

**CONSUMER ATTITUDES TO
FOOD STANDARDS
WAVE 4**

ENGLAND REGIONAL REPORT

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and
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COI Ref: 257960

Prepared by:
TNS
Westgate
London
W5 1UA

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CONTENTS

		Page no
1	Introduction	1
1.1	English regions	1
2	Executive summary	3
3	Shopping, cooking and eating habits	8
3.1	Responsibility for food/grocery shopping	9
3.2	How household food shopping is done	9
3.3	Frequency of purchasing food/groceries	10
3.4	Level of enjoyment of cooking	11
3.5	Frequency of preparing/cooking meals from raw or fresh ingredients	12
3.6	Frequency of eating main meal at home	13
3.7	Diet of household	15
4	Concerns about hygiene in catering outlets, food retail outlets and the home	16
4.1	Catering outlets used	16
4.2	Concerns about hygiene in catering outlets	17
4.3	Concerns about food hygiene in retail outlets and the home	18
5	Healthy eating and nutrition	20
5.1	Changes in eating habits	21
5.2	Types of food eaten	22
5.3	Awareness of healthy eating patterns	24
5.4	Awareness of portions of fruit/vegetables	26
6	General food safety, hygiene and food issue concerns	28
6.1	Concern over food safety issues	29
6.2	Concern about specific foods	29
6.3	Concerns about food issues	32
6.4	Food safety rating	33
7	Incidence of foodborne disease and responses to it	35
7.1	Experience of food poisoning in the last 12 months	35
8	Food labelling	36
8.1	Frequency of using labelling information	37
8.2	Information looked for on food labels	37
8.3	Ease of understanding information on food labels	39
8.4	Concern about food labelling accuracy	40
8.5	Concerns about health claims accuracy	40
8.6	Food labelling – comprehension	40

CONTENTS

	Page no	
9	Sources of information about food standards	43
9.1	Information sources – awareness	43
9.2	Information sources used	44
9.3	Recall of information from the Food Standards Agency	45
9.4	Confidence in current measures	45
10	Awareness and perceptions of the Food Standards Agency	47
10.1	Prompted awareness	47
10.2	Ratings of the Food Standards Agency	48
10.3	Confidence in Food Standards Agency	49
10.4	Perceptions of the Food Standards Agency	49
11	Information requirements	51
11.1	Specific information requirements	51
APPENDIX 1		
Questionnaire and show material		
APPENDIX 2		
Sample profiles		

1 Introduction

The Food Standards Agency is committed to conducting research on consumer attitudes towards food safety and food standards in order to inform future activity and monitor changes on an annual basis.

TNS has carried out four waves of research to date:

- September - December 2000
- August - October 2001
- September - October 2002
- September - October 2003

This report analyses the results from the English regions.

1.1 English regions

Overall c.1000 interviews were conducted in England at each wave. For analysis purposes, England was broken down into 5 regions. The regions and their achieved sample sizes are as follows.

Region	Achieved Sample Size (2003)	Achieved Sample Size (2002)	Achieved Sample Size (2001)	Achieved Sample Size (2000)
North West (NW) Cheshire, Greater Manchester, Lancashire, Merseyside	124	131	122	127
North East (NE) Yorkshire and Humberside, Cumbria, Northumberland, Durham, Cleveland, Tyne & Wear	165	155	163	177
Midlands (MIDS) Northamptonshire, Leicestershire, Lincolnshire, Nottinghamshire, Derbyshire, Norfolk, Suffolk, Cambridgeshire, Herefordshire, Worcestershire, Shropshire, Staffordshire, Warwickshire	243	239	239	245
South West (SW) Cornwall, Devonshire, Somerset, Dorset, Wiltshire, Gloucestershire	99	101	108	107
South East (SE) Greater London, Essex, Hertfordshire, Bedfordshire, Buckinghamshire, Oxfordshire, Berkshire, Hampshire, Surrey, Sussex, Kent	366	378	368	361
Total	997	1004	1000	1017

The figures in this report relate to the data from 2003 unless otherwise stated. The document concentrates on significant differences between findings from the five regions of England and where appropriate:

- between these and the figures for England as a whole and
- between the current data and the equivalent data from previous waves of research

This report does not give detailed consideration to those questions where there are no significant differences within the English regional data.

It is important to remember that sample size is taken into account when calculating significant difference. Thus two apparently similar pairs of figures in the tables may not necessarily both generate a significant difference.

All figures are based on the total data from respondents in England, or from the individual regional samples, unless otherwise stated.

2 Executive summary

This year's executive summary focuses mainly on:

- The main differences between findings from the five regions of England
- Any major shifts observed since last year

Shopping, cooking and eating habits

- Most food shopping is done at supermarkets but local shops play an important role. Claimed use of local shops is significantly lower in the South East than in both the North East and the Midlands.
- The majority shop for food once or twice a week, with those in the South East claiming to shop slightly less frequently.
- Cooking was claimed to be enjoyed by 61% of respondents and only one in ten claimed to really dislike cooking. Claimed enjoyment was highest in the South West.
- The majority of respondents claimed to use raw/fresh ingredients at least once a week, with more frequent claimed usage in the South. Lack of time was the most often cited reason for not using raw/fresh ingredients more frequently, particularly in the South East.
- 85% claimed to eat a main meal at home with other household members at least once a week. Around 30% claimed to eat a main meal at home with non-household members at least once a week, and those in the South East claimed to do so more often.
- 33% of respondents claimed some sort of vegetarian or special diet. Casual diets to lose weight were the most commonly claimed (14%), followed by special diets for medical reasons (10%). There were some regional variations with higher incidences of the former in the Midlands and the South East. Claimed vegetarianism was more common in the South.

Concerns about hygiene in catering outlets, food retail outlets and the home

- 30% of respondents claimed that they used some sort of fast food/takeaway outlet regularly. Those in the North were more likely to claim to use these outlets than were those in the South and the Midlands.
- Level of concerns about hygiene for almost all food outlets increased significantly compared to the 2000 data. Fast food/takeaway outlets were of particular concern among English respondents with claimed concern being higher in the North West. Mobile food outlets were also of concern - highest in the Midlands and lowest in the South West (where it had fallen significantly since 2002).
- Respondents were also particularly concerned about hygiene at market stalls selling meat (42%). Again, concern was highest in the North West and lowest in the South West.

Healthy eating and nutrition

- 37% of respondents said that their eating habits had become more healthy in the past year.
- A majority claimed to regularly eat dairy products (86%), fresh vegetables/salad/fruit (84%), fresh chicken (68%), eggs (59%) and other fresh meat (52%). Those in the North West were less likely to claim to regularly eat fresh vegetables/salad/fruit compared to other regions. In the South East, consumption was lower than average for each of dairy products, eggs, fresh meat other than chicken, ready made meals and other convenience foods. Those in the South were more likely to claim to regularly eat organic food.
- This year, between a quarter and just over a third of respondents claimed to be eating more vegetables/salad (35%), fruit (32%) and bread/cereals/pasta/rice/potatoes (25%). Almost 30% claimed to eat less food containing fat (28%) or sugar (29%); however those in the South West were less likely to claim this.
- The items most respondents thought they should be eating more of were vegetables/salad and fruit. Those in the North West were more likely to mention foods that people should eat **less** of (such as foods containing fat or sugar). There was a pattern of increased interest/involvement in issues relating to food and healthy eating in the North West in 2003 compared to 2002 and it was also evident on other measures.

