FSA: COUNTRY OF ORIGIN FOOD<br>LABELLING (Nov 2010 - Nov 2013) .....                      | 42 |
| FIGURE 22: TRUST IN THE FSA (Nov 2010 - Nov 2013) .....   | 44 |

## Executive summary

The Food Standards Agency (FSA or Agency) places ten questions on the TNS<sup>1</sup> consumer face-to-face omnibus survey on a biannual basis in order to monitor key Agency issues. Fieldwork for this wave took place from the 6 November – 17 November 2013 and a representative sample of 2509 adults in the UK was interviewed.

The following summary shows top-line findings from in-house analysis. Differences between socio-demographic groups are captured in the main report. All differences and wave-on-wave changes cited are statistically significant and report at the 95% confidence level.<sup>2</sup>

### Wave 7 Key findings

- The top three food safety issues of total (spontaneous plus prompted) concern for respondents were food hygiene when eating out (36%), the use of additives in food products (26%), and food poisoning (26%).
- The top wider food issues of total (spontaneous plus prompted) concern were food prices (60%), food waste (50%), and the amount of salt in food (44%). Concern about food waste has increased by 5-8 percentage points when compared with all previous waves.
- 49% of respondents reported concern about food safety in UK restaurants, pubs, cafes and takeaways. The proportion of respondents concerned about food safety in shops and supermarkets (46%) has decreased 6 percentage points when compared with Wave 6 (52%), but is consistent with all other waves.
- 82% of respondents reported being aware of the hygiene standards in places they eat out at or buy food from. The main ways these respondents reported being aware of hygiene standards was the

---

<sup>1</sup> [www.tnsglobal.com](http://www.tnsglobal.com)

<sup>2</sup> This is where we can be 95% confident that the results did not come about by chance.

general appearance of premises (63%) and the appearance of staff (51%).

- In this wave, of those respondents who were at all aware of the hygiene standards in places they eat out at or buy food from, 40% reported hygiene certificates, and 25% reported hygiene stickers, as ways of knowing about hygiene standards. The proportions of respondents reporting hygiene certificates and hygiene stickers progressively increased between Wave 1 (29% and 12% respectively, Nov 2010) and Wave 6 (40% and 25% respectively, May 2013) and have remained steady in this wave.
- 37% of respondents in England, Wales and Northern Ireland reported being aware of the Food Hygiene Rating Scheme. This figure has been steadily increasing since Wave 3 (21%, Nov 2011). The proportion of respondents in England, Wales and Northern Ireland reporting that they had seen an FHRS certificate and/or sticker (66%) has also increased compared to previous waves (50%, Nov 2012 and 57%, May 2013).
- Awareness of the Food Hygiene Information Scheme (FHIS) is more mixed. 9% of respondents in Scotland reported being aware of the FHIS which is similar to the previous three waves. However, 50% said they had seen the FHIS certificate and/or sticker before, a substantial increase compared to Wave 5 (32% in Nov 2012).
- 82% of respondents reported being aware of the FSA. This is similar to most previous waves of the Tracker. The main issue respondents reported the FSA to be responsible for was ensuring food bought is safe to eat (87%).
- Of those who reported being aware of the FSA, 58% said they trusted, and only 8% said they distrusted, the FSA to do its job. Levels of trust fell in Wave 6 (May 2013) when compared to all previous waves, and have remained at this level in this wave.

## 1. Introduction

The FSA has conducted the Public Attitudes Tracker survey since 2001 in order to monitor key Agency issues. After a review in 2010, the Tracker was redeveloped in full and since then has run on a biannual basis. Questions cover a number of topics of interest for the Agency, including: concern about specific food safety issues, awareness of hygiene standards in eating establishments, awareness of initiatives or schemes concerning food hygiene, awareness of the FSA and its responsibilities, and trust in the FSA.

### 1.1 Methodology

This is Wave 7 of the redeveloped Tracker. The fieldwork period for this wave of research was 6 November – 17 November 2013 and a representative sample of 2509 adults in the UK was interviewed. The research was conducted through the TNS consumer omnibus survey which uses face-to-face interviews, and respondents were selected using a random location sampling method. See Annex A for further methodological detail and Annex B for the full questionnaire.

### 1.2 Reporting

The following report shows top-line findings from in-house analysis. Some additional time series data are presented in Annex D and Annex E for information. All wave-on-wave and socio-demographic differences cited are statistically significant and reported at the 95% confidence level.<sup>3</sup> Weighted and unweighted sample sizes for each question are detailed underneath figures.

Whilst the report comments on key socio-demographic differences that emerged across the survey, other socio-demographic differences may also be

---

<sup>3</sup> This is where we can be 95% confident that the results did not come about by chance.

apparent in the data. Full data tables, including a range of other socio-demographic groups, are available on request.

Where the term 'total' is used to report the research findings it refers to spontaneous and prompted responses combined. Spontaneous responses give an indication of what issues are top of mind for respondents without being shown any response options. Prompted responses illustrate what issues are important to respondents when provided with a number of different response options to select from.

On some questions respondents can give multiple answers. Where this is the case, the average number of responses can vary between waves and between socio-demographic groups. The average number of responses is footnoted where it is of interest. Further detail on the average number of responses, including whether there is statistically significant variation between waves is available on request.

### 1.3 Background

Between 2001 and 2010 the Tracker was largely run on a quarterly basis and consisted of six questions. These questions were redeveloped in spring 2010 and since then the Tracker has run on a biannual basis. In Wave 3, three new questions were added to the redeveloped tracker to measure awareness of initiatives and schemes concerning the hygiene standards in places people eat out at or shop for food. One further question, on whether or not respondents had seen the Food Hygiene Rating Scheme (FHRS) or Food Hygiene Information Scheme (FHIS) certificate and / or sticker before, was included in Wave 5, giving a total of ten questions. See Annex A for full details on the changes made to the Tracker and Annex B for the full questionnaire.

Earlier Tracker reports and full data tables, including wave-on-wave figures, are available on request. Please contact [luke.ulas@foodstandards.gsi.gov.uk](mailto:luke.ulas@foodstandards.gsi.gov.uk)

## 2. Concern about food issues

### Wave 7 Key findings

- The top three food safety issues of total concern were food hygiene when eating out (36%), the use of additives in food products (26%), and food poisoning (26%).
- The top three wider food issues of total concern were food prices (60%), food waste (50%), and the amount of salt in food (44%).
- Total concern about food hygiene in the home (15%) has decreased 4-6 percentage points when compared with all previous waves (19-21%). By contrast, total concern about food waste (50%) has increased by 5-8 percentage points when compared with all previous waves (42-45%).
- Whilst the Tracker does not specifically ask about horsemeat, a small proportion of respondents (2%) spontaneously reported horsemeat as a food issue of concern in this wave. This is down 3 percentage points from the previous wave (5%).

To assist the Agency in monitoring the public's perception of food safety issues, the Tracker asks respondents what food issues, if any, they are concerned about. Respondents are first asked to state spontaneously what food issues they are concerned about and then asked to select food issues of concern from prompted lists, which include food safety issues.

### 2.1 Food safety issues of concern

Looking at total (spontaneous plus prompted) responses, the top<sup>4</sup> food safety issues of concern were food hygiene when eating out (36%), the use of additives in food products (26%), food poisoning (26%), the use of pesticides to grow food (25%), and date labels (24%).<sup>5</sup> See Figure 1 for further detail.

---

<sup>4</sup> 'Top' refers to the most frequently mentioned food issues of concern reported by respondents (total or spontaneous responses).

<sup>5</sup> Average number of food safety total concern responses per person: Wave 1 (3.50), Wave 2 (3.55), Wave 3 (3.46), Wave 4 (3.41), Wave 5 (3.28), Wave 6 (3.58), Wave 7 (3.32).

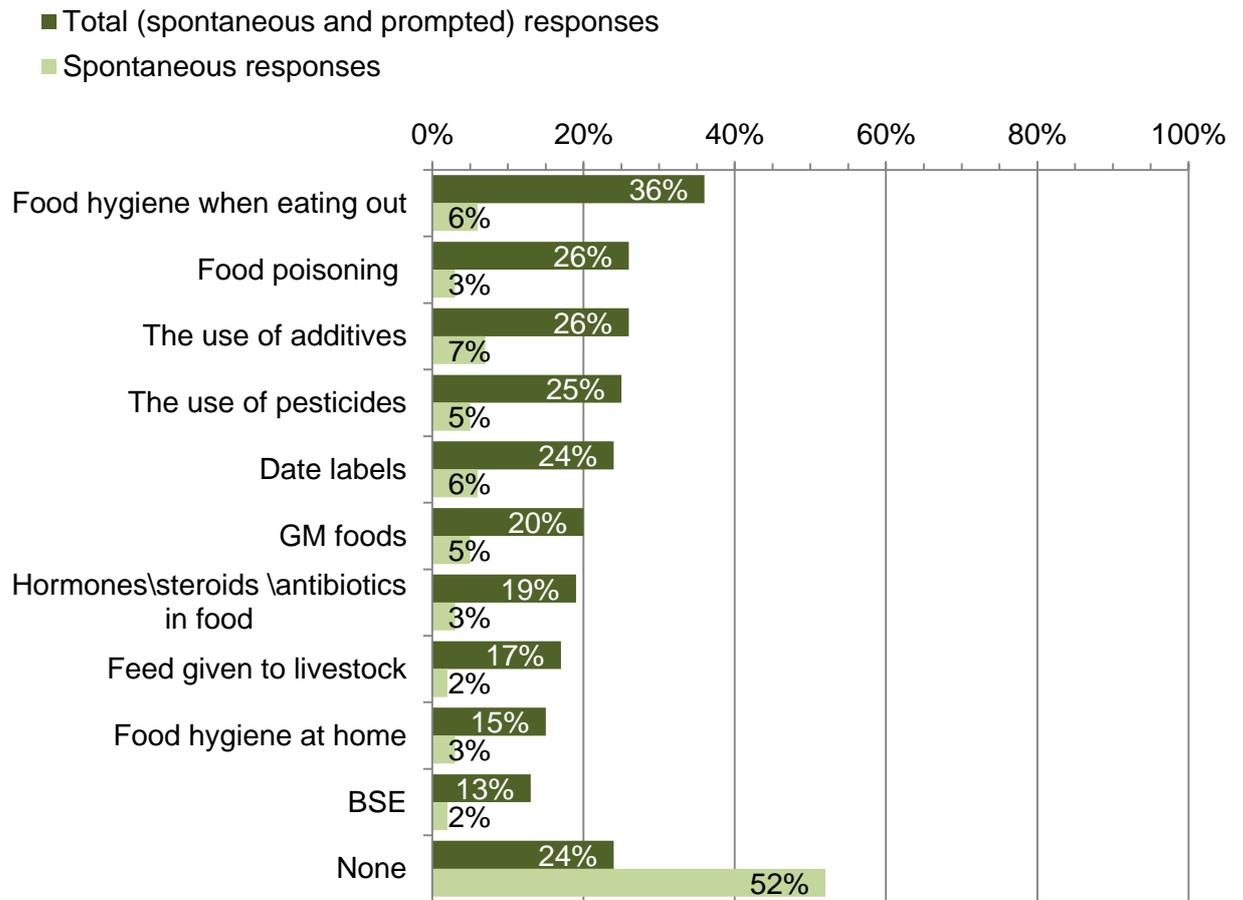
Compared to total concern, only a small proportion of respondents spontaneously mentioned they were concerned about food safety issues.<sup>6</sup> The top food safety concerns spontaneously mentioned by respondents were food hygiene when eating out (6%), the use of additives in food products (7%), date labels (6%), food poisoning (3%), the use of pesticides (5%), genetically modified foods (5%), and food hygiene at home (3%). See Figure 1 for further detail.

Interestingly, total concern about food hygiene when eating out (36%) was more than twice as high as concern about food hygiene in the home (15%). Also interesting to note is the relatively high proportion of respondents who reported no food safety issues of concern (24% for total concern and 52% for spontaneous concern).

---

<sup>6</sup> Average number of spontaneous concern responses: Wave 1 (2.79), Wave 2 (2.66), Wave 3 (2.41), Wave 4 (2.48), Wave 5 (3.00), Wave 6 (3.21), Wave 7 (2.79).

**Figure 1: Reported concern about food safety issues (November 2013)**



Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-581)

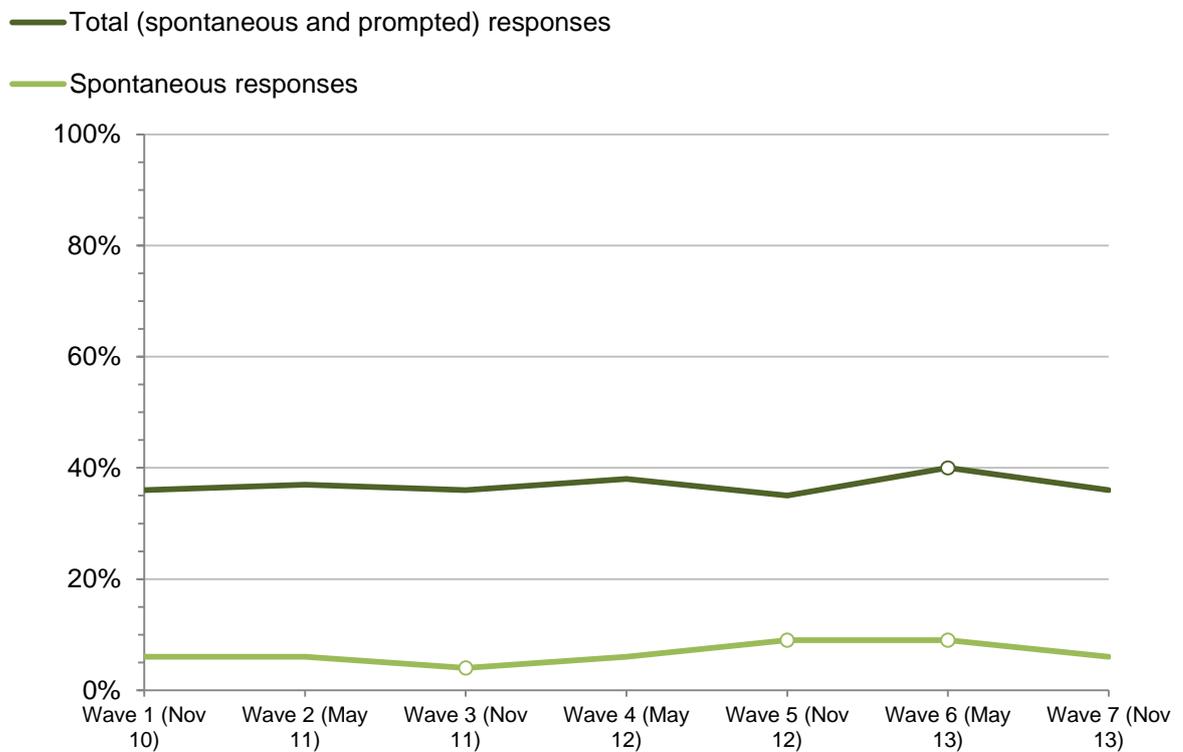
Looking across the time series data, Wave 6 saw an increase in total concern about food hygiene when eating out (40%) of 3-5 percentage points compared with Waves 1, 2, 3 and 5 (35-37%). However, in Wave 7 this dropped 4 percentage points back to 36%. Similarly, Waves 5 and 6 saw an increase in spontaneous concern about food hygiene when eating out (9%) of 3-5 percentage points compared with Waves 1-4 (4-6%). However, Wave 7 has seen a drop back down of 3 percentage points (6%). See Figure 3 for further detail.

There has also been some change in Wave 7 with respect to levels of concern about food poisoning. Total concern (26%) was 3-6 percentage points lower in Wave 7 than in Waves 1, 2, 3, 4 and 6 (29-32%). Similarly, spontaneous

concern about food poisoning (3%) is 2 percentage points lower than waves 1, 4, 5 and 6. See Figure 4 for further detail.

Beyond the top food issues of concern, a striking finding is that total concern about food hygiene in the home (15%) has dropped by 4-6 percentage points compared to all previous waves (19-21%). Spontaneous concern is also down compared to some previous waves, with the level reported (3%) being 2-3 percentage points lower than in Waves 1, 5 and 6 (5-6%). See Figure 2 for further detail.