- Three fifths of respondents correctly answered that ‘at least 5 portions’ of fruit or vegetables should be eaten each day. As in 2002, those in the South West demonstrated highest awareness of this. Those in the North West were least likely to say they had actually eaten at least 5 portions of fruit or vegetables yesterday and those in the South East/Midlands most likely.
- Awareness of one apple constituting ‘a portion’ was fairly high at 73%. In contrast, correct awareness of the number of plums and the number of tablespoons of vegetables constituting a portion was comparatively low (35% and 26% respectively).

General food safety, hygiene and food issue concerns

- 69% of respondents said that they were very/quite concerned about food safety issues.
- 70% of respondents spontaneously mentioned foods that they were concerned about and this was significantly higher than the 65% measured in 2002 (driven by an increase in the Northern regions, particularly the North West). Concerns were primarily expressed in relation to raw meat which was highest in the North West and the South. Concern over raw chicken had risen significantly since 2002 in the North.
- At a combined spontaneous and prompted level claimed concern increased significantly, largely driven by an increase in the North West.
- When prompted 90% of respondents expressed concern about food issues. This proportion was significantly higher than that recorded in 2002 (84%), primarily due to an increase in the two Northern regions.
- 42% of respondents felt that food safety had become better over the past year. Those in the South East were least likely to feel that food safety had improved.

Incidence of foodborne disease and responses to it

- 17% percent of respondents claimed to have experienced foodborne illness in the past 12 months. This was highest in the North West and lowest in the South West.

Food labelling

- Nine out of ten of respondents claimed to look at food labels before purchasing and those in the North East were least likely to claim to look. Most respondents claimed to look for 'general information', followed by 'nutrition information'.
- Three fifths of respondents said that they found food labels easy to understand. This was highest in the South West and North West.
- 53% of respondents felt that food labels contain 'about the right amount of information', but this had declined significantly since 2002. Those in the South West were most positive about food labels containing the right amount of information.
- 42% claimed to be concerned about the accuracy of food labels (a significant increase since 2002). Concern was lowest in the South West.
- 52% expressed concern about the accuracy of health claims, (this was highest in the North West and lowest in the South West).
- Just under two fifths gave the correct answers about 'best before' (38%) and 'use by' dates (39%).
- Over seven out of ten respondents correctly stated that 10g of sugar per 100g or 20g of fat per 100g was a lot. Those in the North were more likely to answer correctly compared to those in the South.
- There was a significant increase in respondents who correctly stated that '80% fat free' equates to 20g of fat than in 2002.
- 29% of respondents gave the correct answer in terms of the main ingredient when shown a food label with a list of ingredients.

Sources of information about food standards

- The Food Standards Agency was the most frequently spontaneously mentioned organisation as a possible source of information about food standards and food safety, with consistent year on year increases evident.

- Whilst spontaneous mentions of actual use of the information provided by the FSA were at 6%, the overall trend shows an increase compared to previous years up from 3%. When prompted this increased to 17%. It is important to note, that respondents are unlikely to seek information directly from the FSA as they would for instance at a doctor's surgery, but use information from the FSA via other channels. Similarly they will not always attribute information generated by the FSA on food safety seen on the news or TV to the FSA.
- 35% of respondents recall having seen or heard information from the FSA.
- 57% of respondents were confident in the measures taken by organisations involved in protecting health. There was a significant increase in those who were 'very confident', driven by the North East.

Awareness and perceptions of the Food Standards Agency

- 74% percent of English respondents said that they had heard of the FSA, with claimed awareness highest in the South West and lowest in the South East.
- In terms of rating the FSA on specific aspects of its performance, most respondents were still unable to form a defined view, although most of those with an opinion were positive.
- Despite this, 59% of respondents said that they felt confident about the role played by the FSA, with comparable levels in all regions.
- 27% perceived the Agency as providing unbiased information (a significant decline compared to the 2002 figure of 32%), though almost as many still believed it reflects the views of the food industry (26%) or the Government (25%).

3 Shopping, cooking and eating habits

At the start of the questionnaire respondents were asked about grocery shopping habits in general. The questionnaire covered the composition of the household, respondents' responsibility for food or grocery shopping and how food shopping is done. In 2003 questions were added covering enjoyment of cooking and frequency of eating meals with friends or family.

Key findings:

- Most food shopping is done at supermarkets but local shops play an important role. Claimed use of local shops is significantly lower in the South East than in both the North East and the Midlands.
- The majority shop for food once or twice a week, with those in the South East claiming to shop slightly less frequently.
- Cooking was claimed to be enjoyed by 61% of respondents and only one in ten claimed to really dislike cooking. Claimed enjoyment was highest in the South West.
- The majority of respondents claimed to use raw/fresh ingredients at least once a week, with more frequent claimed usage in the South. Lack of time was the most often cited reason for not using raw/fresh ingredients more frequently, particularly in the South East.
- 85% claimed to eat a main meal at home with other household members at least once a week. Around 30% claimed to eat a main meal at home with non-household members at least once a week, and those in the South East claimed to do so more often.
- 33% of respondents claimed some sort of vegetarian or special diet. Casual diets to lose weight were the most commonly claimed (14%), followed by special diets for medical reasons (10%). There were some regional variations with higher incidences of the former in the Midlands and the South East. Claimed vegetarianism was more common in the South.

3.1 Responsibility for food/grocery shopping

Respondents were asked to select one of four statements to describe their level of responsibility for household shopping. The overall pattern of responsibility for food and grocery shopping across the five English regions was comparable to the sample as a whole, within which 57% of respondents claimed to have responsibility for 'all or most' of the grocery shopping.

Table A

LEVEL OF RESPONSIBILITY FOR HOUSEHOLD SHOPPING (2003)

	Total (997)	NW (124)	NE (165)	MIDS (243)	SW (99)	SE (366)
	%	%	%	%	%	%
Responsible for all/most	57	57	58	56	62	55
Responsible for about half	17	16	15	17	12	19
Responsible for less than half	13	18	12	11	10	15
Not responsible for any	13	9	15	16	16	11

Base: All respondents in England

There were no significant differences between regions in 2003.

3.2 How household food shopping is done

Respondents responsible for any shopping (88% of the total) were asked how they buy most of their household food shopping. Almost all claimed that they do most of their household food shopping at supermarkets, and the levels of use of other outlets were very low, as Table B on the following page illustrates.

Table B

LOCATION OF MOST OF SHOPPING (2003)

	Total (868)	NW (113)	NE (140)	MIDS (206)	SW (84)	SE (325)
	%	%	%	%	%	%
Visiting supermarkets	95	97	93	96	93	95
Visiting local shops	3	2	5	4	4	2
Visiting markets	1	1	1	*	1	1

Base: All respondents in England responsible for food/grocery shopping

There were no significant regional differences in types of outlet used for most of the household food shopping.

As a new question in 2003, respondents responsible for any shopping were asked which other types of outlets they also used for household shopping. Table C shows the combined responses to this question and the previous one (relating to outlets used for *most* of household food shopping) to give a measure of *total* usage of

outlets.