**Figure 2: Reported concern about food hygiene when eating out (Nov 2010 - Nov 2013)**

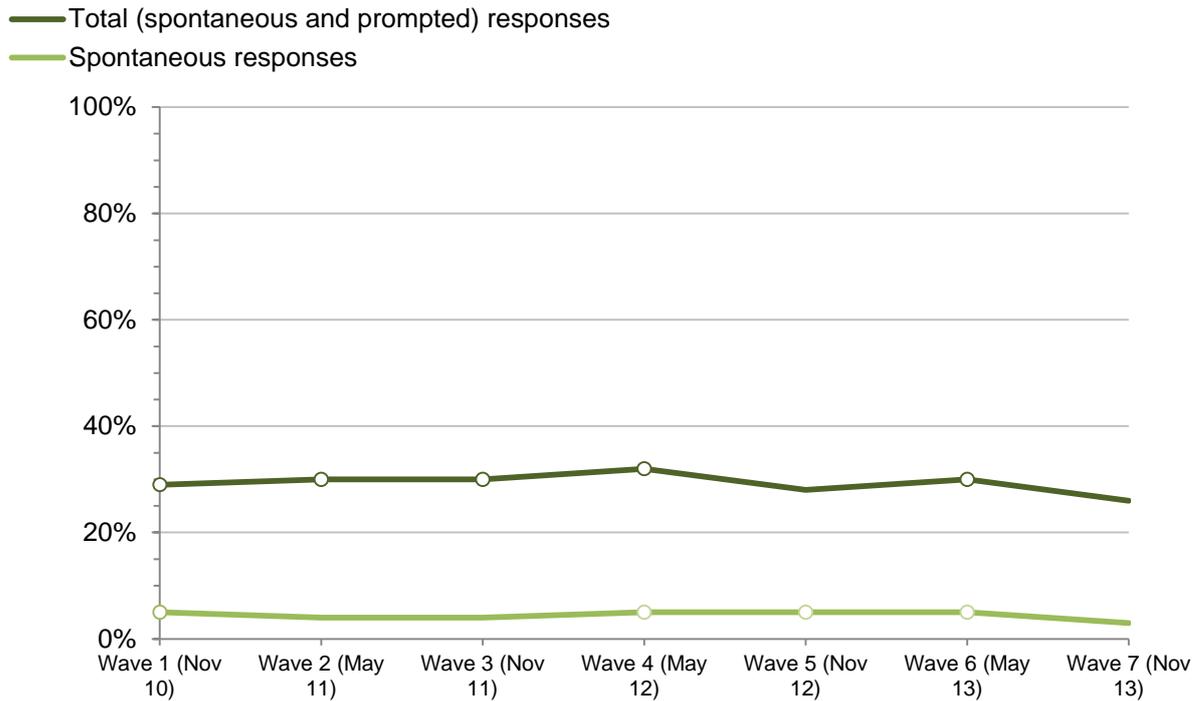


Base: All respondents UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Circled data points denote a statistically significant difference from wave 7

**Figure 3: Reported concern about food poisoning (Nov 2010 - Nov 2013)**

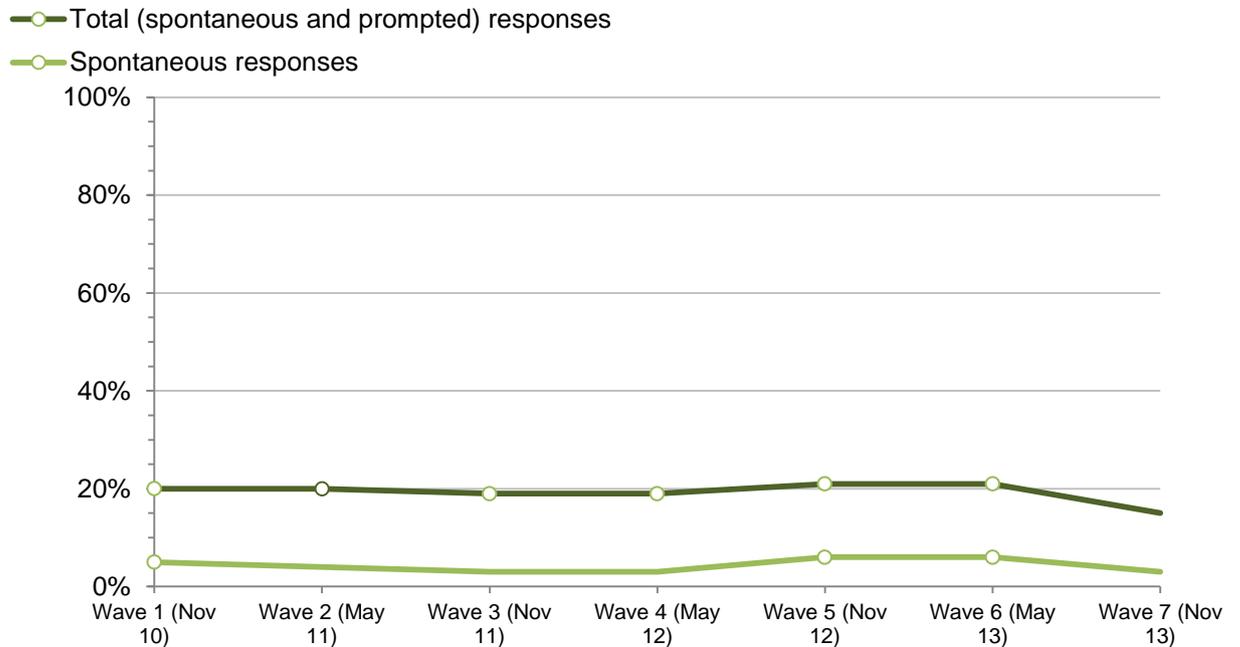


Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Circled data points denote statistically significant differences from Wave 7

**Figure 4: Reported concern about food hygiene in the home (Nov 2010- Nov 2013)**



Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Circled data points denote statistically significant differences from Wave 7

Some differences in levels of concern about food safety issues were also apparent across different socio-demographic groups. Those who were *more likely* to report total concern about food safety issues included:

- **Women:** food hygiene when eating out (41% compared to 31% of men), food poisoning (29% compared to 23%), use of additives (30% compared to 23%) and date labels (27% compared to 20%). Indeed, in this wave, women were more likely to report total concern about *every* food safety issue except GM food.
- **Respondents in Northern Ireland:** use of additives (35% compared to 21-26% of respondents in England, Wales and Scotland).
- **Respondents aged 50-65:** the use of additives in food (36% compared to 13-28% for all other age groups), the use of pesticides (34% compared to 16-26%), hormones/steroids/antibiotics in food (27% compared to 7-19%), and the feed given to livestock (26% compared to 8-18%).
- **Respondents from urban areas:** GM foods (21% compared to 17% of respondents in rural areas), and food hygiene in the home (16% compared to 11%).

Those who were *less likely* to report total concern about food safety issues included:

- **Respondents aged 16-25:** the use of additives (13% compared to 20-36% for all other age groups), the use of hormones/steroids/antibiotics in food (7% compared to 17-27%), GM foods (12% compared to 18-25%), and BSE (5% compared to 11-18%). Respondents in this age group were also more likely to report that they had no food issues of concern (34% compared to 19-26%).

Looking across the time series data, women have been consistently more likely to report higher total concern about most food safety issues than men, and respondents aged 16-25 have been consistently less likely to report total

concern. Differences between all other socio-demographic groups were apparent in some, but not all, previous waves.

## 2.2 Wider food issues of concern

As the FSA in Northern Ireland and Scotland are also responsible for nutrition, and in order to situate concern for food safety issues in the wider food context, other food issues of concern are reported below.

In general, higher levels of concern were reported about a range of wider food issues than were reported for food safety issues. The top wider food issues of total (spontaneous plus prompted) concern were food prices (60%), food waste (50%), the amount of salt in food (44%), the amount of sugar in food (44%), the amount of fat in food (40%), and the amount of saturated fat in food (40%).<sup>7</sup> See Figure 4 for further detail.

The top issues of spontaneous concern were food prices (18%), the amount of salt in food (9%), the amount of fat in food (9%), the amount of sugar in food (9%), food waste (8%), and the amount of saturated fat in food (7%).<sup>8</sup> See Figure 5 for further detail.

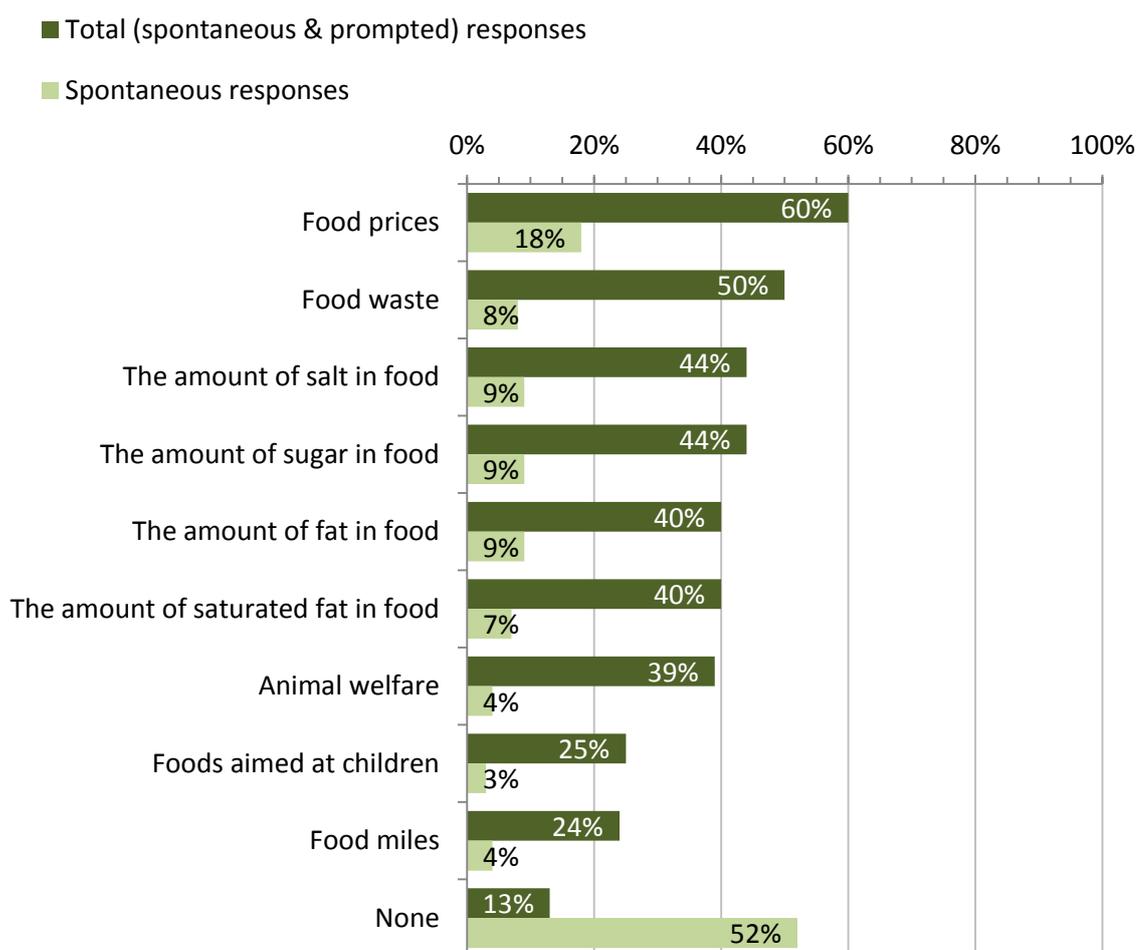
Whilst the Tracker does not specifically ask about horsemeat, a small proportion of respondents (2%) spontaneously reported horsemeat as a food issue of concern in this wave. This is a decrease of 3 percentage points compared to the previous wave (5%).

---

<sup>7</sup> Average number of total concern responses for other food issues: Wave 1 (4.06), Wave 2 (4.26), Wave 3 (4.09), Wave 4 (4.27), Wave 5 (4.13), Wave 6 (4.32), Wave 7 (4.32).

<sup>8</sup> Average number of spontaneous concern responses: Wave 1 (2.79), Wave 2 (2.66), Wave 3 (2.41), Wave 4 (2.46), Wave 5 (3.00), Wave 6 (3.21), Wave 7 (2.79).

**Figure 5: Reported concern about wider food issues (November 2013)**



Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Looking across waves, total concern about food waste in this wave (50%) has risen by 5-8 percentage points in comparison with all other waves (42-45%). This increase was also reflected in the level of spontaneous concern about food waste (8%), which has increased by 2-5 percentage points compared to all other waves (3-6%). See Figure 6 for more detail.

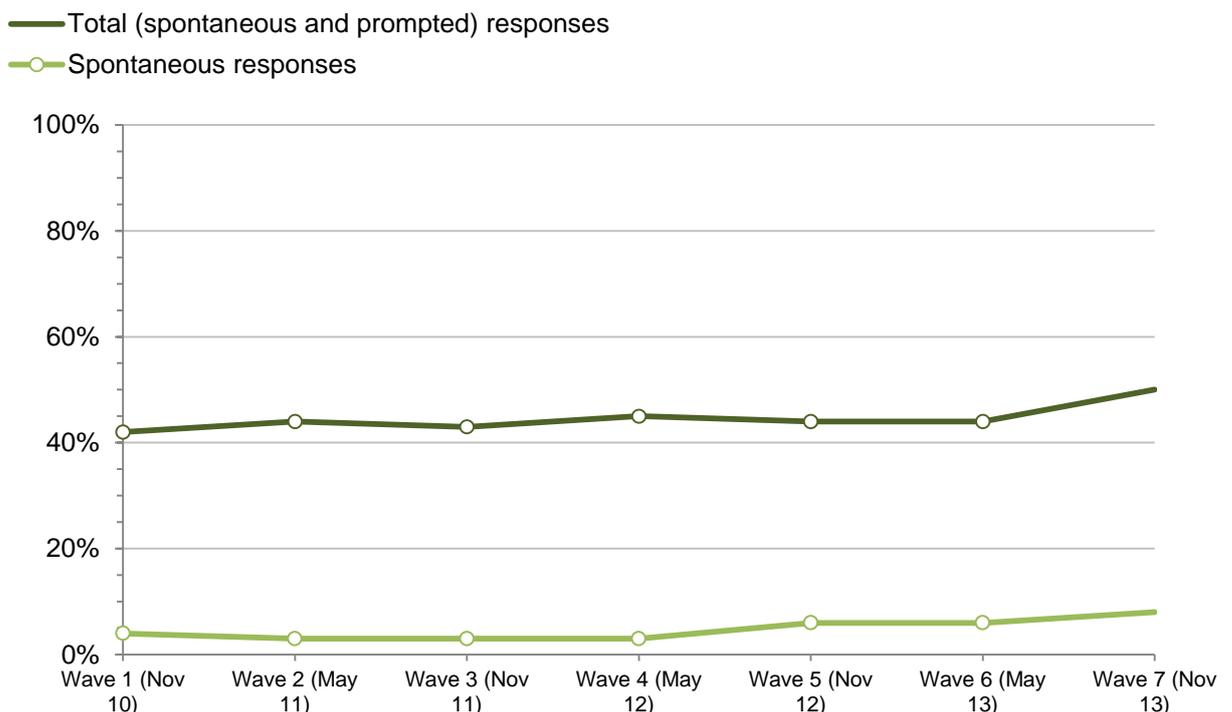
Total concern about food prices saw a modest increase of 5 percentage points between Wave 1 (54%, Nov 2010) and Wave 2 (61%, May 2011), but has remained largely constant since then. There was a spike<sup>9</sup> in spontaneous

<sup>9</sup> This is where there was a significant increase compared to all previous waves but only for one wave with the figure falling to the original level in the following wave.

concern about food prices in Wave 5 (22%, Nov 2012), with spontaneous concern being 4-8 percentage points higher than all other waves (between 14-18%).

The level of total concern about fat in food continues to fluctuate between seasons, with the level of concern being generally slightly higher in the May waves than the November waves. A similar pattern is discernible with respect to total concern about the level of salt in food. There had previously been a similar seasonal fluctuation observable in levels of total concern about sugar in food (with the level of concern being generally slightly higher in the May waves than the November waves). In this wave, however, levels of total concern (44%) have remained at the same level as in Wave 6. See Annex D for further detail.

**Figure 6: Reported concern about food waste (Nov 2010 - Nov 2013)**

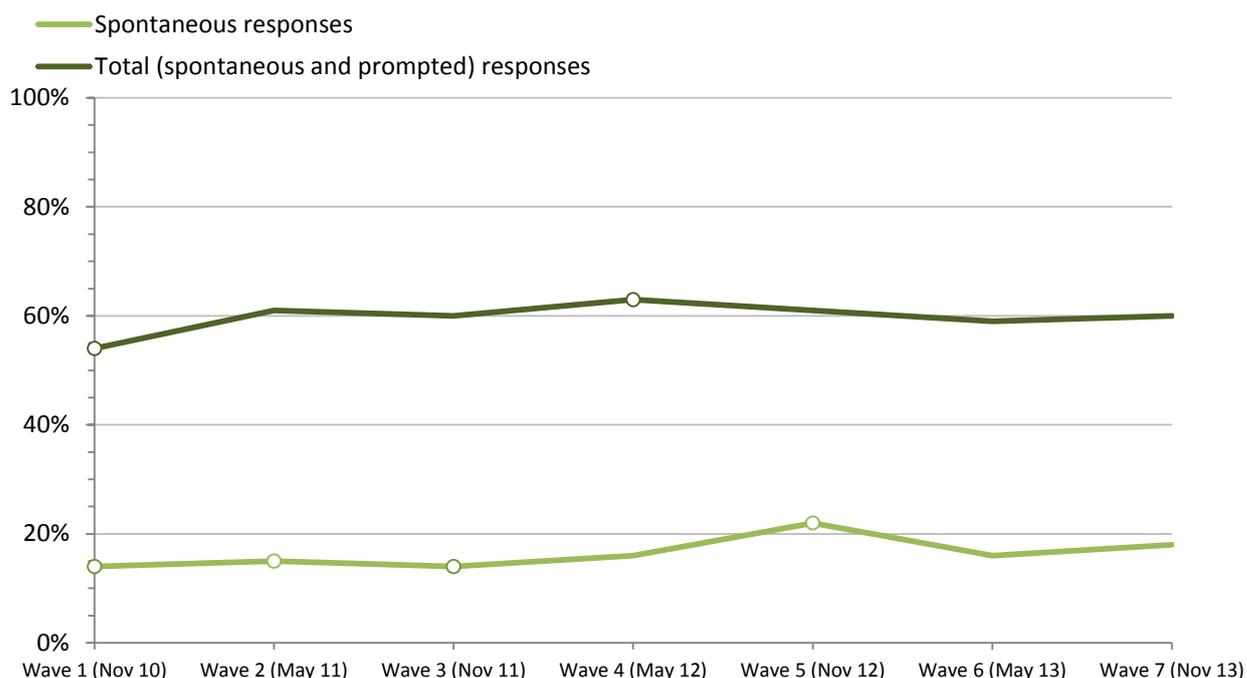


Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Circled data points represent statistically significant differences from Wave 7.

**Figure 7: Reported concern about food prices (Nov 2010 - Nov 2013)**



Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Circled data points represent statistically significant differences from Wave 7

As with concern about food safety issues, levels of concern about wider food issues varied between socio-demographic groups. Groups that were *more likely* to report total concern about other food issues included:

- **Women:** women were more likely to report concern about *any* wider food issue (88% compared to 82% of men). More specifically, women were more likely to report concern about food prices (63% compared to 55%), food waste (53% compared to 47%), amount of salt in food (48% compared to 40%), amount of sugar in food (48% compared to 40%), amount of fat in food (45% compared to 35%), animal welfare (44% compared to 33%), foods aimed at children (29% compared to 21%), and food miles (28% compared to 19%)
- **Respondents aged 50-65:** food waste (62% compared to 37-52% for all other age groups), the amount of saturated fat in food (49% compared to 27-42%), animal welfare (48% compared to 28-40%), and food miles (33% compared to 12-28%).

- **Minority ethnic respondents:** food prices (67% compared to 59% for White respondents), the amount of sugar in food (52% compared to 43%), and foods aimed at children (32% compared to 25%).
- **Respondents in urban areas:** the amount of sugar in food (45% compared to 39% for respondents in rural areas), the amount of fat in food (42% compared to 33%), and the amount of saturated fat in food (41% compared to 34%).
- **Social grade AB<sup>10</sup> respondents:** food miles (36% compared to 18-23% for all other social grades).
- **Respondents with children in the household:** food prices (64% compared to 57% for those without children in the household) and foods aimed at children (36% compared to 20%).
- **Respondents without children in the household:** animal welfare (41% compared to 34% for those with children in the household) and food miles (25% compared to 20%).