Table C

	LOCATION OF ALL SHOPPING (2003)					
	Total (868)	NW (113)	NE (140)	MIDS (206)	SW (84)	SE (325)
	%	%	%	%	%	%
Visiting supermarkets	99	99	99	99	99	98
Visiting local shops	78	80	83	81	80	73
Visiting markets	20	21	29	21	12	18
Via the internet/phone/mail order	5	-	8	5	6	6
Other	1	2	2	1	3	1

Base: All respondents in England responsible for food/grocery shopping

Again, supermarkets were the main type of outlet claimed to be used and usage was almost universal in all regions. The other type of outlet mentioned was local shops (78%), followed by markets, which were mentioned by a fifth of respondents. Internet/phone/mail order was mentioned by 5% of respondents.

Mentions of local shops were significantly lower in the South East (73%) than in both the North East (83%) and the Midlands (81%). Significantly, there was no claimed use of the internet in the North West.

3.3 Frequency of purchasing food/groceries

Respondents responsible for any shopping were asked how often they usually buy food or groceries for their household (answers were prompted). They were asked to include both larger main shopping trips and also smaller top-up shops. This was also a new question in 2003.

Table D

	FREQUENCY OF PURCHASING FOOD/GROCERIES (2003)					
	Total (868)	NW (113)	NE (140)	Mids (206)	SW (84)	SE (325)
	%	%	%	%	%	%
Every day	6	7	10	6	9	4
Every 2-3 days	38	35	43	40	40	35
About once a week	48	52	40	50	44	51
A couple of times a month	5	4	3	3	6	7
Once a month	2	1	4	2	--	2
Less often	--	--	--	--	--	1

Base: All respondents in England responsible for food/grocery shopping

Nearly half of respondents claimed to go shopping once a week, with another 38% claiming every two to three days. In total 93% claimed to go at least once a week or more often.

Respondents in the South East claimed to shop significantly less frequently than those in the Midlands and those in the North East.

3.4 Level of enjoyment of cooking

For the first time in 2003, all respondents were asked a series of questions about cooking, starting with a rating of how much they enjoyed or disliked cooking. Respondents were shown a five point rating scale, as detailed in Table E on the following page, and asked which phrase on the scale best described how much they enjoyed or disliked cooking.

Table E

LEVEL OF ENJOYMENT OF COOKING (2003)						
	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
I really enjoy cooking (5)	25	19	27	25	21	27
I quite enjoy cooking (4)	36	35	37	36	51	32
I neither enjoy nor dislike cooking (3)	16	15	13	17	13	17
I'm not very keen on cooking but don't mind it (2)	14	16	16	11	10	16
I really dislike cooking (1)	9	15	8	9	5	8
Mean score:	3.54	3.27	3.58	3.56	3.73	3.55

Base: All respondents in England

61% claimed to enjoy cooking, with a quarter claiming to really enjoy it. 9% claimed that they really disliked cooking.

Respondents in the South West were the most positive about cooking, with 72% claiming to enjoy it, which was significantly higher than the levels claimed in the North West (54%) and the South East (59%). In comparison, the greatest proportion in the North West claimed that they were not very keen on or disliked cooking (31%) which was significantly higher than the level in the South West (15%) and in the South East (24%).

3.5 Frequency of preparing/cooking meals from raw or fresh ingredients

Also new in 2003 was a question on how often respondents prepared or cooked a meal from raw or fresh ingredients. They were prompted with a frequency scale.

Table F

**FREQUENCY OF PREPARING/COOKING MEALS FROM RAW/FRESH INGREDIENTS
(2003)**

	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Two or more times a day	10	12	10	7	7	12
Once a day	39	32	35	41	46	41
Two to three times a week	26	27	29	25	23	25
About once a week	10	14	11	9	8	8
Two or three times a month	3	3	4	3	4	2
About once a month	2	2	3	3	--	3
Less often	10	10	9	13	11	8

Base: All respondents in England

The most often cited response was 'once a day', claimed by 39%, followed by two to three times a week (claimed by a quarter). In total, 85% claimed to use raw/fresh vegetables at least once a week.

There were few variations by region. Overall, respondents in the South claimed more frequent usage. In the South East 12% claimed to use these ingredients 'two or more times a day', which was significantly higher than the proportion in the Midlands (7%). Claimed 'once a day use' was significantly higher in the South West (46%) than in the North West (32%).

Respondents who claimed to prepare or cook a meal from raw or fresh ingredients less often than once a day (51%) were asked why they did not do this more often. No prompting was given. The responses given by at least 5% are shown in Table G on the following page.

Table G**REASONS FOR NOT REGULARLY PREPARING/COOKING MEALS FROM RAW/FRESH INGREDIENTS (2003)**

	Total	NW	NE	Mids	SW	SE
	(495)	(66)	(92)	(124)	(47)	(166)
	%	%	%	%	%	%
Do not have time	47	46	39	44	44	55
Someone else cooks	15	15	18	15	21	11
Don't enjoy cooking	11	18	11	15	6	8
Usually eat ready-prepared meals/convenience food	8	5	9	7	15	6
Prefer other types of food	4	4	7	4	2	3
Only get time to cook at weekends	4	4	3	2	7	4
My family/kids don't like that sort of food/meals prepared from raw ingredients	2	4	2	3	--	2
Usually eat takeaway food	2	--	1	1	11	3
Other	13	6	18	16	5	12

Base: All respondents in England who don't prepare/cook meals from raw/fresh ingredients regularly

'Lack of time' was the most frequently mentioned reason, by 47% of these respondents. There were only three other main reasons cited; 'someone else cooks', 'don't enjoy cooking' and 'usually eat ready-prepared meals/convenience food'. Other reasons had low levels of mentions, and the net code 'other' had low mentions of specific responses which could not be grouped into any other codes.

The level of mentions for 'lack of time' was significantly higher in the South East (55%) compared to the North East (39%). There were higher levels of mentions of 'don't enjoy cooking' in the North West (18%) than in the South East (8%), and significantly more respondents in the South West mentioned 'usually eat take away food' (11%) compared to the other regions (between 1% and 3%).

3.6 Frequency of eating main meal at home

Two new questions ascertained how often, on average, respondents sat down for their main meal at home with, firstly, all the other members of their household and secondly, with friends and family who were not household members. They were shown a frequency scale from which to choose their response.

The majority (85%) claimed that they ate with the rest of their household at least once a week and nearly two thirds claimed at least once a day as shown in Table H on the following page.

Table H**FREQUENCY OF EATING MAIN MEAL AT HOME WITH OTHER HOUSEHOLD MEMBERS (2003)**

	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Two or more times a day	14	21	9	15	17	14
Once a day	49	37	50	54	51	50
Two to three times a week	14	12	18	12	8	14
About once a week	8	10	7	6	7	8
Two or three times a month	1	--	1	1	1	1
About once a month	1	--	1	1	1	1
Less often	8	12	13	6	8	6

Base: All respondents in England

Respondents in the North West showed the greatest variation from the national pattern – they were significantly less likely to mention ‘once a day’ (37%) than all other regions, and were also significantly more likely to mention ‘less often than once a month’ (12%) than were those in both the Midlands (6%) and the South East (6%). These findings were balanced by the significantly higher proportion in the North West that claimed to eat together ‘more than once a day’ (21%) compared to those in the North East (9%).

Respondents were asked how often, on average, they sat down for their main meal at home with friends or family who were not members of their immediate household. Again, responses were prompted. Overall, a third claimed to eat with non-household members at least once a week; 35% between one and three times a month, and 30% third claimed ‘less often’.

Table I**FREQUENCY OF EATING MAIN MEAL AT HOME WITH NON-HOUSEHOLD MEMBERS (2003)**

	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Two or more times a day	2	3	--	--	1	3
Once a day	5	2	4	6	4	6
Two to three times a week	6	8	4	7	8	6
About once a week	20	13	21	19	17	22
Two or three times a month	11	5	14	11	12	13
About once a month	24	22	20	25	18	26
Less often	30	40	36	29	37	23

Base: All respondents in England

Those in the South East claimed to eat most frequently with non-household members; 37% of them claimed at least once a week, which was significantly higher than the equivalent figure in the North West (26%).

3.7 Diet of household

Respondents were asked whether any member of the household had any special dietary requirements. The question was modified in 2003 to prompt in more detail on special diets.

Overall, 33% of respondents claimed some sort of vegetarian or special diet. Those in the South East (38%) were most likely to claim to be on such a diet, significantly more likely than those in the North West (27%).

Table J

	DIET					
	Total (997) %	NW (124) %	NE (165) %	MIDS (243) %	SW (99) %	SE (366) %
Casual diet to lose weight	14	7	15	15	11	15
Special diet for medical reasons	10	11	11	9	10	9
Completely vegetarian	6	5	4	5	9	7
Mainly vegetarian	4	2	3	4	4	6
Strict plan to lose weight	4	2	5	5	4	5
Any vegetarian	9	6	7	8	11	12
Any vegetarian/vegan/special diet	33	27	31	35	32	38

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

Casual diets to lose weight were most commonly mentioned (14%) and those in the Midlands and the South East (both at 15%) were significantly more likely to claim to be on such a diet than were those in the North West (7%). Special diets for medical reasons were the next most often claimed (by 10%); there was no regional variation.

The levels of claimed vegetarianism were comparable to 2002, with 9% claiming to be either completely or mainly vegetarian (10% in 2002). There was no significant regional variation this year, although there were higher claims for vegetarianism in the South than elsewhere.

4 Concerns about hygiene in catering outlets, food retail outlets and the home

Respondents were asked about the catering outlets where they bought food and the frequency with which food was purchased from them. Concerns with regard to food hygiene from any of these catering outlets and the effects on their eating habits were also measured, including whether they reported their concerns and if so, to whom. However, base sizes for the latter two questions were too small for analysis purposes.

Concerns about food hygiene in retail outlets (such as shops and markets) were then examined and respondents were asked if these concerns affected their behaviour (once again, insufficient base sizes prevented analysis). Concerns about food hygiene in the home were also briefly addressed in this section.

Key findings:

- 30% of respondents claimed that they used some sort of fast food/takeaway outlet regularly. Those in the North were more likely to claim to use these outlets than were those in the South and the Midlands.
- Level of concerns about hygiene for almost all food outlets increased significantly compared to the 2000 data. Fast food/takeaway outlets were of particular concern among English respondents with claimed concern being higher in the North West. Mobile food outlets were also of concern - highest in the Midlands and lowest in the South West (where it had fallen significantly since 2002).
- Respondents were also particularly concerned about hygiene at market stalls selling meat (42%). Again, concern was highest in the North West and lowest in the South West.

4.1 Catering outlets used

Table K on the following page gives national and regional data for catering outlets claimed to be used regularly by 10% or more of the sample, either to buy food for themselves or for someone else. One new code was added in 2003 – ‘ready to eat takeaway food from supermarkets’.

Table K**TYPES OF CATERING OUTLETS USED REGULARLY**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
*Takeaway outlet	25	32	33	24	17	22
Ready to eat takeaway food from supermarkets	18	17	18	16	24	17
Takeaway sandwich outlet	15	20	16	12	15	15
*Fast food outlet	15	20	18	8	12	18
Canteen at Work/college/school	11	9	15	8	11	11
Restaurant	12	13	12	8	16	15
Pub/wine bar	11	14	14	10	15	8
Coffee shop	7	8	3	7	8	9
Café	6	8	8	6	4	5
Mobile food outlet	3	2	5	1	1	3
*NET: Any fast food	30	38	38	26	20	28

Note: Nets include other codes not specified within the table

Base: All respondents in England

Claimed use of takeaway outlets was significantly higher in 2003 (25%) than in 2002 (21%). In 2003, claimed usage was significantly higher in the North West (32%) and North East (33%) compared to both the South West (17%) and South East (22%). In fact, usage of all fast food outlets (fast food outlets and takeaway outlets) was significantly higher in the North (38% in both the North West and North East) than in the South (20% in the South West and 28% in the South East) and the Midlands (26%).

After takeaway outlets, ready to eat takeaway food from supermarkets was the second most often mentioned, by 18%, with no notable regional variation.

All of the outlets showed a significant increase in claimed usage levels compared to 2000, with the exception of canteens (10% in 2000 and 11 % in 2003).

4.2 Concerns about hygiene in catering outlets

As Table L on the following page shows, mobile food outlets (31%), takeaway outlets (27%), and fast food outlets (25%) were particular causes of concern about hygiene mentioned by English respondents. The level of concern for almost all outlets over the three years had increased significantly compared to the 2000 data.

As in 2002, overall, the claimed level of concern about hygiene in mobile food outlets was substantially greater than the proportion claiming to use them (3% regularly and 4% occasionally) suggesting some active rejection of this type of outlet on the basis of those concerns. This was not a pattern evident in relation to other outlets.

Table L**CONCERN ABOUT HYGIENE IN CATERING OUTLETS**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Mobile food outlet	31	35	27	36	16	33
*Takeaway outlet	27	32	26	28	17	28
*Fast food outlet	25	27	27	29	15	24
Takeaway sandwich outlet	13	14	12	15	6	14
Restaurant	12	13	9	11	6	16
Pub/wine bar	10	13	6	11	5	12
NET: Any outlet	54	58	50	59	32	58
*NET Any fast food	36	41	37	39	22	37

Note: Nets include other codes not specified within the table

Base: All respondents in England

The claimed level of concern about hygiene in **any** outlet (54%) was comparable to that noted in 2002 (51%) and 2001 (52%), with all three years significantly higher than 2000 (43%). However, there have been changes to the questionnaire since 2000, which may have contributed to this result.

In 2003 there was a significant decrease in the proportion of respondents mentioning any concern in the South West (32%) compared to 52% in 2002, driven particularly by decreased concern in relation to mobile food and fast food outlets in this region. This decline was not evident among other regions.

In comparison, claimed concern about any outlet was significantly higher in the North West in 2003 (58%) compared to 2002 (42%). This was due to an increase in claimed concern over both mobile food outlets (from 19% to 35%) and fast food outlets (from 16% to 27%).

There were few other variations by region, though restaurants, pub/wine bars and cafés were mentioned significantly more in the South East (16%, 12%, 13% respectively) than in the South West (6%, 5%, 3% respectively). Claimed concern about takeaway sandwich outlets was significantly higher in the Midlands (15%) than in the South West (6%).