Respondents who were *less likely* to report total concern about other food issues included:

- **Respondents aged 16-25:** food prices (44% compared to 58-61% for all other age groups), amount of salt in food (32% compared to 42-50%), the amount of fat in food (27% compared to 37-46%), the amount of sugar in food (29% compared to 40-51%) and the amount of saturated fat in food (27% compared to 35-49%).

Looking across the time series data, women have been consistently more likely (compared to men), and respondents aged 16-25 have been consistently less likely (than all other age groups) to report being concerned about wider food issues. Differences between all other socio-demographic groups were apparent in some, but not all, previous waves.

---

<sup>10</sup> This includes professional people and middle managers in large businesses or owners of small businesses. See Annex C for full description of social grades.

### 3. Concern about food safety in food outlets

#### Wave 7 Key findings

- 49% reported being concerned about food safety in UK restaurants, pubs, cafes and takeaways.
- 46% reported being concerned about food safety in UK shops and supermarkets.
- The proportion of respondents concerned about food safety in shops and supermarkets (46%) decreased 6 percentage points compared to Wave 6 (52%), but is similar to all other waves.

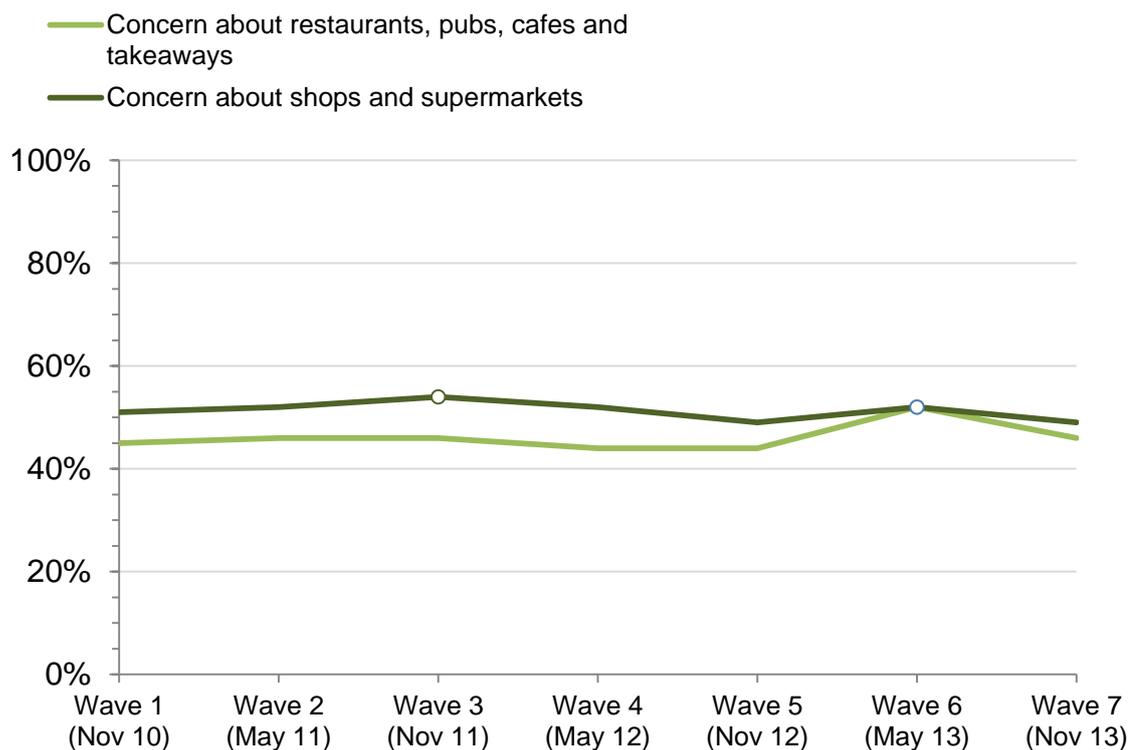
To consider concern about food safety issues in more detail, respondents were asked how concerned or unconcerned they were about the safety of all food sold in a) UK restaurants, pubs, cafés and takeaways and b) UK shops and supermarkets.

In Wave 7, 49% of respondents reported being concerned<sup>11</sup> about the safety of food sold in UK restaurants, pubs, cafés and takeaways. Concern decreased 3 percentage points compared to the previous wave (52%, May 2013), but there is no overall trend across waves. The proportion of respondents that reported being concerned about the safety of food sold in UK shops and supermarkets was 46% in this wave, a decrease of 6 percentage points compared to Wave 6 (52%). Wave 6 now represents a spike in an otherwise constant level of concern across the time series data. See Figure 8 for further detail.

---

<sup>11</sup> Figure based on net of respondents who reported being 'very concerned' or 'fairly concerned', here and throughout the rest of the chapter.

**Figure 8: Concern about food safety in UK food outlets (Nov 2010 - Nov 2013)**



Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069 - 2141)

Circled data points represent statistically significant differences from Wave 7.

There was considerable variation between different socio-demographic groups in response to these two questions. Groups that were *more likely* to report concern about food safety in food outlets included:

- **Women:** safety of food sold in UK restaurants, pubs, cafés and takeaways (53% compared to 45% of men) and safety of food sold in UK shops and supermarkets (49% compared to 43%).
- **Respondents aged 50-65:** safety of food sold in UK restaurants, pubs, cafés and takeaways (57% compared to 41-50% of all other age groups).
- **Respondents in Northern Ireland:** safety of food sold in restaurants, pubs, cafés and takeaways (62% compared to 46-49% in England, Wales and Scotland)
- **Minority ethnic respondents:** safety of food sold in UK restaurants, pubs, cafés and takeaways (61% compared to 48% of White

respondents) and safety of food sold in UK shops and supermarkets (63% compared to 44%).

Looking across the time series data, similar differences by gender and ethnicity were apparent in all previous waves. Differences between all other socio-demographic groups were apparent in some, but not all, previous waves.

## 4. Awareness of hygiene standards

### Wave 7 Key findings

- 82% reported being aware of the hygiene standards in places they eat out at or buy food from.
- The main ways these respondents reported being aware of hygiene standards were the general appearance of the premises (63%) and the appearance of staff (51%).
- 40% of these respondents reported hygiene certificates, and 25% reported hygiene stickers, as ways of knowing about hygiene standards. The proportions of respondents reporting hygiene certificates and hygiene stickers progressively increased between Wave 1 (29% and 12% respectively, Nov 2010) and Wave 6 (40% and 25% respectively, May 2013) and have remained steady in this wave.

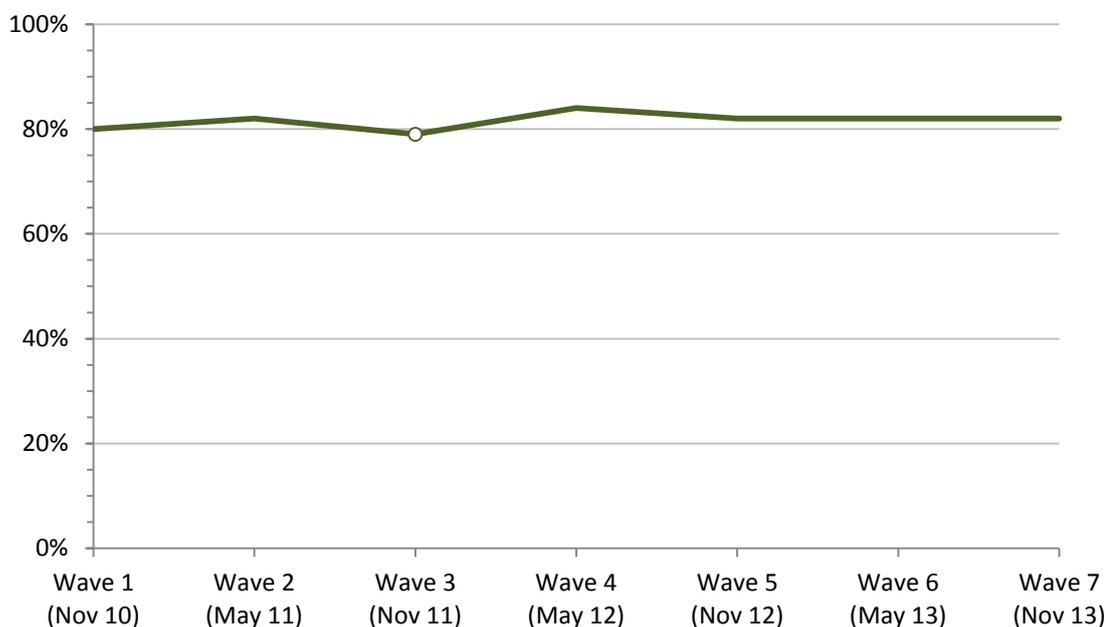
One of the FSA's strategic objectives is to ensure consumers have the information and understanding to make informed choices about where and what they eat. To help monitor performance against this objective the Tracker asks a number of questions on awareness of hygiene standards in places respondents eat out at or buy food from.

Four-fifths of respondents (82%) reported being aware<sup>12</sup> of the hygiene standards in places they eat out at or buy food from. This figure is similar to all previous waves of the Tracker with the exception of Wave 3 where reported awareness was slightly lower (79%, Nov 2011). See Figure 9 for further detail.

---

<sup>12</sup> Figure based on net of respondents who reported 'yes-always' or 'yes-sometimes when asked if they tended to be aware of standards of hygiene at places they eat out at or buy food from', here and throughout the remainder of the chapter.

**Figure 9: Awareness of hygiene standards in places respondents eat out at or buy food from (Nov 2010 - Nov 2013)**

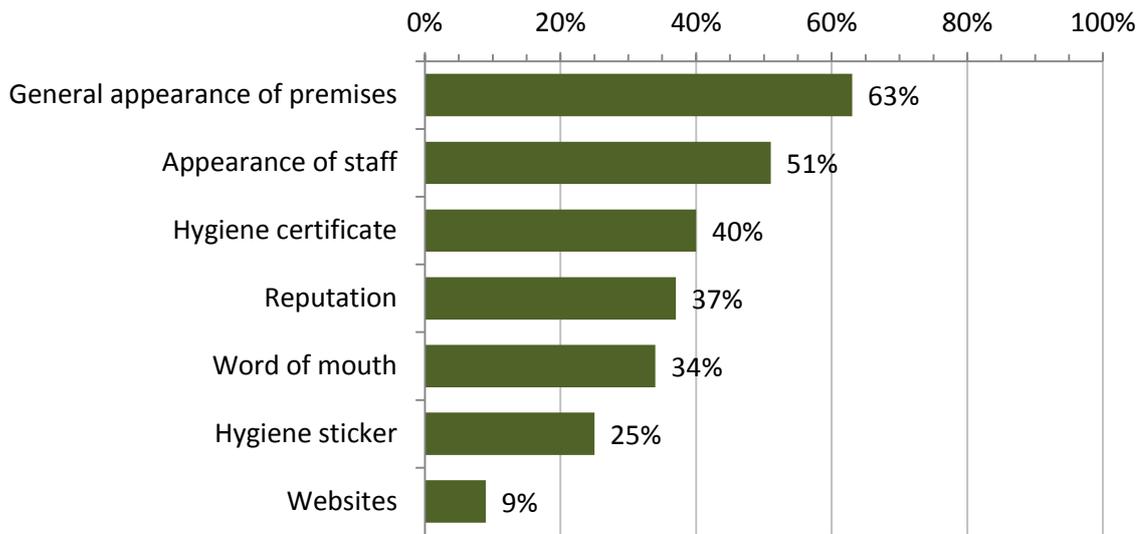


Base: All respondents, UK  
 Weighted base (W7: 2000, W1-W5: 2000), Unweighted base (W7: 2509, W1- W6: 2069-2141)  
 Circled data points represent statistically significant differences from Wave 7.

Respondents who reported being aware of hygiene standards in the places they eat out at or buy food from were asked *how* they were aware of these standards. The main ways these respondents reported being aware were from the general appearance of the premises (63%) and the appearance of staff (51%) (see Figure 10)<sup>13</sup>. These were also the most frequently reported methods in all previous waves (Nov 2010 - May 2013).

<sup>13</sup> Average number of responses: Wave 1 (2.00), Wave 2 (2.49), Wave 3 (2.11), Wave 4 (3.21), Wave 5 (2.14), Wave 6 (2.39), Wave 7 (2.67)

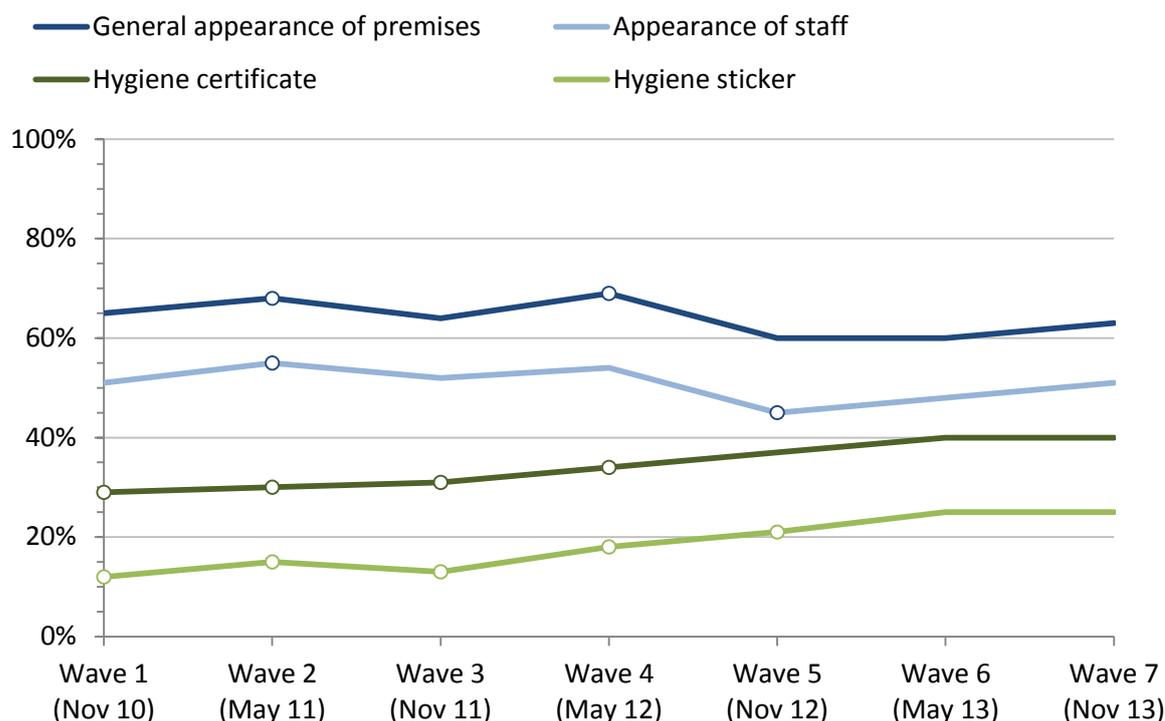
**Figure 10: Ways respondents reported being aware of hygiene standards (Nov 2013)**



Base: All respondents who reported being aware of the standards of hygiene standards in places that it out at or buy food from, UK  
Weighted base (1635), Unweighted base (2043)

Looking across the time series data, the general appearance of premises and the appearance of staff have been, respectively, the first and second most popular responses to the question across all waves. The proportions of respondents reporting they would know about hygiene standards through the use of hygiene certificates and hygiene stickers steadily increased between Waves 1 (21% and 12% respectively, Nov 2010) and 6 (40% and 25% respectively, May 2013), and in both instances has remained steady in Wave 7. See Figure 11 for further detail.

**Figure 11: Ways of knowing about the hygiene standards of places respondents eat at or buy food from (Nov 2010 - Nov 2013)**



Base: All respondents who reported being aware of hygiene standards when they buy food, UK Weighted base (W7: 1635, W1 - W6: 1579- 1676), Unweighted base (W7 :2043, W1 - W6: 1638-2121)

Circled data points represent statistically significant differences from Wave 7

There were some observable differences between different socio-demographic groups in this wave. The following groups were *more likely* to be aware of hygiene standards in places they eat out at or buy food from:

- **Respondents in Northern Ireland:** 93%, compared to 81-82% of respondents in England, Scotland and Wales.
- **Women:** 85%, compared to 78% of men.
- **Respondents with children in the household:** 84% compared to 80% for respondents without children in the household.

By contrast, the following group was *less likely* to be aware of hygiene standards in places they eat out at or buy food from:

- **Respondents aged 16-25:** 74%, compared to 81-85% for all other age groups.

Looking across time series data, women have been consistently more likely than men to report being aware of hygiene standards in places they eat out at or buy food from across all previous waves.

The following groups were *more likely* to report they would use hygiene certificates and/or hygiene stickers as a way of knowing about the hygiene standards:

- **Respondents in Northern Ireland:** use of hygiene stickers (37% compared 11-26% for all other regions).
- **Respondents with children in the household:** use of hygiene certificates (46% compared to 37% of respondents without children in their household) and hygiene stickers (29% compared to 23%).

The following groups were *less likely* to report they would use hygiene certificates and/or hygiene stickers as a way of knowing about the hygiene standards:

- **Respondents aged 66+:** use of hygiene certificates (22% compared to 41-47% of all other age groups) and hygiene stickers (14% compared to 25-31%).
- **Respondents in Scotland:** use of hygiene certificates (31% compared to 41-45% for all other regions) and hygiene stickers (11% compared to 22-37%).

In most, but not all, previous waves, respondents with children in the household have been more likely, and respondents aged 66 or older have been less likely, to report they would use hygiene certificates as a way of knowing about hygiene standards. Due to a small sample size for Northern Ireland in Waves 1 to 5, which meant statistical testing between countries was ineligible, it is not possible to compare country differences over the time series data.

## 5. Awareness of initiatives or schemes concerning hygiene standards

### Wave 7 Key findings

- 30% reported being aware of **any** hygiene initiatives or schemes, an increase compared to all previous waves (19-28%).
- When shown the name of the scheme, 37% of respondents in England, Wales and Northern Ireland reported being aware of the Food Hygiene Rating Scheme (FHRS). Looking across the time series data, awareness of the FHRS (37%) has been increasing since Wave 3 (21%, Nov 2011). The proportion of respondents reporting that they had seen an FHRS certificate and /or sticker (66%) in this wave has also increased compared to previous waves (50%, Nov 2010 and 57%, May 2013).
- In Scotland, 9% of respondents reported being aware of the Food Hygiene Information Scheme which is similar to previous waves, while the proportion of respondents reporting that they had seen an FHIS certificate and / or sticker (50%) has increased compared to Wave 5 (32%, Nov 2012).