4.3 Concerns about food hygiene in retail outlets and the home

Respondents were shown a list of places and asked whether they were concerned about hygiene in any of them. All respondents were particularly concerned about market stalls selling meat (42%), and local butchers (17%).

Table M**CONCERN ABOUT HYGIENE IN RETAIL OUTLETS AND THE HOME**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Market stalls selling meat	42	50	38	41	30	45
Local butchers	17	19	21	20	15	14
Supermarkets	14	13	12	14	13	15
In the home	14	12	14	18	12	12
Local/corner grocery shops	11	16	11	10	6	11
Market stalls selling fruit and veg	13	20	14	9	8	14
NET: Any outlet	55	64	49	54	43	59

Base: All respondents in England

Overall, just over half of respondents (55%) expressed concern about at least one of the outlets, which was significantly higher than in 2002 (50%), but comparable with 2001 (56%). This increase in 2003 was driven primarily by a significant increase among respondents in the North West (64% expressed concern in 2003, compared to 39% in 2002). Those in the North West showed a significant increase in concern over market stalls selling meat (50% compared to 28%) and market stalls selling fruit and vegetables (20% compared to 9%).

Within regions, claimed concern about any outlet was significantly higher in the North West (64%) and the South East (59%) compared to the North East (49%) and South West (43%). In the North West, claimed concern was significantly higher about market stalls selling meat (50% compared to 38% in the North East and 30% in the South West); market stalls selling fruit and vegetables (20% compared to 9% in the Midlands and 8% in the South West) and local/corner shops (16% compared to 6% in the South West).

5 Healthy eating and nutrition

Respondents were asked about the food that they ate and the frequency of eating different types of food. They were then asked about their eating habits and whether these had changed since a year ago. In addition, they were asked which types of food they thought they should eat more or less of.

An assessment was also made of respondents' understanding of what constituted a portion of fruit or vegetables. They were then presented with correct definitions of portion sizes for different types of food and asked how many portions of fruit and vegetables they had eaten the day before, and the number of portions they should eat each day.

Key findings:

- 37% of respondents said that their eating habits had become more healthy in the past year.
- A majority claimed to regularly eat dairy products (86%), fresh vegetables/salad/fruit (84%), fresh chicken (68%), eggs (59%) and other fresh meat (52%). Those in the North West were less likely to claim to regularly eat fresh vegetables/salad/fruit compared to other regions. In the South East, consumption was lower than average for each of dairy products, eggs, fresh meat other than chicken, ready made meals and other convenience foods. Those in the South were more likely to claim to regularly eat organic food.
- This year, between a quarter and just over a third of respondents claimed to be eating more vegetables/salad (35%), fruit (32%) and bread/cereals/pasta/rice/potatoes (25%). Almost 30% claimed to eat less food containing fat (28%) or sugar (29%); however those in the South West were less likely to claim this.
- The items most respondents thought they should be eating more of were vegetables/salad and fruit. Those in the North West were more likely to mention foods that people should eat **less** of (such as foods containing fat or sugar). There was a pattern of increased interest/involvement in issues relating to food and healthy eating in the North West in 2003 compared to 2002 and it was also evident on other measures.
- Three fifths of respondents correctly answered that 'at least 5 portions' of fruit or vegetables should be eaten each day. As in 2002, those in the South West demonstrated highest awareness of this. Those in the North West were least likely to say they had actually eaten at least 5 portions of fruit or vegetables yesterday and those in the South East/Midlands most likely.

- Awareness of one apple constituting ‘a portion’ was fairly high at 73%. In contrast, correct awareness of the number of plums and the number of tablespoons of vegetables constituting a portion was comparatively low (35% and 26% respectively).

5.1 Changes in eating habits

Respondents were asked whether they thought that their eating habits had become more or less healthy in the last year or whether they were unchanged. 37% of English respondents claimed that their eating habits had become more healthy with 57% saying their diet was unchanged. A small proportion said that their diet was now less healthy. This breakdown of response was similar to that noted in the three previous surveys.

Table N

PERCEIVED DIETARY CHANGE IN PAST YEAR

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
More healthy	37	35	38	37	29	40
Unchanged	57	58	55	58	66	53
Less healthy	6	6	7	5	5	7

Base: All respondents in England

As in previous years, there were few regional differences in response, although in 2003 those in the South West were significantly more likely to say that their diet had remained unchanged (66%) than respondents in the South East (53%).

5.2 Types of food eaten

As Table O shows, the types of food respondents claimed to eat most regularly in England were dairy products, fresh vegetables/salad/fruit, fresh chicken, eggs and other fresh meat, all mentioned by at least half of respondents.

Table O

TYPES OF FOOD EATEN REGULARLY

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Dairy products	86	90	93	84	92	82
Fresh vegetable/salad/fruit	84	79	89	82	92	83
Fresh chicken	68	72	71	66	69	67
Eggs	59	62	63	60	65	53
Other fresh meat	52	59	57	53	61	45
Fresh fish	46	41	47	47	48	45
Convenience foods	44	46	56	44	46	37
Ready-made meals	31	35	36	31	39	24
Organic foods	15	12	16	9	22	18

Base: All respondents in England

Claimed regular consumption of dairy products had fallen significantly since 2002 (from 90% to 86% in 2003) which was driven by significant declines in both the Midlands (from 92% to 84%) and in the South East (from 89% to 82%). In fact, in 2003 claimed regular consumption of dairy products was significantly lower in the South East than in all other areas apart from the Midlands.

As in 2002, regular consumption of fresh vegetables/salads/fruits was also lower in the North West (79%) than in other regions but only significantly so when compared to the North East (89%) and the South West (92%).

Consumption of fresh meat other than chicken was significantly lower in the South East (45%) compared to all other regions.

Consumption of eggs increased significantly since 2002 (50% to 59% this year). All regions claimed an increase in consumption, with significant increases in the North West (48% to 62%) and the South East (45% to 53%). In 2003, claimed regular consumption of eggs was significantly higher in the North East and South West than in the South East.

Regular consumption of convenience foods was significantly higher in the North East (56%) compared to the South East (37%) and the Midlands (44%). Similarly, claimed regular consumption of ready-made meals was significantly lower in the South East (24%) compared to the North West (35%), the North East (36%) and the South West (39%). In the South West there was a significant increase in claimed ready-made meal consumption, from 23% in 2002 to 39% in 2003.

Claimed regular consumption of organic food had decreased significantly in the

Midlands compared to 2002 (from 15% to 9%) and in 2003 was significantly lower than in all of the other regions apart from the North West.

Respondents were also asked whether there were any types of food that they **never** ate. Differences were evident in the claimed consumption of organic foods. In the South East and South West 36% and 27% respectively claimed that they never eat them, with the equivalent figures for the other English regions all over 40%.

Table P shows what respondents felt they were eating more of compared to a year ago. There were only slight changes since 2002 with 35% of respondents claiming to eat more vegetables/salad, 32% claiming to eat more fruit and a quarter claiming to eat more starchy foods.

Table P

	FOODS EAT MORE OF					
	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Vegetables/salad	35	29	38	33	29	39
Fruit	32	30	33	30	30	34
Bread, cereals, pasta, rice, potatoes	25	32	33	20	12	25
Fish	16	14	18	19	8	17
Milk and dairy products	12	12	12	12	7	14
Meat	10	13	11	11	7	10
None	33	26	31	33	54	30

Base: All respondents in England

There were several regional variations. Those in the South West were significantly less likely to claim they ate more bread/cereals/pasta/rice/potatoes (than all other regions apart from the Midlands) and fish (than all other regions apart from the North West).

Significantly more of those in the South East (39%) claimed to eat more vegetables/salad compared to those in the North West (29%).

In terms of foods that respondents claimed to eat less of, 29% claimed to eat less foods containing sugar, 28% mentioned foods containing fat and 21% mentioned salt.

Table Q

	FOODS EAT LESS OF					
	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Foods or drinks containing sugar	29	34	27	28	22	31
Foods containing fat	28	32	31	26	18	30
Salt	21	23	19	18	19	25
Meat	15	16	15	14	11	17
Milk and dairy products	8	11	8	5	5	10
Nuts, beans, chickpeas, lentils	6	7	9	5	6	6
Bread, cereals, pasta, rice, potatoes	7	2	10	4	6	8
Fish	4	5	5	4	3	2
None	32	25	32	34	45	28

Base: All respondents in England

Those in the South West were significantly less likely to claim they ate less food containing fat than in the North West, North East and South East. They were also more likely to claim that they did not eat less of any of the food types.

5.3 Awareness of healthy eating patterns

Respondents were asked what they thought people **should** eat more or less of. The hierarchy of results from this question was very similar to responses at the earlier question about what people **believe** they are eating more of. However, in all cases, perceptions of what **should** be eaten were much higher than claimed behaviour.

Table R on the following page illustrates response where foods were mentioned by more than 10% of respondents. The items mentioned most frequently were vegetables/salad (80%) and fruit (76%).

Table R**FOODS SHOULD EAT MORE OF**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Vegetables/salad	80	82	84	76	84	78
Fruit	76	78	76	72	81	76
Fish	37	46	33	33	32	38
Bread, cereals, pasta, rice, potatoes	33	44	39	27	29	30
Nuts, beans, chickpeas, lentils	24	29	21	22	19	28
Milk and dairy products	20	22	19	18	21	20
Meat	10	10	9	9	12	10

Base: All respondents in England

There was a significant shift in responses from respondents in the North West. In 2002, the levels of mentions of all these food types had decreased. However, in 2003, respondents in the North West were significantly more likely to mention many of these food types than they were in 2002, bringing their 2002 responses back in line with the 2001 results: vegetables/salad (increased from 69% to 82%); bread/cereals/pasta/rice/potatoes (26% to 44%); fish (29% to 46%); and nuts/beans/chickpeas/ lentils (17% to 29%). This increase in mentions since 2002 was also evident in the North East, although to a lesser extent – for vegetables/salad (from 74% to 84%) and for bread/cereals/pasta/rice/potatoes (28% to 39%).

In 2003, those in the North West were more likely than those in all other regions to mention starchy foods (44%, significantly more so than those in all regions apart from in the North East), fish (46%, significantly more so than those in all regions apart from the South East), and nuts/beans/chickpeas/lentils (29%) and milk and dairy products (22%).

When asked about the foods that people should eat **less** of; as in 2002, foods containing fat, food/drinks containing sugar and those containing salt were mentioned most often (by over half of respondents), as shown in Table S on the following page.

Table S

	FOODS SHOULD EAT LESS OF					
	Total	NW	NE	Mids	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Foods containing fat	65	76	68	62	64	61
Foods or drinks containing sugar	66	75	68	63	62	64
Salt	54	55	52	52	48	57
Meat	26	23	25	24	19	30
Milk and dairy products	9	11	11	7	7	8

Base: All respondents in England

In 2002, it was noted that responses to each of these foods was significantly lower in the North West compared to 2001 (as was the case for foods that respondents thought that people should eat more of). In 2003, this trend had been reversed, with responses in the North West significantly *increasing* for foods containing fat, sugar and salt, as well as for milk and dairy products.

5.4 Awareness of portions of fruit/vegetables

Respondents were asked how many portions of fruit and vegetables they should eat every day and how many they had actually eaten yesterday. They were also asked to consider what actually constituted a 'portion' of plums, apples or vegetables.

Half of respondents in England mentioned 'five' when questioned about the number of fruit and vegetable portions they believe should be eaten every day (Table T). This was significantly higher than the equivalent in 2002 (43%), 2001 (42%) and 2000 (35%). When those respondents who mentioned more than five were added, the total suggesting 'at least five a day' was 59%; again significantly higher than in each of 2002 (51%); 2001 (49%) and 2000 (42%).

Table T**AWARENESS OF NUMBER OF PORTIONS OF FRUIT/VEGETABLES PER DAY**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
5 portions	51	52	49	51	62	49
At least 5 portions	59	61	58	58	67	57
Don't know	9	11	11	9	6	7

Base: All respondents in England

Awareness of five portions exactly was broadly comparable across regions, with the exception of the South West, which showed a significant increase on 2002 (from 47%

to 62%) and this awareness level was significantly higher than in the South East (49%) in 2003. The Midlands also showed a significant increase from 40% in 2002 to 51% in 2003.

Respondents were also asked how many portions of fruit and vegetables they had eaten 'yesterday' (Table U). As in 2002, only 14% claimed to have eaten five portions, although claimed consumption had significantly increased in the South East (from 11% to 16%, which was the highest level claimed across the regions).

In total 29% claimed to have eaten at least five portions; again the proportion had increased in the South East (from 24% in 2002 to 34% in 2003). The proportion mentioning at least five was significantly lower in the North West (18%) than in the Midlands (29%) and the South East (34%).

Table U

**ACTUAL NUMBER OF PORTIONS OF FRUIT/VEGETABLES EATEN
YESTERDAY**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
5 portions	14	11	11	15	10	16
At least 5 portions	29	18	28	29	27	34
None	9	9	14	11	5	6

Base: All respondents in England

As in 2001 and 2002, 9% of all English respondents said they had not eaten any fruit or vegetables at all, with the highest number of mentions in the North East (14%) and Midlands (11%), both significantly higher than in the South East (6%) and in the case of the North East, also significantly higher than in the South West (5%).

Respondents were also asked about different fruits and vegetables and, in each case, were asked to identify what constituted a portion. The correct answers were very close to those given in 2002:

- **one apple**, correctly selected by 73%
- **two plums**, correctly selected by 35%
- **two tablespoons of vegetables**, correctly selected by 26%

There were few regional differences with 79% of those in the North East suggesting that one apple constituted a portion (significantly more than the 68% in the South East) and 33% of those in the North West mentioning the correct number of tablespoons of vegetables (significantly higher than the 23% in the South East).

6 General food safety, hygiene and food issue concerns

The questionnaire included a section on food safety and hygiene. Respondents were asked if they had any concerns about food safety in general terms and whether they had any concerns about particular types of food. They were also asked about concerns with regard to specific food issues (BSE, GM foods etc.) and whether their eating habits were affected by these concerns (however base sizes for the latter were generally too small for analysis purposes).