In Wave 3, three new questions were added to the end of the Tracker survey to measure awareness of initiatives or schemes relating to the hygiene standards of places where people eat out or shop for food. One of these questions asked about awareness of the Food Hygiene Rating Scheme (FHRS), Food Hygiene Information Scheme (FHIS) and 'Scores on the Doors'.<sup>14</sup> The FHRS for England, Wales and Northern Ireland, and the FHIS for Scotland, are FSA / local authority partnership initiatives that provide consumers with information about hygiene standards in food premises at the time they are inspected. The FHRS was launched in November 2010 in

---

<sup>14</sup> 'Scores on the Doors' is the name used for the majority of 'local' schemes that previously operated in the UK.

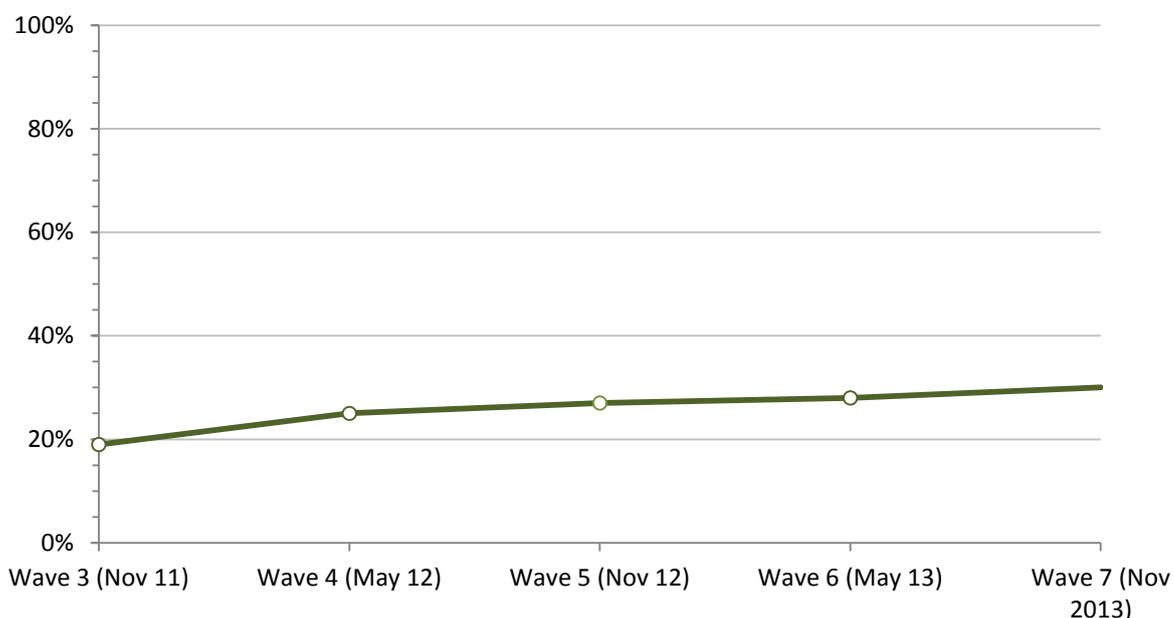
England, Wales and Northern Ireland, and the FHIS has been operating in some parts of Scotland since 2006.

As well as the FHRs rating and FHIS inspection results being published by the FSA on-line<sup>15</sup>, for each scheme a certificate and/or sticker are provided for businesses to display, voluntarily, at their premises. In Wave 5 an additional question was added to the survey to explore whether respondents had seen the sticker and/or certificate for the FHRs and FHIS before.

### 5.1 Awareness of any hygiene initiatives or schemes

In this wave, 30% of respondents said that they had seen or heard about any initiatives or schemes concerning the hygiene standards in places people eat out or shop for food. This is an increase compared to all previous waves, which range between 19% and 28%. Figure 12 for further detail.

**Figure 12: Awareness of any hygiene initiatives or schemes (Nov 2011 - Nov 2013)**



Base: All respondents, UK

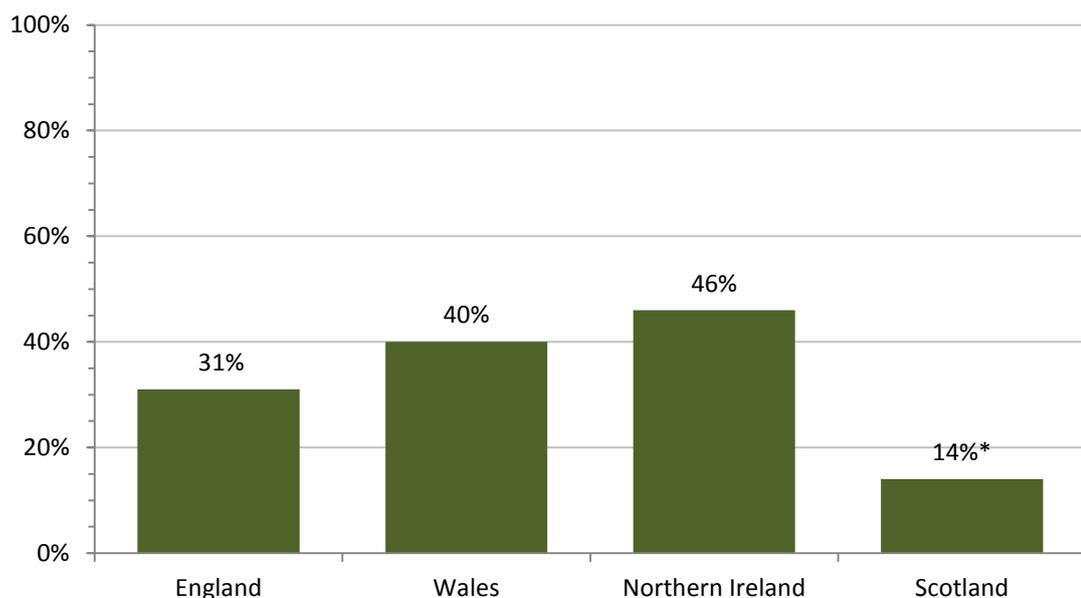
Weighted base (W7: 2000, W3-W6: 2000), Unweighted base (W7: 2509, W3- W6: 2069-2141)

Circled data points represent statistically significant differences from Wave 3

<sup>15</sup> [www.food.gov.uk/ratings](http://www.food.gov.uk/ratings)

Looking at the breakdown by country, respondents in Scotland (14%) were less likely to report having seen or heard about any hygiene standards initiatives or schemes compared to respondents in England (31%), Wales (40%) and Northern Ireland (46%). Whilst respondents in Northern Ireland were more likely to report having seen or heard about any hygiene initiatives or schemes than respondents in England or Scotland, they were not significantly different to respondents in Wales. See Figure 13 for further detail.

**Figure 13: Awareness of any hygiene standards initiatives or schemes by country (Nov 2013)**



Base: All respondents

England - Weighted base (1658), Unweighted base (1723)

Wales - Weighted base (102), Unweighted base (110)

Northern Ireland - Weighted base (64), Unweighted base (141)

Scotland - Weighted base (176), Unweighted base (535)

\* Statistically significant difference to all other countries

In addition to variation in awareness by country, the following groups were *more likely* to report awareness of any hygiene standards schemes:

- **Social grade AB respondents:** 40% compared to 23-33% for all other social grades.
- **Respondents with children in the household:** 35% compared to 28% of respondents without children in the household.

The following groups were *less likely* to report awareness of any hygiene standards schemes:

- **Respondents aged 66+:** awareness of any scheme (17% compared to 27-36% for all other age groups).

Looking across the time series data, this is the first time that social grade AB respondents have been more likely than all other social grades to report awareness of any hygiene scheme or initiative. For respondents with children in the household and respondents aged 66+, significantly lower awareness was apparent in some, but not all, previous waves.

Respondents who said they had seen or heard about any initiatives or schemes were asked to spontaneously name them. The most common responses given were the Food Hygiene Star Rating Scheme (27%), Scores on the Doors (17%), the Food Hygiene Award (16%), the Food Hygiene Rating Scheme (15%) and the Food Safety Star Rating Scheme (12%). Spontaneous awareness of these named schemes is at a similar level to most previous waves of the Tracker (Nov 2011 – May 2013).<sup>16</sup>

## 5.2 Awareness of FHRS / FHIS / SoTD

All respondents were then shown the names of the two FSA schemes concerning the hygiene standards in places people eat out or shop for food (FHRS and FHIS) and the name 'Scores on the Doors' which was used for the majority of 'local' schemes that previously operated in the UK.

In Wave 7, 37% of respondents in England, Wales and Northern Ireland reported being aware of the FHRS. 9% of respondents in Scotland said they

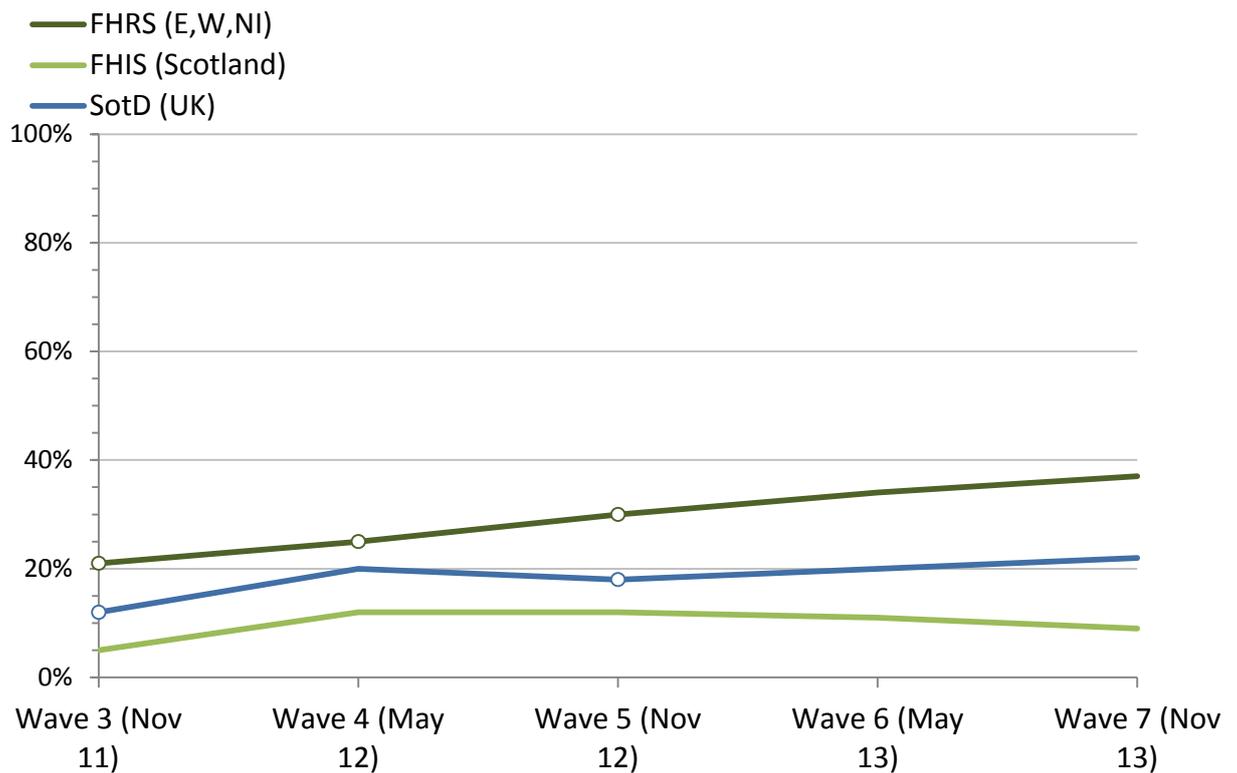
---

<sup>16</sup> Average number of spontaneous responses: Wave 3 (1.65), Wave 4 (1.65), Wave 5 (1.79), Wave 6 (1.86), Wave 7 (1.74)

were aware of the FHIS, and 22% of all respondents said they were aware of 'Scores on the Doors'. Awareness of the FHRS has steadily increased since tracking began in Wave 3 (21%, Nov 2011). By contrast, awareness of the FHIS in Scotland has remained at a similar level since tracking began. The percentage of all UK respondents who said they had seen or heard of Scores on the Doors increased in this wave (20%) compared to some, but not all, previous waves (Nov 2011 - May 2013). See Figure 14 for further detail. See

Whilst there is no statistically significant variation between individual countries in awareness of the FHRS (England (37%), Wales (39%) and Northern Ireland (44%)), when considering England alone, awareness of the FHRS (37%) increased 4-16 percentage points in comparison to Waves 3-6 (21-33%). See Figure 15 for further detail.

**Figure 14: Awareness of FHRS / FHIS / SoTD (Nov 2011 - Nov 2013)**



Base: All respondents

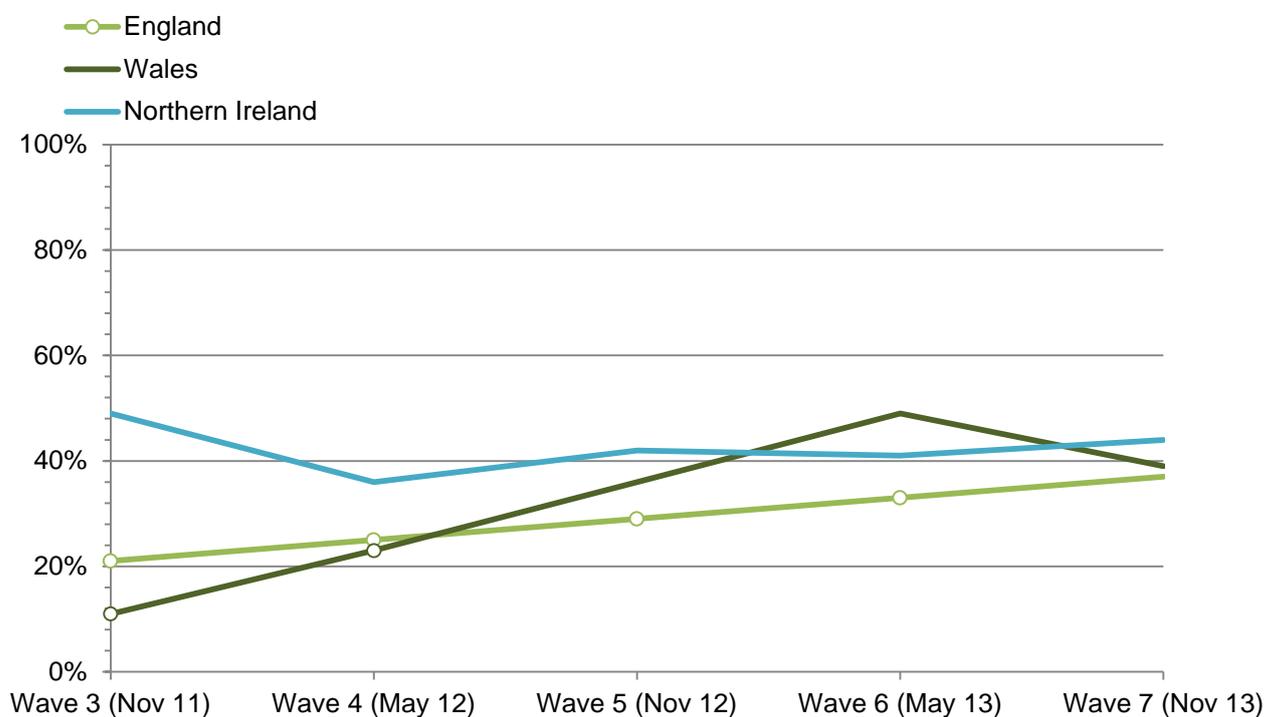
FHRS (E,W,NI): Weighted base (W7: 1824, W3 - W6: 1824-1835), Unweighted base (W7: 1974, W3 - W6: 1884-1961)

FHIS (S): Weighted base (W6: 176, W3 - W6: 165 - 176), Unweighted base ( W7: 535, W3 - W6: 180 - 545)

SoTD (UK): Weighted base (W7: 2000, W3 - W6: 2000), Unweighted base (W7: 2509, W3-W6:2069-2581)

Circled data points represent statistically significant differences to Wave 7

**Figure 15: Awareness of FHRs by country (Nov 2011 - Nov 2013)**



Base: All respondents in England, Wales and Northern Ireland

England: Weighted base (W7: 1658, W3-W6: 1661-1694), Unweighted base (W7: 1723, W3-W6: 1706-1810)

Wales: Weighted base (W7: 102, W3-W6: 90-106), Unweighted base (W7:110, W3-W6: 99-118)

Northern Ireland: Weighted base (W7: 64, W3-W6: 53-57), Unweighted base (W7: 141, W3-W6: 53-127)

Circled data points represent statistically significant differences to Wave 7

### 5.3 Scheme certificates and stickers

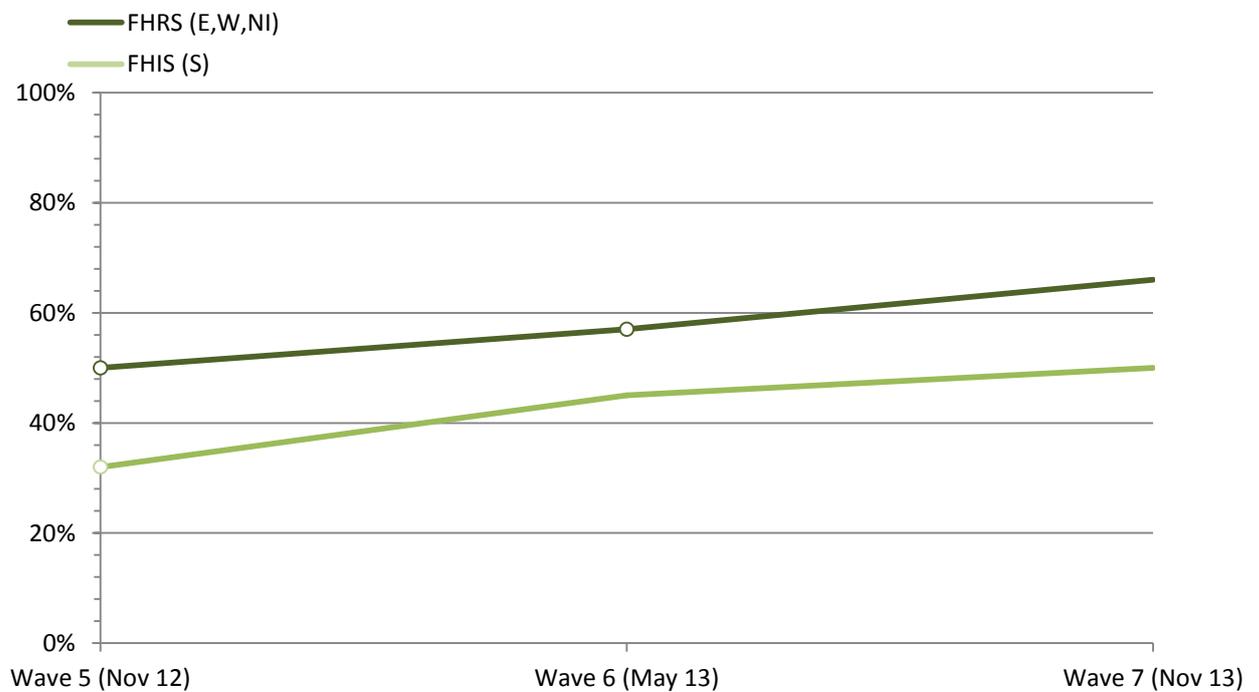
Since Wave 5, all respondents in England, Wales and Northern Ireland have been asked if they have seen the FHRs certificate and/or sticker, and respondents in Scotland have been asked if they have seen the FHIS certificate and/or sticker before.

In this wave, amongst respondents in England, Wales and Northern Ireland, 66% reported having seen the FHRs certificate and/or sticker before. This figure has increased by 9-16 percentage points compared to both of the previous waves for which the question has been asked (Nov 2012 – May 2013, 50-57%). See Figure 16 for further detail. Awareness of the FHRs

certificate and/ or sticker also varied between respondents in England, Wales and Northern Ireland. Whilst the proportions of respondents in England and Wales reporting that they had seen the FHRS certificate and / or sticker before were 65% and 66% respectively, the proportion who reported this in Northern Ireland was notably higher (86%). See Figure 17.

Amongst respondents in Scotland, 50% reported having seen the FHIS certificate and/or sticker before. This is a significant increase compared to Wave 5 (32%, Nov 2012) but is similar to Wave 6 (45%, May 2013). See Figure 16 for further detail.

**Figure 16: Awareness of FHRS / FHIS certificate and / or sticker (Nov 2012 - Nov 2013)**



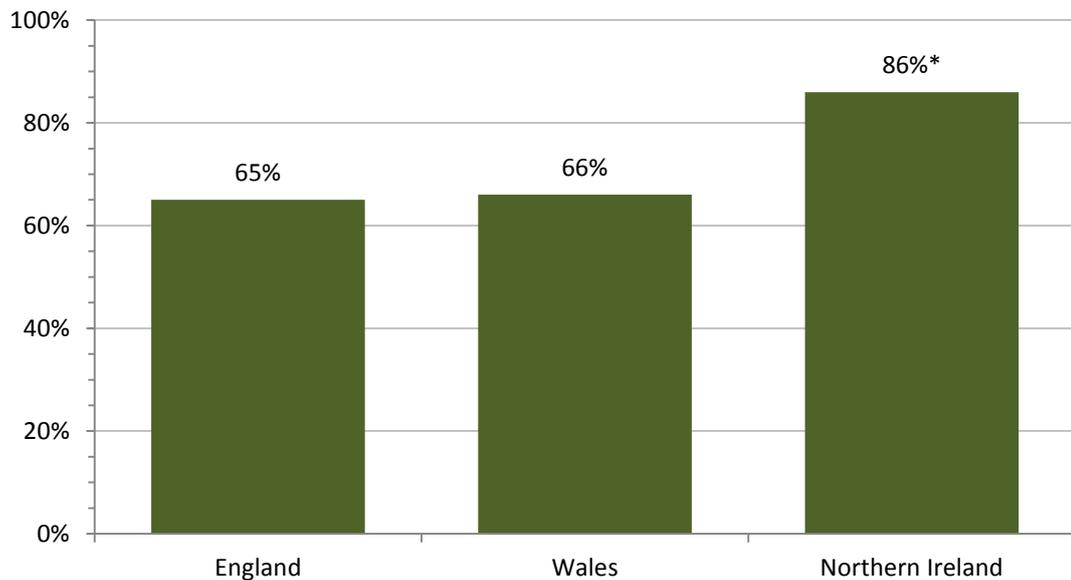
Base: All respondents

FHRS (E, W, NI): Weighted base (W7: 1824, W3-W6: 1824-1834), Unweighted base (W7: 1974, W3-W6: 1884-1961)

FHIS (S): Weighted base (W7: 176, W3-W6: 165-176), Unweighted base (W7: 535, W3-W6: 180-545)

Circled data points represent statistically significant differences from Wave 7

**Figure 17: Awareness of FHRS by country (November 2013)**



Base: All respondents

England - Weighted base (1658), Unweighted base (1723)

Wales - Weighted base (102), Unweighted base (110)

Northern Ireland - Weighted base (64), Unweighted base (141)

\* Statistically significant difference to all other countries

Looking at variation by different socio-demographic groups, the following groups in England, Wales and Northern Ireland were *more likely* to report that they had heard of the FHRS or seen the FHRS certificate and/or sticker before:

- **Respondents living in rural areas:** heard of the FHRS (44% compared to 36% of respondents in urban areas).
- **Respondents with children in the household:** heard of the FHRS (43% compared to 34% of respondents without children in the household); and seen the FHRS certificate and/or sticker before (75% compared to 61%).

Groups that were *less likely* to report they had heard of the FHRS or seen the FHRS certificate and/or sticker before include:

- **Respondents aged 66+:** heard of the FHRS (18% compared to 39-47% of all other age groups); and seen the FHRS certificate and/or sticker before (37% compared to 61-80%).
- **Social grade DE<sup>17</sup>:** heard of the FHRS (31% compared to 37-44% of all other social grades); and seen the FHRS certificate and/or sticker before (57% compared to 68-70% of all other social grades).

With regards to the FHIS, the following groups in Scotland were *more likely* to report having seen the FHIS certificate and/or sticker before:

- **Respondents with children in the household:** seen the FHIS certificate and/or sticker before (62% compared to 47% of respondents without children in the household).

The following groups were *less likely* to have seen the FHIS certificate and/or sticker before:

- **Respondents aged 66+:** seen the FHIS certificate and/or sticker before (19% compared to 52-69% for all other age groups).

This was only the second wave for which sample sizes were large enough to analyse socio-demographic differences for the FHRS in England, Wales and Northern Ireland and the FHIS in Scotland, and so we can only report socio-economic differences between Waves 6 and 7. In England, Wales and Northern Ireland, respondents living in rural areas and respondents with children in the household have been more likely to report awareness of the FHRS in both waves. Similarly, respondents aged 66+ and social grade DE respondents have been less likely to report awareness of the FHRS in both waves. In Scotland, respondents with children in the household have been

---

<sup>17</sup> This includes semi-skilled and unskilled manual workers, unemployed and others dependent on the state long term. See Annex C for full description of social grades.

more likely to report seeing the FHIS certificate and/or sticker in both waves, and respondents aged 66+ have been less likely to do so.

## 6. Awareness of and levels of trust in the FSA

### Wave 7 Key findings

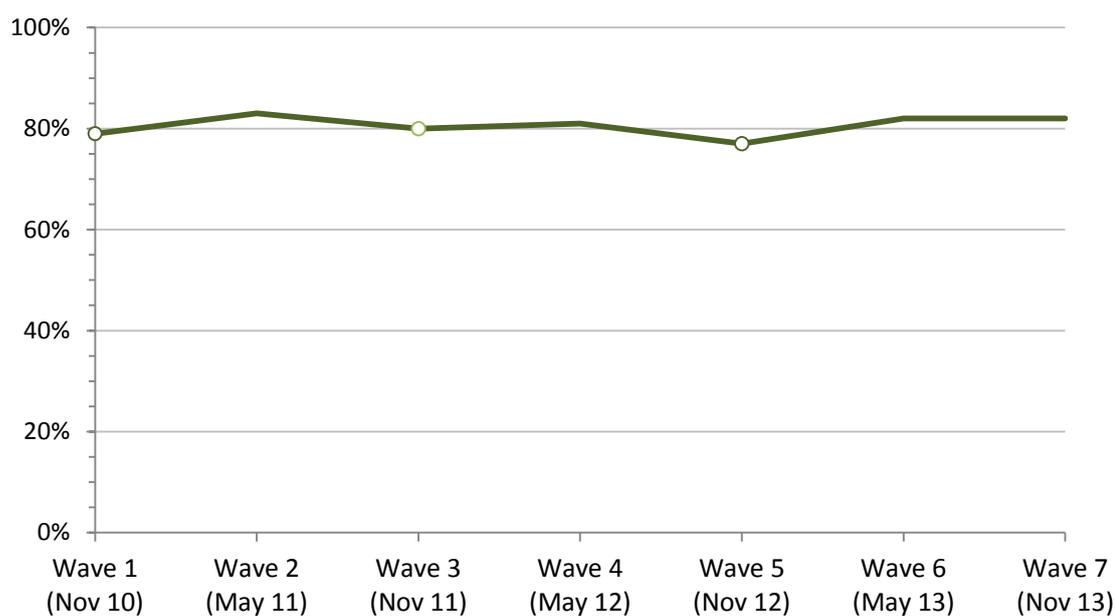
- 82% reported being aware of the FSA. This is similar to most previous waves of the Tracker.
- As in previous waves, of those who said they were aware of the FSA, the main responsibility of the FSA reported by respondents was ensuring food bought is safe to eat (87%).
- Of these respondents, 58% said they trusted, and only 8% said they distrusted, the FSA to do its job. Levels of trust fell in Wave 6 (May 2013) when compared to all previous waves, and have remained at this level. Levels of distrust rose in Wave 6 (May 2013 – 11%), and decreased slightly in Wave 7, although the level of distrust is still higher than for Waves 4 and 5 (4-5%).

Respondents were asked a number of questions about awareness of the Agency and its responsibilities, and how much they trust or distrust the Agency to do its job.

### 6.1 Awareness of the FSA

82% of respondents said they were aware of the Food Standards Agency (FSA or Agency) in this wave of the Tracker. Whilst there have been some fluctuations in awareness of the FSA over the time series data, there has been no overall increase or decrease. See Figure 18 for further detail.

**Figure 18: Awareness of the FSA (Nov 2010 - Nov 2013)**



Base: All respondents, UK

Weighted base (W7: 2000, W1-W6: 2000), Unweighted base (W7: 2509, W1-W6: 2069-2581)

Circled data points represent statistically significant differences to Wave 7

Some differences in awareness of the FSA were apparent across different socio-demographic groups in this wave. Groups that were *more likely* to report being aware of the FSA included:

- **Respondents aged 36-49 and 50-65:** 88% and 90% respectively, compared to 67-80% for all other age groups.
- **White respondents:** 84% compared to 66% of minority ethnic respondents.

Respondents who were *less likely* to report being aware of the FSA included:

- **Social grade DE<sup>18</sup> respondents:** 71% of respondents in social grade DE compared to 81-90% of all other social grades.

Looking across time series data, similar differences by age, ethnicity and social grade were apparent in all previous waves

<sup>18</sup> This includes semi-skilled and unskilled manual workers, unemployed and others dependent on the state long term. See Annex C for full description of social grades.

## 6.2 Awareness of the FSA responsibilities

Respondents who were aware of the FSA were asked what issues they thought the Agency is responsible for. The FSA is responsible for food safety and food hygiene across the UK with some responsibilities for food labelling and nutrition in Wales, Scotland and Northern Ireland.<sup>19</sup>

Looking at total (i.e. spontaneous plus prompted) responses, the main responsibilities reported by these respondents were: ensuring food is safe to eat (87%), date labels (64%), nutrition labelling (59%), country of origin labelling (53%), promoting and enabling healthy eating and lifestyles (39%) and promoting food safety in the home (36%).<sup>20</sup> See Figure 19 for further detail.

The most frequently reported responsibility spontaneously mentioned by respondents was ensuring the food you buy is safe to eat (57%) followed by date labels (20%), nutrition labelling (18%), country of origin labelling (15%), promoting and enabling healthy eating and lifestyles (11%) and promoting food safety in the home (10%).<sup>21</sup> See Figure 19 for further detail.

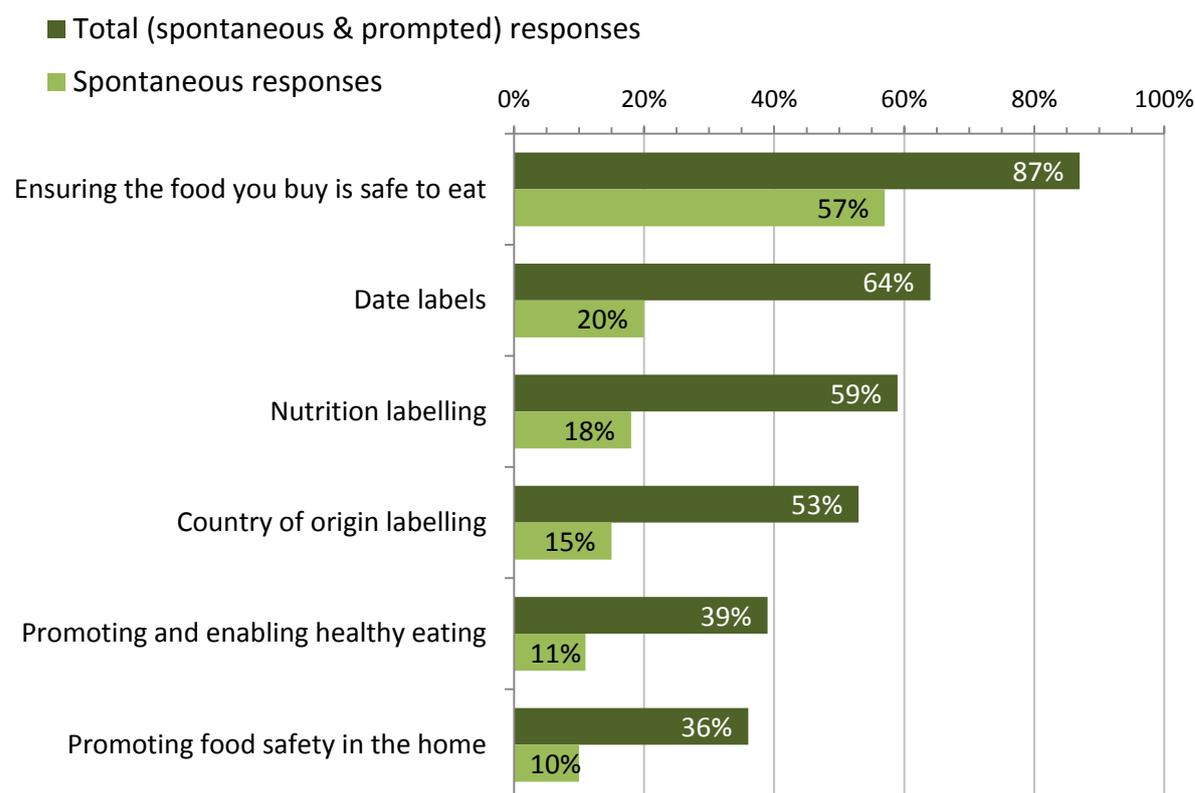
---

<sup>19</sup> See <http://www.food.gov.uk/about-us/about-the-fsa/> for further detail.

<sup>20</sup> Average number of responsibilities responses: Wave 1 (4.11), Wave 2 (4.17), Wave 3 (4.19), Wave 4 (4.14), Wave 5 (4.07), Wave 6 (4.06), Wave 7 (4.18).

<sup>21</sup> Average number of responsibilities responses: Wave 1 (2.02), Wave 2 (1.95), Wave 3 (1.82), Wave 4 (1.87), Wave 5 (2.20), Wave 6 (2.08), Wave 7 (2.06).

**Figure 19: Reported responsibilities of the FSA – Nov 2013**



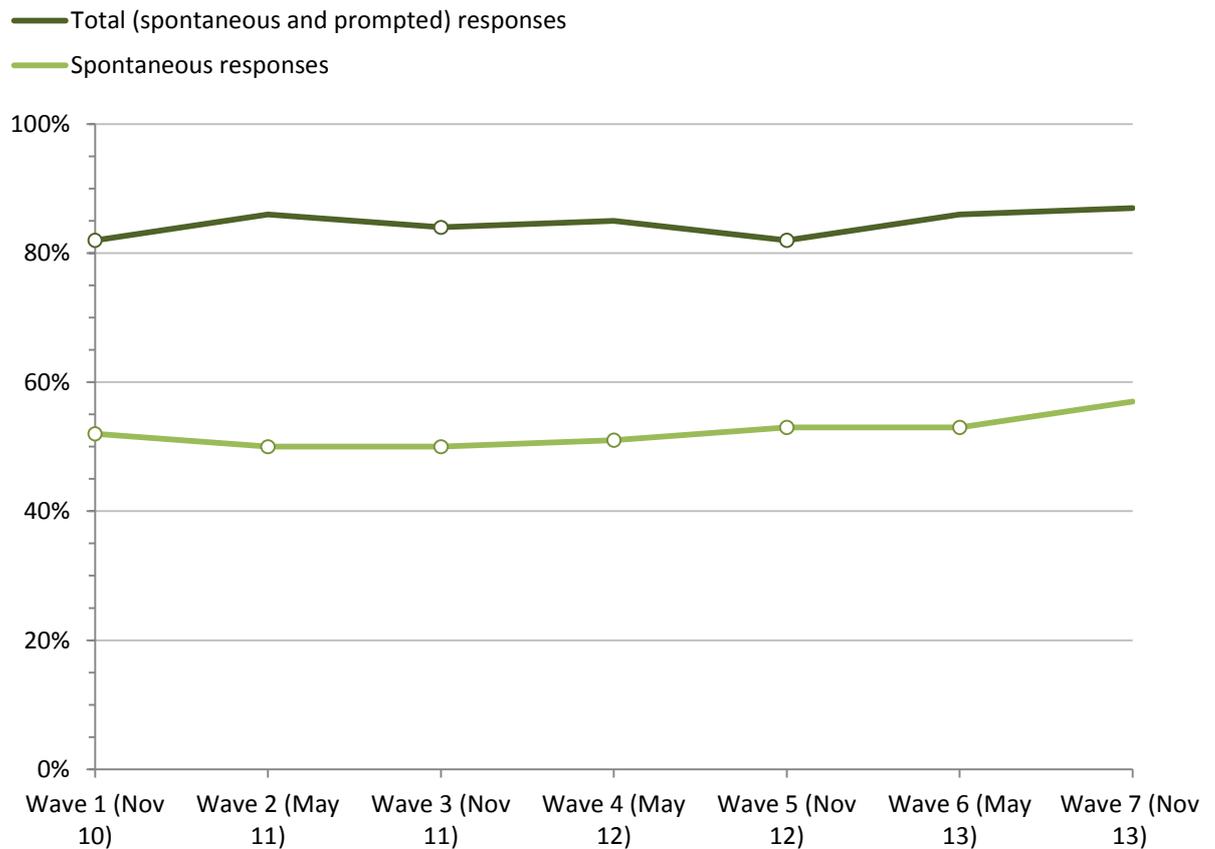
Base: All respondents aware of the FSA, UK  
Weighted base (1642), Unweighted base (2052)

Looking across the time series data, the percentage of these respondents spontaneously reporting that 'Ensuring the food you buy is safe to eat' was a responsibility of the FSA (57%) has increased by 4-7 percentage points compared to all previous waves (50-53%, Nov 2010 – May 2013). The total (spontaneous and prompted) response rate for this responsibility (87%) has also increased in this wave by 2-4 percentage points compared to Waves 1, 3 and 5. See Figure 20 for further detail.