Key findings:

- 69% of respondents said that they were very/quite concerned about food safety issues.
- 70% of respondents spontaneously mentioned foods that they were concerned about and this was significantly higher than the 65% measured in 2002 (driven by an increase in the Northern regions, particularly the North West). Concerns were primarily expressed in relation to raw meat which was highest in the North West and the South. Concern over raw chicken had risen significantly since 2002 in the North.
- At a combined spontaneous and prompted level claimed concern increased significantly, largely driven by an increase in the North West.
- When prompted 90% of respondents expressed concern about food issues. This proportion was significantly higher than that recorded in 2002 (84%), primarily due to an increase in the two Northern regions.
- 42% of respondents felt that food safety had become better over the past year. Those in the South East were least likely to feel that food safety had improved.

6.1 Concern over food safety issues

Respondents were asked to rate their concern about food safety issues on a five point scale from 'very concerned' to 'not at all concerned'. Response to this question is shown in Table V.

Table V

	CURRENT CONCERN ABOUT FOOD SAFETY					
	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Very concerned	21	21	17	23	12	25
Quite concerned	48	47	50	48	62	42
Neither concerned nor unconcerned	16	19	15	14	16	17
Not very concerned	11	10	12	11	8	11
Not at all concerned	4	2	5	4	2	4
NET: Concerned	69	68	68	71	74	67
NET: Not concerned	15	13	17	15	10	15

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

Overall, 69% of respondents said that they were concerned about food safety issues, comparable with the 68% in 2002 and only slightly lower than the 72% noted in the two previous surveys. The proportion stating 'very concerned' was, at 21%, also comparable to 2002 (20%).

There was some regional variation. Respondents in the South West were least likely to claim to be 'very concerned' (12%), significantly less than those in the South East (25%) and the Midlands (23%). In fact in the South West the proportion claiming to be very concerned had decreased significantly since 2002 (when it was 26%). However, overall those in the South West were the most likely to claim that they were concerned at all, as the relatively low level of those claiming to be very concerned was balanced out by the high level of those claiming to be quite concerned (62%); significantly higher than in North West (47%), Midlands (48%) and South East (42%).

6.2 Concern about specific foods

Respondents were asked whether they were concerned about the safety of any particular types of food, and their spontaneous response was recorded. They were then shown a list of different types of food and asked to select from the list those which they had particular concerns about. Response to the spontaneous question is shown in Table W on the following page.

Table W**SPONTANEOUS CONCERN ABOUT THE SAFETY OF PARTICULAR TYPES OF FOOD**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Raw chicken	40	41	38	35	48	41
Raw pork	27	31	24	23	33	27
Raw beef	26	28	25	20	30	30
Raw lamb	22	23	22	18	26	22
NET: Any raw meat	49	53	44	41	54	52
Processed meat/poultry	12	15	11	14	13	11
Cooked meat/poultry	8	13	10	8	6	7
Eggs	10	15	7	10	9	11
NET: Any dairy	14	21	9	13	10	14
Fish	10	11	7	10	8	12
Shellfish	11	21	9	8	7	10
NET: Any fish	17	25	13	16	12	18
Food with GM ingredients	8	9	6	8	8	9
NET: Any concern	70	72	63	68	70	73

Note: Nets include other codes not specified within the table

Base: All respondents in England

Overall, spontaneous levels of claimed concern about any type of food had significantly increased since 2002, from 65% to 70%. This increase was apparent across all regions apart from the Midlands, although was only significant in the North West where it had increased from 52% to 72%.

Concerns were primarily expressed in relation to raw meat, particularly in the North West (53%) and in the two southern regions (South West 54% and South East 52%). Claimed concern in these three regions was significantly higher than it was in the Midlands (41%). In the North West, claimed concern over raw meat had risen significantly from 37% to 53% since 2002, reversing the year on year decline which had been recorded in this region since 2000 (63% in 2000, 50% in 2001 and 37% in 2002).

There was a significant increase in the claimed concern over raw chicken, from 35% in 2002 to 40% in 2003. Claimed concern over chicken rose significantly in the two Northern regions (in the North West from 27% to 41% and in the North East from 27% to 38%). Concern was significantly higher in the South West (48%) compared to the Midlands (35%).

In the North West, there were also significant increases since last year in concern expressed over processed meat/poultry (4% to 15%); any dairy (7% to 21%), particularly eggs (6% to 15%); any fish (9% to 25%), particularly shellfish (6% to 21%); and foods with GM ingredients (2% to 9%).

Table X shows response in relation to total concerns (spontaneous and prompted) following prompting with a list of possible food types.

Table X

TOTAL CONCERN ABOUT THE SAFETY OF PARTICULAR TYPES OF FOOD						
	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Raw chicken	57	59	51	53	60	59
Raw pork	42	48	35	36	44	46
Raw beef	37	39	32	31	37	44
Raw lamb	33	38	29	29	31	36
Other raw meat/poultry	19	19	14	19	20	22
NET: Any raw meat	64	66	56	58	66	69
Processed meat/poultry	34	37	29	33	39	34
Cooked meat/poultry	19	24	22	19	21	17
Eggs	20	22	20	19	20	19
Milk	6	7	4	4	5	9
NET: Any dairy	24	27	25	24	20	24
Food with GM ingredients	25	30	19	25	28	26
Ready made meals	18	13	13	20	18	21
Shellfish	36	36	35	33	43	36
Fish	16	21	11	17	17	17
NET: Any fish	42	44	38	42	48	41
NET: Any concern	83	82	75	83	83	86

Note: Nets include other codes not specified within the table

Base: All respondents in England

As spontaneously, concern was primarily expressed in relation to raw meat (64%) and particularly raw chicken (57%), with the former being significantly higher in the South East (69%) compared to the North East (56%) and the Midlands (58%).

Again, as was found with the spontaneous results, any claimed concern had increased significantly since 2002, from 79% to 83%. Claimed concern had increased in the North West, the North East and the South East, although it had only risen significantly in the North West (from 62% to 82%), to a level comparable with the 2000 and 2001 concern levels (83% and 84% respectively). It was the increases in claimed concern among the North West respondents since 2002 which were mainly driving the general level of concern.

There was a dip in the level of concern in the North West in 2002 and levels in 2003 were more in line with those in 2001, specifically in relation to any raw meat (particularly raw chicken), processed meat/poultry, any fish and foods with GM ingredients.

6.3 Concerns about food issues

Respondents were also asked whether there were any other issues related to food (rather than types of food) that they had concerns about. As in 2002, the level of spontaneous response to this question was typically low, with the top answer (from 7% of English respondents) being GM foods. Again, the level of response in the North West had significantly increased, from 1% to 8%.

Respondents were then shown a list of food issues and asked which, if any, they were concerned about. In 2003 three issues were included in the list for the first time, namely the amount of salt in food, the amount of sugar in food and the amount of fat in food (Table Y).

Table Y

CONCERN ABOUT PARTICULAR FOOD ISSUES

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Food poisoning	61	58	66	58	63	60
Amount of fat in food	53	52	54	49	48	58
Amount of salt in food	51	47	48	46	50	56
Amount of sugar in food	48	44	51	44	47	50
The use of pesticides	47	44	48	49	51	45
The use of additives in food products	45	41	47	44	48	45
Conditions in which food animals are raised	43	44	45	44	46	41
BSE	42	48	47	37	34	45
The feed given to livestock	40	37	46	37	37	40
GM Foods	39	37	36	39	42	40
Antibiotics in meat	37	34	36	35	39	40
Healthy eating	22	21	26	16	30	21
Irradiated food	19	22	21	18	20	18
Food allergies	18	19	18	18	14	19
NET: Any concerns	90	85	89	89	93	91

Base: All respondents in England

Overall, 90% of English respondents expressed concern about at least one of the issues listed, which was a significant increase on the 2002 level of concern of 84% (although this was due, at least in part, to the inclusion of new issues in 2003). The 2003 proportion was comparable to that recorded in 2000 (89%) and 2001 (88%).