The total percentage of respondents who reported 'country of origin food labelling' as an FSA responsibility increased in Wave 6 (54%) compared to all previous waves (46-49%, Nov 2010 – Nov 2012) and has stayed at this level in Wave 7. A similar pattern is observable with respect to spontaneous reporting. See Figure 21 for further detail.

The percentages of respondents who reported date labels, promotion of food safety in the home, nutrition labelling and promoting and enabling healthy eating and lifestyle as responsibilities of the Agency have remained largely unchanged compared to previous waves. Whilst some fluctuations in total and spontaneous responses are observable, there has been no overall increase or decrease over time.

**Figure 20: Reported responsibility of the FSA: Ensuring food is safe to eat (Nov 2010 - Nov 2013)**

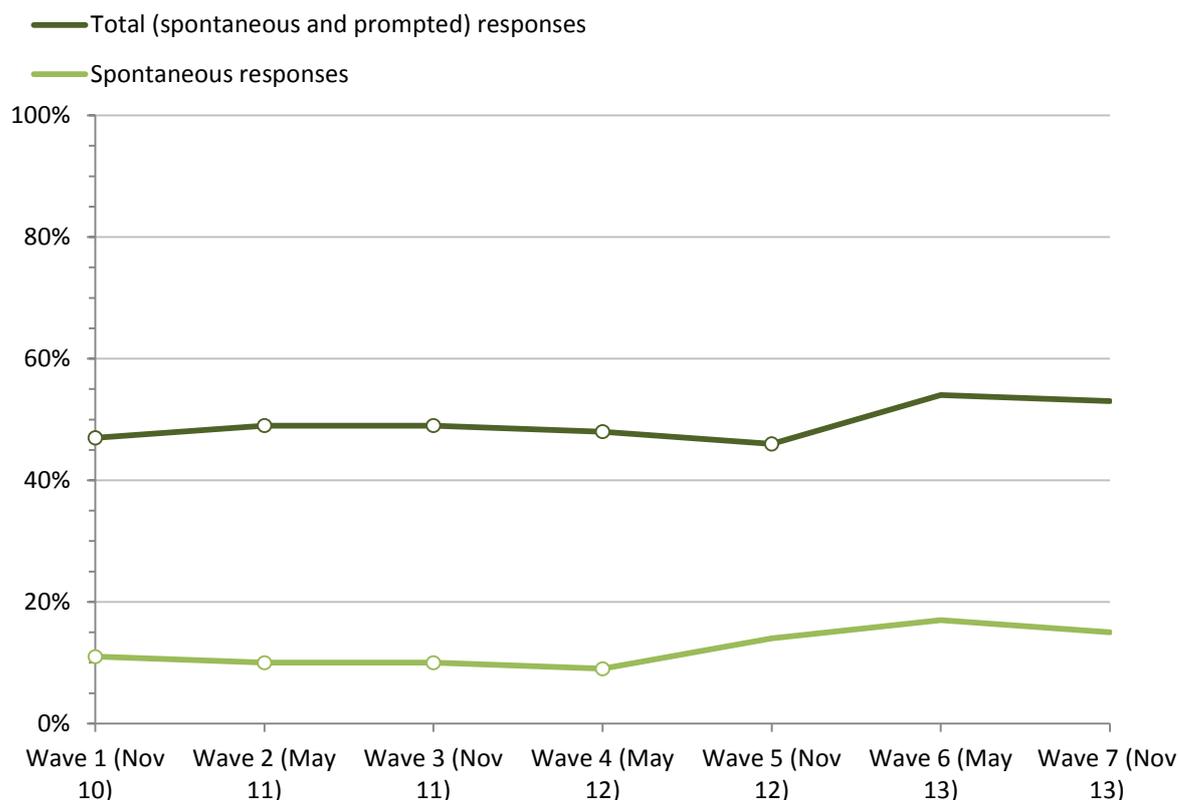


Base: All respondents aware of the FSA

Weighted base (W7: 1642, W1-W6: 1534-1665), Unweighted base (W7: 2052, W1-W6: 1568-2083)

Circled data points represent statistically significant differences from Wave 7

**Figure 21: Reported responsibility of the FSA: country of origin food labelling (Nov 2010 - Nov 2013)**



Base: All respondents aware of the FSA

Weighted base (W7: 1642, W1-W6: 1534-1665), Unweighted base (W7: 2052, W1-W6: 1568-2083)

Circled data points represent statistically significant differences from Wave 7

Although there are differences in the remit of the FSA by country, there were no significant differences by country in the issues respondents reported the FSA to be responsible for. However, there were some differences by other socio-demographic groups in total responses of FSA responsibilities, with the following groups being *more likely* to report the FSA had responsibility for certain issues:

- **Respondents aged 36-49:** nutrition labelling (67%, compared to 41-69% of all other age groups)
- **Social grade AB respondents:** nutrition labelling (69%, compared to 48-61% for all other social grades)
- **Respondents with children in the household:** nutrition labelling (62% compared to 57% of respondents without children in the household).

- **Respondents from urban areas:** date labels (66% compared to 59% of respondents from rural areas) and nutrition labelling (60% compared to 53%)
- **Minority ethnic respondents:** ensuring the food you buy is safe to eat (93% compared to 86% of White respondents), promoting and enabling healthy eating and healthy lifestyles (50% compared to 38%) and promoting food safety in the home (47% compared to 35%).

The following groups were *less likely* to report the FSA had responsibility for certain issues:

- **Respondents aged 16-25:** country of origin labelling (42% compared to 52-58% of all other age groups).
- **Social grade DE respondents:** nutrition labelling (48% compared by 57-69% of all other social grades)

Looking across the time series data, these group differences are apparent in some, but not all, waves.

### 6.3 Trust in the FSA

Respondents who reported being aware of the FSA were asked how much they trust or distrust the FSA to do its job. 58% of these respondents reported that they trusted<sup>22</sup> and 8% of respondents reported that they distrusted<sup>23</sup> the Agency to do its job.

In Wave 6 (May 2013), trust decreased compared to all previous waves (56% compared to 62-66% between Nov 2010 – Nov 2012), and it has remained at this level in this wave. Levels of distrust increased in Wave 6 (11%, May 2013) compared to all previous waves (5-7%, Nov 2010 – Nov 2012) but have

---

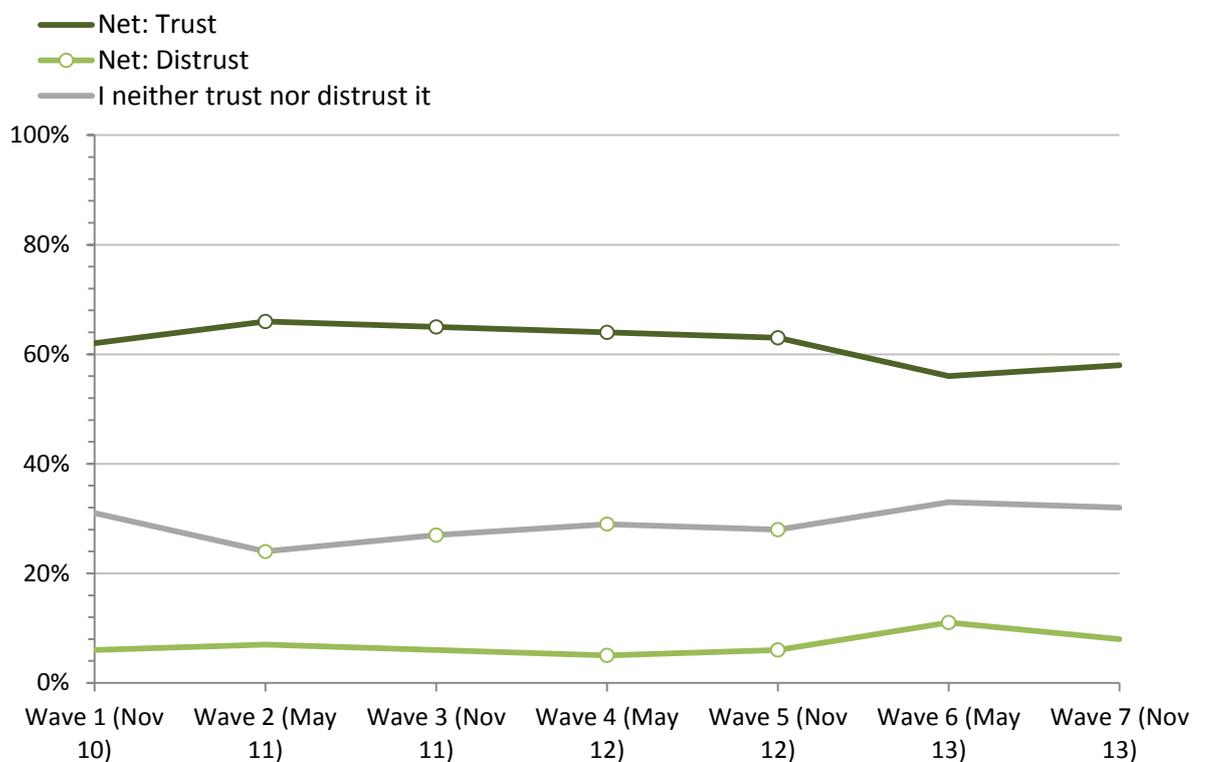
<sup>22</sup> Figure based on net of respondents who reported 'I trust the FSA a lot' or 'I trust the FSA', here and throughout the remainder of the chapter.

<sup>23</sup> Figure based on net of respondents who reported 'I distrust the FSA a lot' or 'I distrust the FSA', here and throughout the remainder of the chapter.

fallen in this wave by 3 percentage points. However, this still represents an increase in distrust compared to Waves 4 and 5 (5-6%). See Figure 22 for further detail.

An increase in the percentage of respondents who said they neither trusted nor distrusted the Agency was also observable in Wave 6 (33%, May 2013) compared to the previous four waves (24-29% May 2011- Nov 2012). The result from Wave 7 is not significantly different to Wave 6. See Figure 22 for further detail.

**Figure 22: Trust in the FSA (Nov 2010 - Nov 2013)**



Base: All respondents aware of the FSA, UK  
 Weighted base (W7: 1642, W1 - W6: 806 - 1639), Unweighted base (W7: 2052, W6: 832- 2083)  
 Circled date points represent statistically significant differences from Wave 7

Looking at variation in levels of trust by socio-demographic groups, the following groups were *more likely* to report that they trusted the Agency to do its job:

- **Respondents aged 16-25:** 71% reported they trusted the Agency compared to 51-60% of all other age groups.
- **Men:** 61% compared to 51% of women

The following were *more likely* to report that they *distrusted* the Agency to do its job:

- **Respondents in rural areas:** 11% compared to 7% of respondents living in urban areas.

Looking across the time series data, this was the first time that respondents aged 16-25 had reported higher levels of trust in the Agency than all other age groups. Similarly, it was the first time that men had reported higher levels of trust in the Agency than women. Respondents in rural areas have reported higher levels of distrust in the Agency than respondents in urban areas for some, but not all, previous waves.

## **Annex A. Technical summary**

### **Methodology**

Fieldwork for this wave took place from 6 November – 19 November 2013 and a representative sample of 2509 adults in the UK was interviewed.

The research was conducted using the TNS consumer omnibus survey employing face-to-face Computer Assisted Personal Interviewing (CAPI). Respondents were selected using a random location sampling method. Sample points are defined using 2001 Census small area statistics and the Postcode Address File (PAF). After stratification by Government Office Region and social grade, 143 primary sampling points are selected. These are then checked to ensure they are representative by an urban and rural classification. Within the selected primary sampling points, a postcode sector is chosen. To reduce clustering effects, primary sampling points are divided into two halves, and postcode selection alternates between the two.

All interviews are conducted via the TNS field team and in accordance with strict quality control procedures. Quotas (by sex, working status and presence of children) are set during interviewing to ensure representativeness, whilst any sample profile imbalances are corrected at the analysis stage through weighting.

### **Background**

A number of changes in methodology and questionnaire content have occurred over the history of the Tracker survey.

From April 2001 to June 2006 data was collected from a representative sample of adults aged 16 and over in Great Britain (i.e. England, Scotland and Wales). From September 2006 the sample was extended to be representative of the United Kingdom (i.e. England, Scotland, Wales and Northern Ireland).

The frequency of fieldwork for the Tracker has also changed since 2001:

- *April 2001-December 2001*: research conducted quarterly;

- *October 2001-September 2002*: research conducted monthly;
- *December 2002-March 2010*: research conducted quarterly;
- *November 2010 – Onwards*: research conducted biannually.

Between September 2008 and March 2010, in addition to a question in the Tracker that measured confidence in the FSA, a question was included to measure trust in the FSA. This question asked how the respondent would rate their trust in the FSA on a scale from 1-7 and had previously been asked in the FSA annual Consumer Attitudes Survey (CAS) which was last conducted in 2007.

Due to observed fluctuations in responses to this question on trust, in autumn 2010 the Tracker was redeveloped in full. A redeveloped question on trust asked respondents how much they trusted or distrusted the FSA (Table 1 for full question). However, for the purpose of monitoring the impact of the questionnaire changes, Wave 1 (Nov 2010) and 2 (May 2011) of the redeveloped Tracker ran both the old question monitoring trust (that had been included since September 2008) and the redeveloped question using a split run (50:50) of respondents<sup>24</sup>. We phased out the old question on trust in Wave 3 (Nov 2011) as we had sufficient data to monitor the question change at this stage. The reports on the redevelopment of the Tracker can be viewed at <http://www.food.gov.uk/science/socsci/surveys/publictrackingsurvey>.

In Wave 3, three new questions were added to the end of the survey to measure awareness of initiatives or schemes concerning the hygiene standards in places where people eat out or shop for food. In Wave 5, the re-contact question was removed, and one new question was added to the end of the survey. This question asked respondents in England, Wales and Northern Ireland whether they had seen the FHRS certificate and/or sticker, and respondents in Scotland whether they had seen the FHIS certificate and/or sticker before. See Annex B for the full questionnaire used in Wave 7.

---

<sup>24</sup> This was a recommendation from the development work for the new biannual Tracker. For the full reports on the development work please see: <http://www.food.gov.uk/science/socsci/surveys/publictrackingsurvey>

## Annex B. Wave 7 Questionnaire

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

(Spontaneous)

Q.1b And which of these food issues are you concerned about, if any? Please select all that apply. Which others? (Base: All adults UK)

- 07: Food poisoning such as Salmonella and *E. coli*
- 11: Genetically Modified (GM) foods
- 02: BSE ('mad cow disease')
- 17: The feed given to livestock
- 19: The use of pesticides to grow food
- 18: The use of additives (such as preservatives and colouring) in food products
- 12: Hormones\steroids\antibiotics in food
- 03: Date labels, such as "best before" and "use by" labels
- 05: Food hygiene when eating out
- 04: Food hygiene at home
- 21: None of these
- (DK)

Q.1c And which of THESE food issues are you concerned about, if any? Please select all that apply. Which others? (Base: All adults UK)

- 14: The amount of salt in food
- 16: The amount of sugar in food
- 13: The amount of fat in food
- 15: The amount of saturated fat in food
- 09: Foods aimed at children including school meals
- 21: None of these
- (DK)

Q.1d And, finally in this section, which of THESE food issues are you concerned about, if any? Please select all that apply. Which others? (Base: All adults UK)

- 01: Animal welfare
- 08: Food prices
- 10: Food waste
- 06: Food miles (e.g. the distance food travels)
- 21: None of these
- (DK)

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

- 01: I am very concerned
- 02: I am fairly concerned
- 03: I am neither concerned nor unconcerned
- 04: I am fairly unconcerned
- 05: I am very unconcerned
- (DK)

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

- 01: I am very concerned
- 02: I am fairly concerned
- 03: I am neither concerned nor unconcerned
- 04: I am fairly unconcerned
- 05: I am very unconcerned
- (DK)

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

(Base: All adults UK)

- 01: Yes – always
- 02: Yes – sometimes
- 03: No
- (DK)

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

- 01: Word of mouth
- 02: Reputation
- 03: Appearance of people working there
- 04: General appearance of shop\restaurant\cafe\pub\takeaway
- 05: Hygiene sticker
- 06: Hygiene certificate
- 07: Websites
- 08: Other (specify)
- (DK)

Q.4 Which of the following, if any, have you heard of? Please select all that apply. Which others? (Base: All adults UK)

- 01: Department of Health (only show if England)
- 02: Department for Health, Social Services and Public Safety (DHSSPS) (only show if NI)
- 03: Public Health Agency (PHA) (only show if NI)
- 04: Scottish Government Health Improvement Directorate (only show if Scotland)
- 05: Department for Public Health and Health Professions (only show if Wales)
- 06: Food Standards Agency
- 07: Safefood (only show if NI)
- 08: National Institute for Health and Clinical Excellence (NICE)
- 09: Department for Environment, Food and Rural Affairs (DEFRA) (only show if England)
- 10: Department for Rural Affairs (only show if Wales)
- 11: Department of Agriculture and Rural Development (DARD) (only show if NI)
- 12: The Environment Agency (only show if England or Wales)
- 13: Scottish Environment Protection Agency (SEPA) (only show if Scotland)
- 14: Scottish Government Rural Directorate (only show if Scotland)
- 15: The British Medical Association
- 16: Office of Communications (OFCOM)
- 17: Audit Scotland (only show if Scotland)
- 18: Health & Safety Executive
- 19: Office of Fair Trading
- 20: World Health Organisation (WHO)
- 21: British Dietetic Association (BDA)
- (N)
- (DK)

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

(Spontaneous)

Q.5b And which of these issues do you think the Food Standards Agency is responsible for? (Please select all that apply. Which others? Base: All adults aware of the Food Standards Agency UK)

- 01: Ensuring the food you buy is safe to eat
- 02: Promoting food safety in the home
- 03: Promoting and enabling healthy eating and healthy lifestyles
- 04: Ensuring food is sustainable – such as reducing green house emissions and reducing waste when producing food
- 05: Nutrition labelling information, such as traffic light labelling
- 06: Date labels, such as “best before” and “use by” labels
- 07: Country of origin labels, which identify where food comes from
- 08: Other (specify)
- (DK)

Q.6a How much do you trust or distrust the Food Standards Agency to do its job? That is, trust it to make sure the food sold in shops and restaurants is safe, and to provide advice on food safety in the home. (Base: All adults aware of the Food Standards Agency UK)

- 01: I trust it a lot
- 02: I trust it
- 03: I neither trust nor distrust it
- 04: I distrust it
- 05: I distrust it a lot
- (DK)

Q.7 Have you seen or heard of any initiatives or schemes that tell you about the hygiene standards in places where you eat out or shop for food? (Base: All adults UK)

- 01: Yes
- 02: No
- (DK)

Q.8 And what initiatives or schemes are they? (Base: All adults who have seen or heard of any initiatives/schemes that tell you about hygiene standards in places where people eat out or shop for food)

- 01: Food Hygiene Information Scheme
- 02: Food Hygiene Rating Scheme
- 03: Scores on the Doors
- 04: "H" for Hygiene Award Scheme
- 05: Food Hygiene Assessment Scheme
- 06: Food Hygiene Award
- 07: Food Hygiene Inspection Rating Scheme
- 08: Food Hygiene Star Rating Scheme
- 09: Food Safety Star Rating Scheme
- 10: Ratemyplace
- 11: Safe2eat
- 12: Smilesafe
- 13: Other
- (DK/CR)

Q.9 Below are some initiatives and schemes that tell you about the hygiene standards in places where you eat out or shop for food. Which of them have you seen or heard of? – Total (Base: All adults UK)

- 01: Food Hygiene Information Scheme
- 02: Food Hygiene Rating Scheme
- 03: Scores on the Doors
- 14: None of these
- (DK)

Q10a Have you seen this before? (England, Wales and Northern Ireland only)



- 01: Yes
- 02: No
- (DK)

Q10b Have you seen this before (Scotland only)



- 01: Yes
- 02: No
- (DK)

## Annex C: Occupational Groupings

- A**
- Approximately 3% of the total population
  - These are professional people, or are very senior in business or commerce or are top level civil servants
  - Retired people, previously grade A, and their widows

- B**
- Approximately 18% of the total population
  - Middle management executives in large organisations, with appropriate qualifications
  - Top management or owners of small business
  - Retired people, previously grade B, and their widows.

- C1**
- Approximately 28% of the total population
  - Junior management owners of small establishments: and all others in non-manual Positions
  - Jobs in this group have very varied responsibilities and educational needs
  - Retired people previously grade C1 and their widows.

- C2**
- Approximately 22% of the total population
  - All skilled manual workers, and those manual workers with responsibility for other people
  - Retired people previously grade C2 with a pension from their job
  - Widows if receiving pensions from their late husband's job

## D

- Approximately 18% of the total population
- All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people previously grade D with a pension from their job
- Widows if receiving pensions from their late husband's job

## E

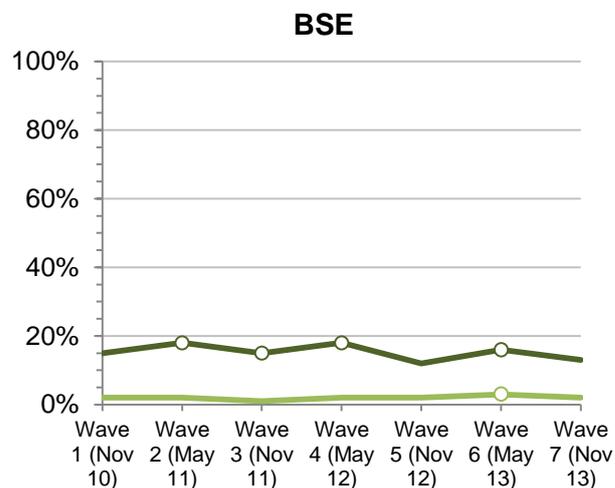
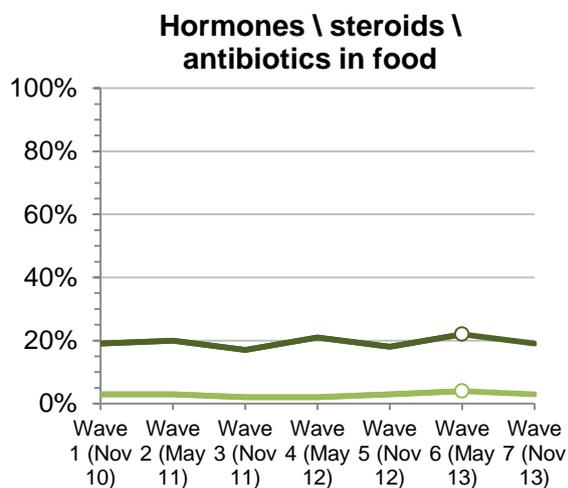
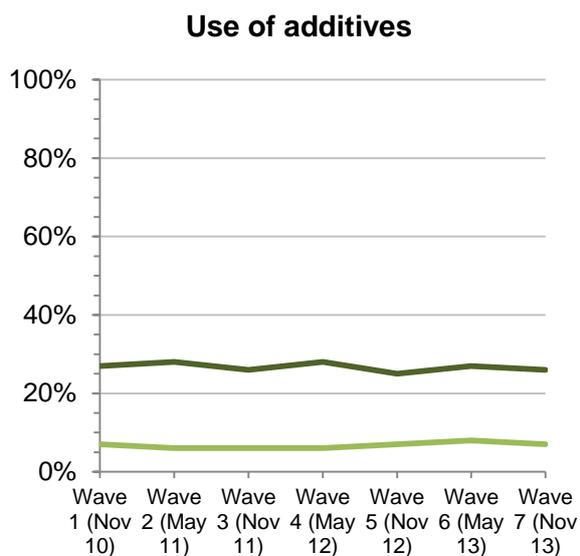
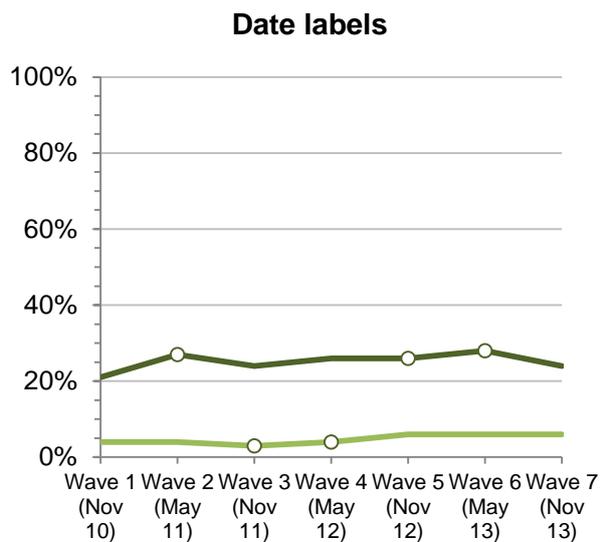
- Approximately 11% of the total population
- All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons.
- Those unemployed for a period exceeding 6 months (otherwise classify on previous occupation)
- Casual workers and those without a regular income
- Only households without a chief wage earner will be coded in this group

## Annex D: Time series data from Nov 2010

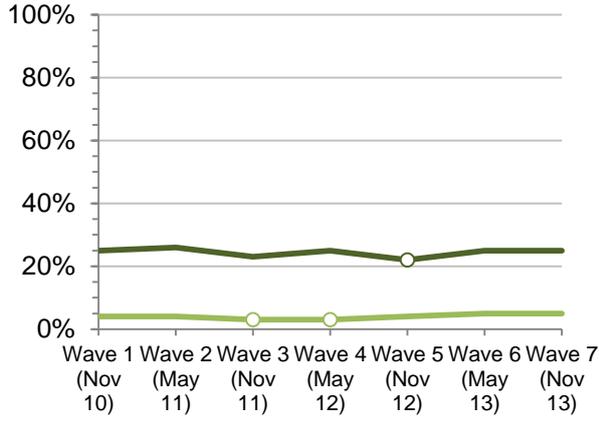
— Total (spontaneous plus prompted) responses

— Spontaneous responses

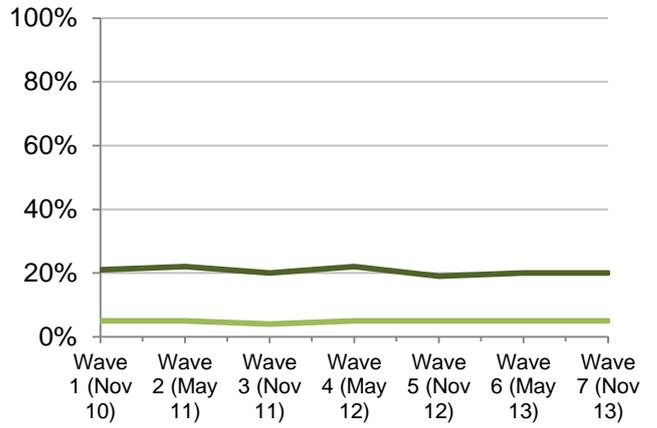
Circled data points represent statistically significant differences to Wave 7



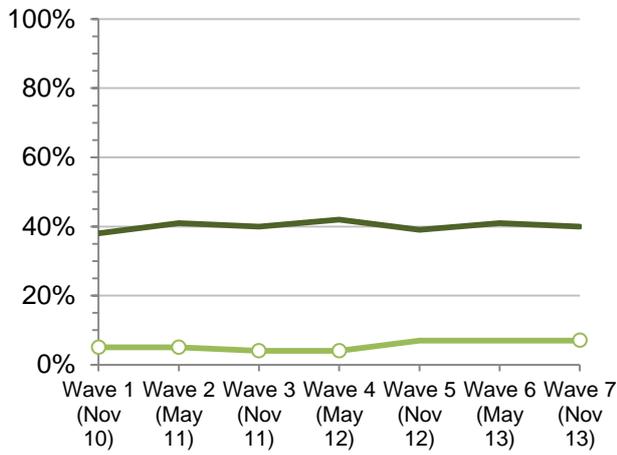
**Use of pesticides**



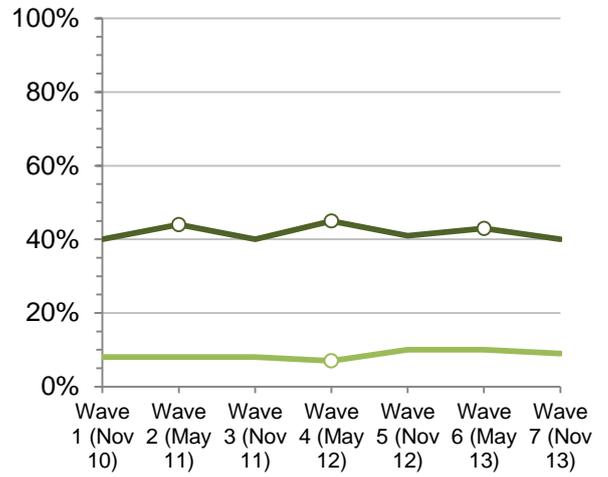
**GM foods**



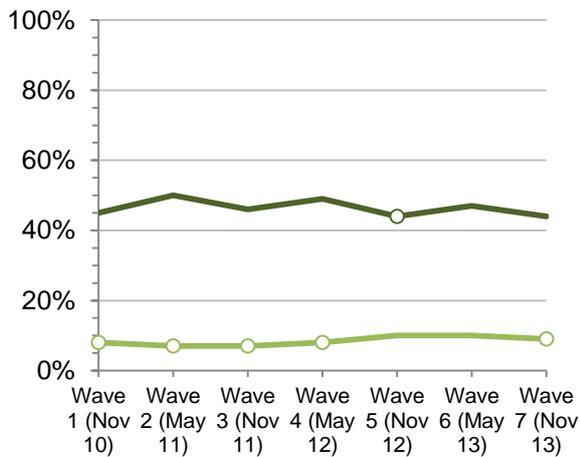
**Amount of saturated fat in food**



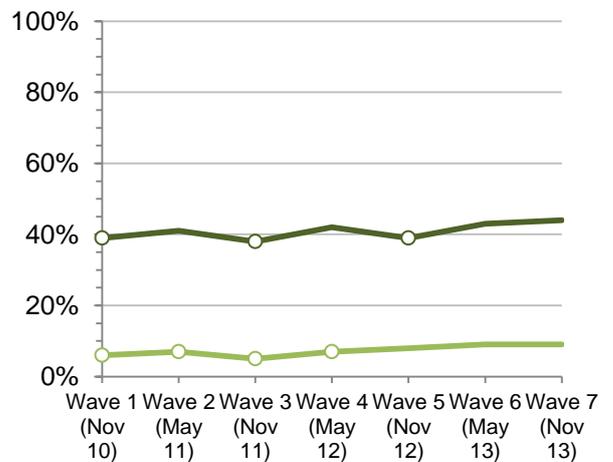
**Amount of fat in food**



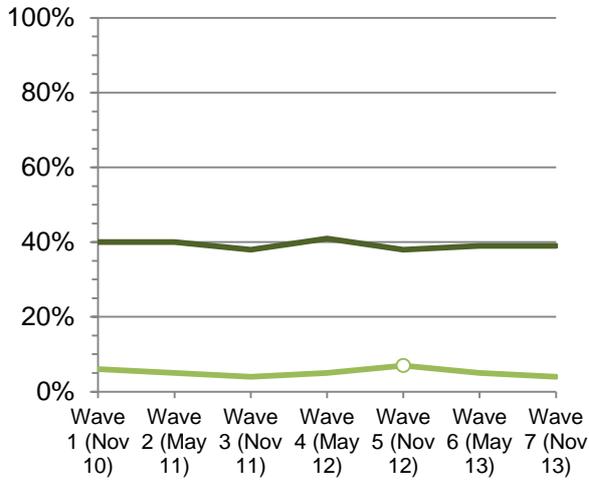
**Amount of salt in food**



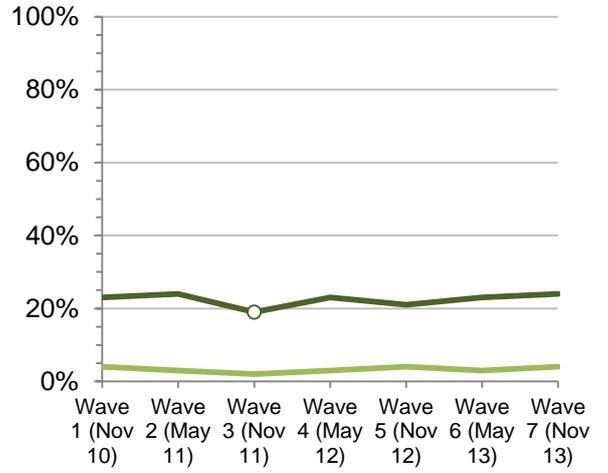
**Amount of sugar in food**



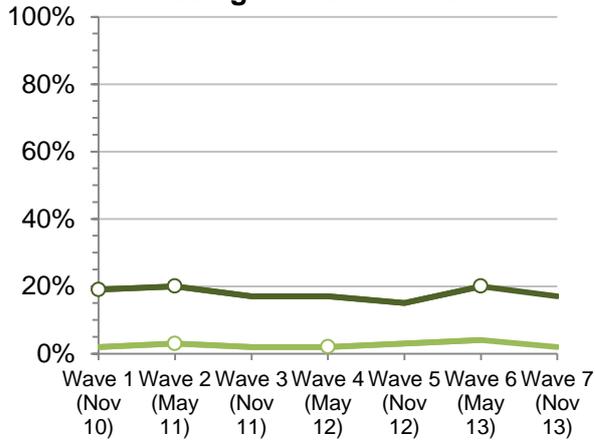
**Animal welfare**



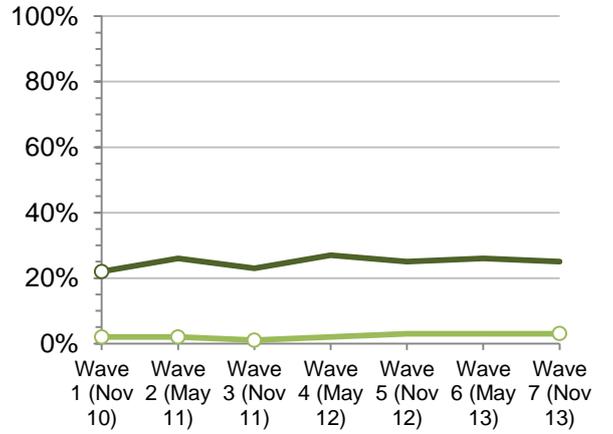
**Food miles**



**Feed given to livestock**



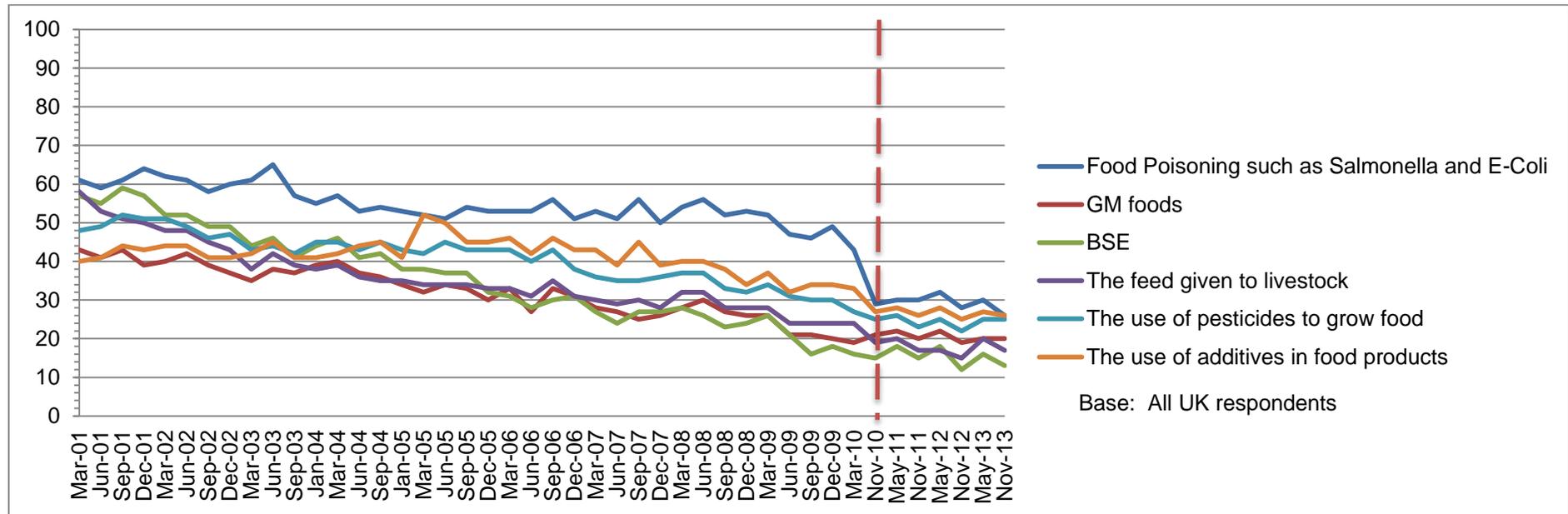
**Foods aimed at children**



### Annex E. Time series data from March 2001

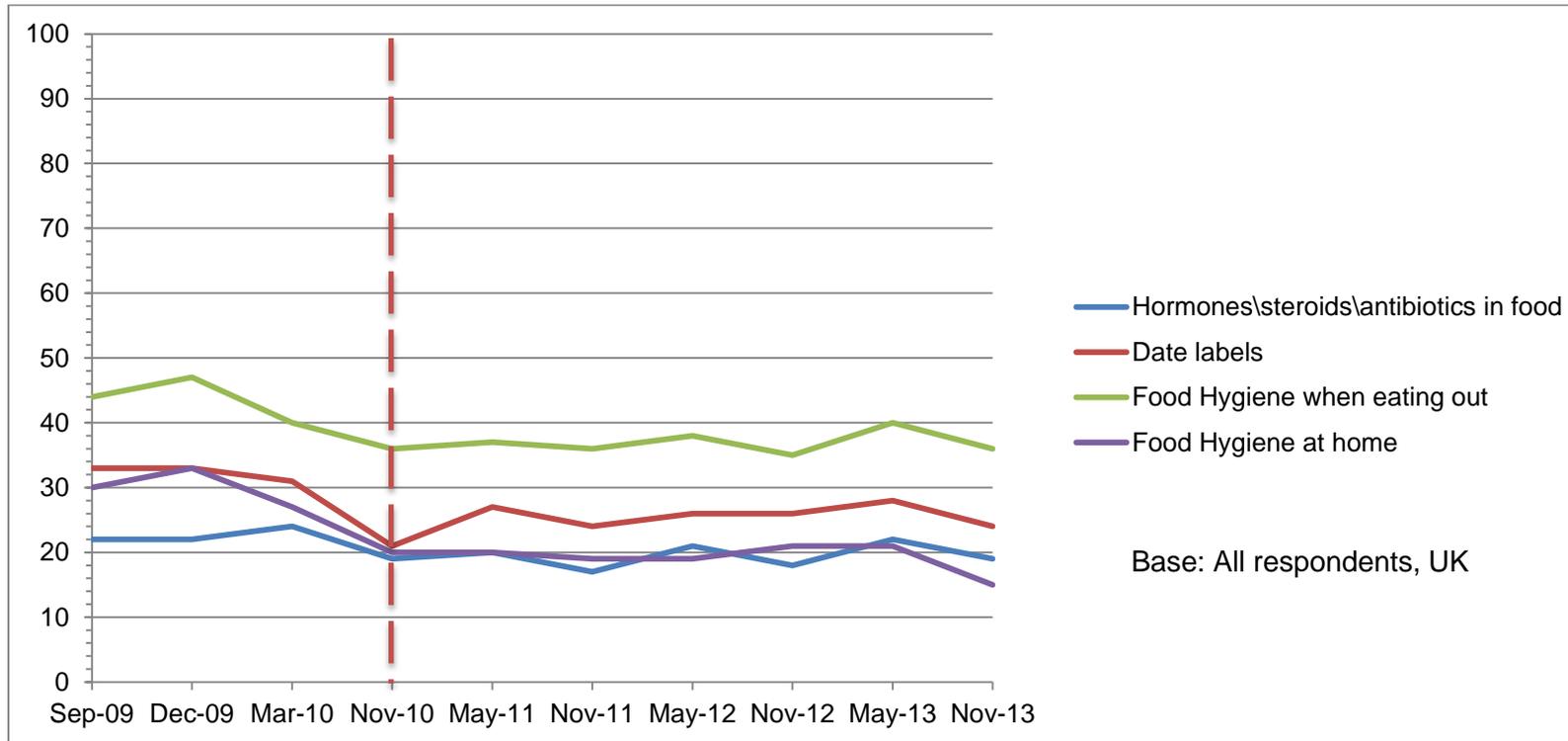
The following figures show time series data from March 2001 – Nov 2013 where appropriate. The dashed red line in each time series graph indicates when the redeveloped biannual Tracker started (Wave 1 was Nov 2010). Caution should be applied when interpreting this data due to changes made to the survey including the questions asked and respondent base. Please contact us for further details on the cautions surrounding this data.

#### Total concern for food safety issues (March 2001 - Nov 2013)<sup>25</sup>



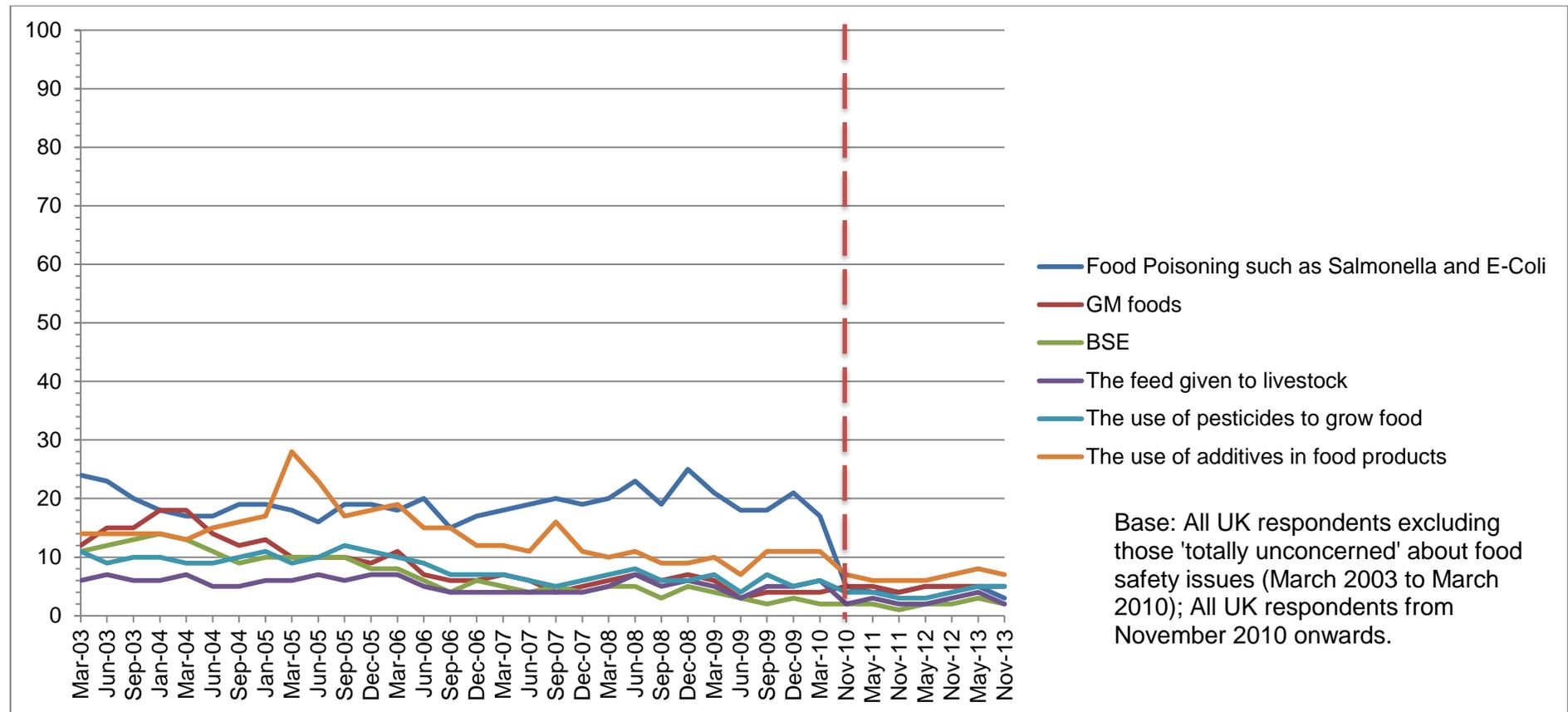
<sup>25</sup> These food safety issues have been tracked since March 2001. Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. Please contact us for further details on the cautions surrounding this data.

**Total concern for food safety issues (Sept 2009 - Nov 2013)<sup>26</sup>**



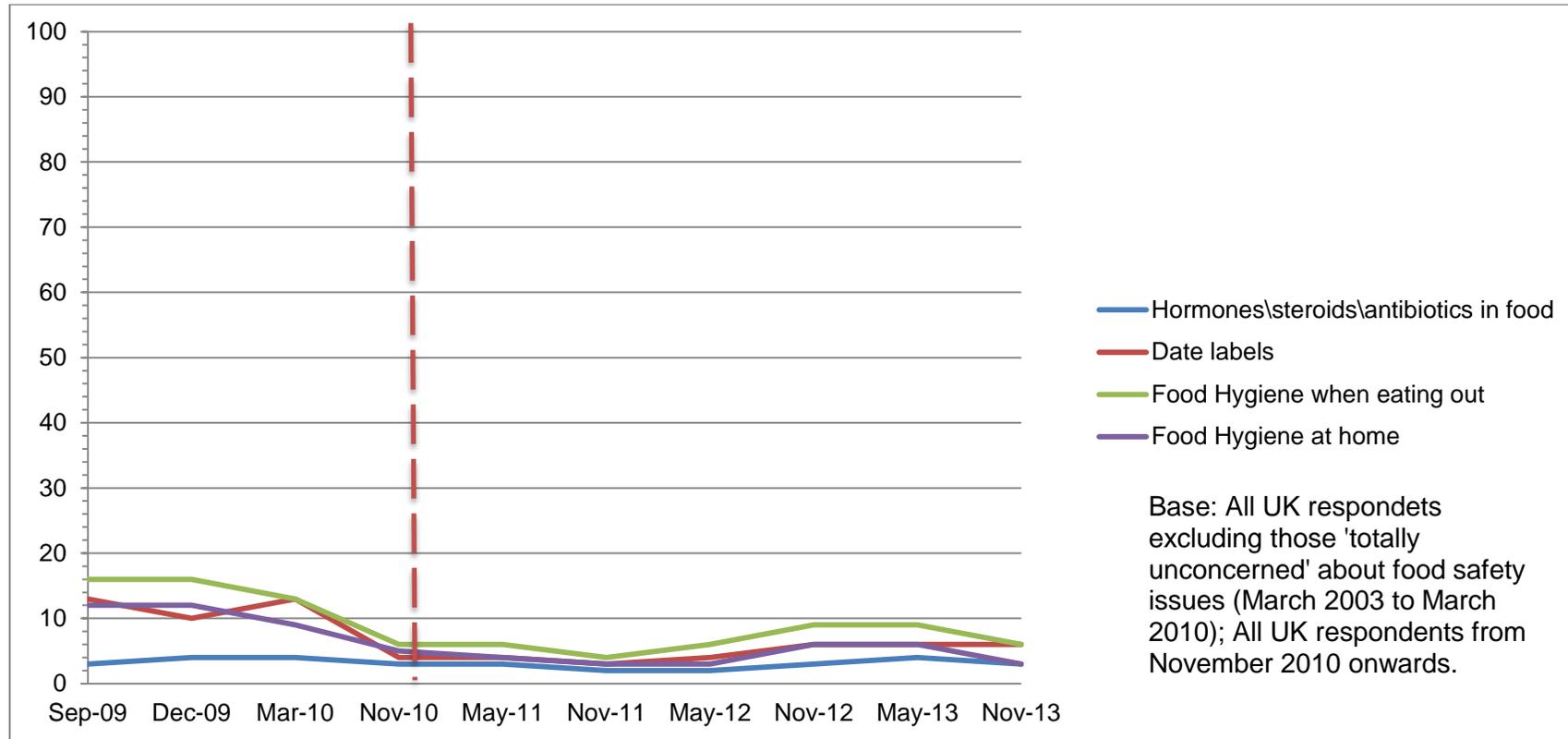
<sup>26</sup> These food safety issues have been tracked since September 2009. Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. The respondent base has also changed. Please contact us for further details on the cautions surrounding this data.

### Spontaneous concern for food safety issues (March 2003 - Nov 2013)<sup>27</sup>



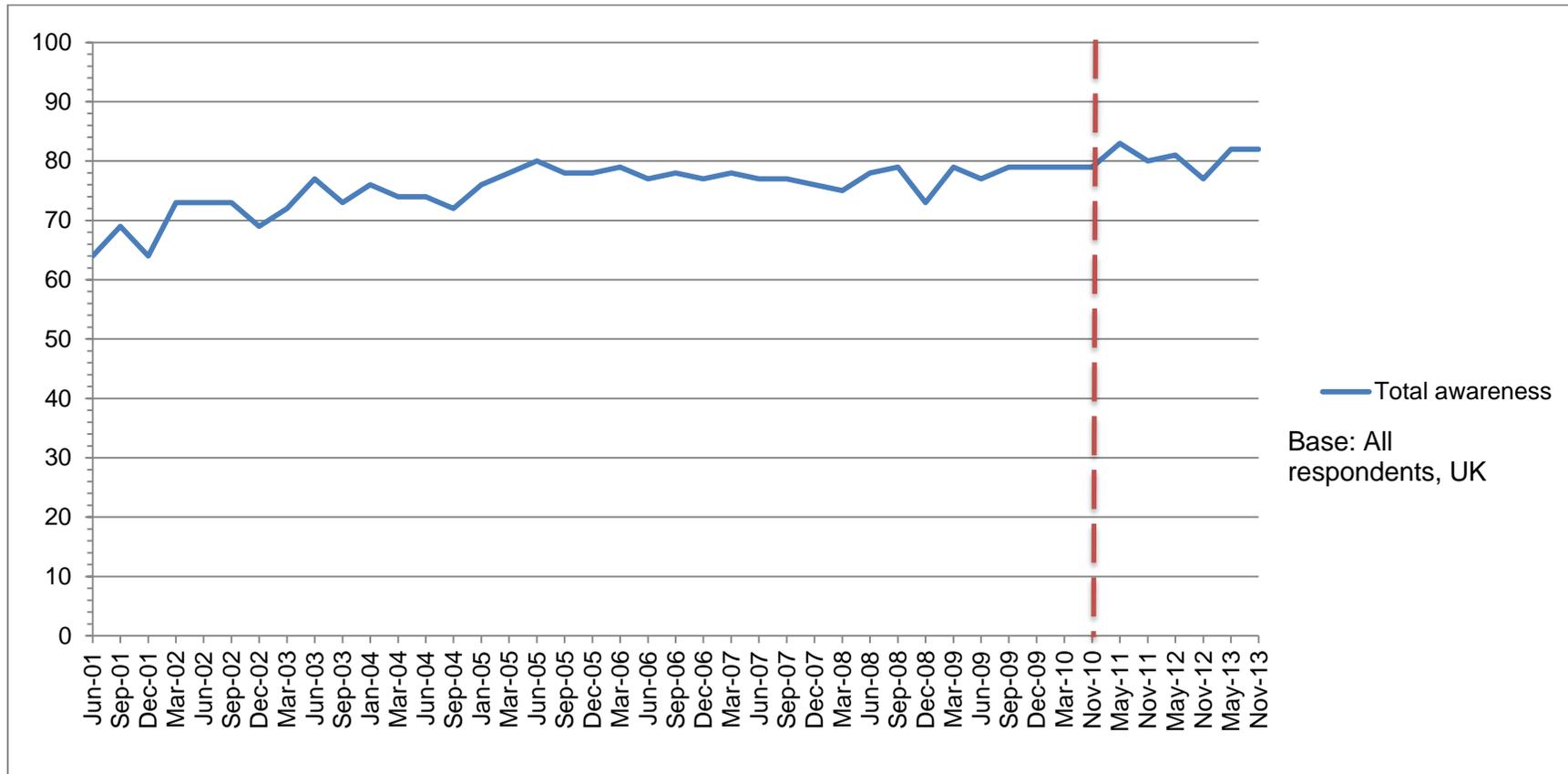
<sup>27</sup> These food safety issues have been tracked since March 2003. Caution should be applied when interpreting this data. Please contact us for further details on the cautions surrounding this data.

## Spontaneous concern for food safety issues (Sept 2009 - Nov 2013)<sup>28</sup>



<sup>28</sup> These food safety issues have been tracked since September 2009. Caution should be applied when interpreting this data. The food issues question has changed several times since the tracker started in March 2001. Please contact us for further details on the cautions surrounding this data.

**Awareness of FSA (June 2001 - Nov 2013)<sup>29</sup>**



<sup>29</sup> Caution should be applied when interpreting this data. The awareness question has changed several times since the tracker started in March 2001. Please contact us for further details on the cautions surrounding this data.