Within regions, concern had increased significantly since 2002 in both of the Northern regions; in the North West from 67% to 85% and in the North East from 79% to 89%.

The three issues included for the first time in 2003 (amount of salt/sugar/fat in food) were all mentioned by between 48% and 53% of respondents and after food poisoning, were the most frequently mentioned.

There was some regional variation in the data. Concern in the Midlands was significantly lower in relation to:

- BSE (37%) compared to the North West (48%) and the North East (47%). This was also significantly lower in the South West (34%)
- Healthy eating (16%) compared to the North East (26%) and the South West (30%)
- The amount of fat in food (49%) compared to the South East (58%)
- The amount of salt in food (46%) compared to the South East (56%)

6.4 Food safety rating

Using a five-point scale, respondents were asked whether they felt that 'food safety has got better or worse over the last year'.

Table Z

	FOOD SAFETY RATING					
	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
A lot better	6	7	9	6	7	4
A bit better	36	38	36	39	36	34
Neither better nor worse	36	27	35	38	33	40
A bit worse	11	16	10	9	12	10
A lot worse	5	3	3	5	4	7
NET: Better	42	45	45	45	43	38
NET: Worse	15	19	13	13	16	17

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

Forty-two percent of English respondents felt that food safety had got a lot or a bit better over the past year. Regional differences were not significant, with those in the South least likely to feel that food safety had got better (38% in the South East and

43% in the South West, compared to 45% in the Northern regions and in the Midlands). At the extreme end of the scale, the proportion rating 'a lot better' was significantly lower in the South East (4%) compared to the North East (9%).

Generally, results were comparable with 2002. At a regional level, there was a significant decrease among those in the South East saying 'better', from 46% to 38%.

7 Incidence of foodborne disease and responses to it

A section of the questionnaire addressed food poisoning. Respondents were asked whether they had experienced a bout of diarrhoea or vomiting in the preceding twelve months that they felt could be attributed to food they had eaten within the United Kingdom. Those experiencing illness were then asked whether they had reported it to anybody and what action, if any, was taken as a result. Please note that the base sizes for these two questions were too small to analyse.

Key findings:

- 17% percent of respondents claimed to have experienced foodborne illness in the past 12 months. This was highest in the North West and lowest in the South West.

7.1 Experience of food poisoning in the last 12 months

Seventeen percent of respondents claimed that they had experienced diarrhoea or vomiting in the past 12 months, which they believed to have been caused by food eaten in this country.

Table AA

EXPERIENCED DIARRHOEA/VOMITING IN LAST 12 MONTHS

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Yes	17	23	19	15	9	16
No/Don't know	83	76	80	85	90	83

Base: All respondents in England

The proportion was highest in the North West (23%), followed by 19% in the North East, both significantly higher than in the South West (9%). The claimed incidence of diarrhoea/vomiting in both of the Northern regions had significantly increased since 2002 (in the North West, from 12% to 23% and in the North East, from 8% to 19%).

8 Food labelling

Respondents were asked a series of questions relating to food labelling. Firstly, they were asked about the frequency with which they referred to food labels and the type of information they referred to on these labels. They were then asked how easy it was to understand labelling information and whether they had any concerns over its accuracy.

New questions were added this year to examine whether respondents had any concerns about the health claims (such as 'low fat', or 'good for your heart') made about some foods and if so, what level of concern was expressed (however base sizes were too small for comparative analysis for the latter).

Respondents were then presented with examples of food labelling and asked several questions to establish their understanding of the information conveyed.

Key findings:

- Nine out of ten of respondents claimed to look at food labels before purchasing and those in the North East were least likely to claim to look. Most respondents claimed to look for 'general information', followed by 'nutrition information'.
- Three fifths of respondents said that they found food labels easy to understand. This was highest in the South West and North West.
- 53% of respondents felt that food labels contain 'about the right amount of information', but this had declined significantly since 2002. Those in the South West were most positive about food labels containing the right amount of information.
- 42% claimed to be concerned about the accuracy of food labels (a significant increase since 2002). Concern was lowest in the South West.
- 52% expressed concern about the accuracy of health claims, (this was highest in the North West and lowest in the South West).
- Just under two fifths gave the correct answers about 'best before' (38%) and 'use by' dates (39%).
- Over seven out of ten respondents correctly stated that 10g of sugar per 100g or 20g of fat per 100g was a lot. Those in the North were more likely to answer correctly compared to those in the South.
- There was a significant increase in respondents who correctly stated that '80% fat free' equates to 20g of fat than in 2002.

- 29% of respondents gave the correct answer in terms of the main ingredient when shown a food label with a list of ingredients.

8.1 Frequency of using labelling information

When asked their frequency of using labelling information, 30% of respondents claimed that they 'always' referred to the labels (comparable to the 28% measured in 2002) and a further 26% said 'usually'.

Table BB

FREQUENCY OF USING LABELLING INFORMATION

	Total (997) %	NW (124) %	NE (165) %	MIDS (243) %	SW (99) %	SE (366) %
Always	30	33	31	27	28	32
Usually	26	27	24	27	22	27
Occasionally	22	19	17	21	29	24
Rarely	12	12	13	14	12	9
Never	10	9	15	10	9	7
NET: Ever	90	91	85	90	91	93

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

Overall, 10% claimed that they never looked at food labels. Regionally, those in the North East were least likely to claim to look at labelling information with 15% saying 'never'. They were significantly more likely to claim to never look at food labelling than were those in the South East (7%).

Those in the South West were significantly more likely to claim to 'occasionally' look at food labels (29%) compared to those in the North East (17%).

8.2 Information looked for on food labels

Respondents who claimed to look at food labels (90%) were asked about the information they usually looked for. Table CC on the following page considers the proportion mentioning different categories of possible information, derived from response to individual headings. A new code of 'health claims such as 'low fat' or 'good for your heart' was added in 2003, which was incorporated into the net code of 'general information'

Table CC**INFORMATION LOOKED FOR ON LABELS**

	Total	NW	NE	MIDS	SW	SE
	(897)	(113)	(139)	(216)	(90)	(339)
	%	%	%	%	%	%
NET: General Information	73	74	66	74	78	73
NET: Nutrition Information	64	61	67	67	51	65
NET: Information about ingredients	59	60	50	63	60	60

See questionnaire for detail of categories

Base: All respondents in England who ever refer to food labels

As in 2002, most respondents claimed to look for 'general Information' such as the best before/use by date (mentioned by 63% of respondents), cooking/storage instructions (34%) or country of origin (26%). There were no significant regional variations in the proportion looking for general information. Those in the North East were significantly less likely to claim to look for general information in 2003 (66%) than in 2002 (80%), and so were more in line with the 2001 figure (64%).

The code 'health claims' was mentioned by a fifth of respondents, and was most likely to be mentioned in the South East (25%). The lowest level of mentions of 'health claims' was in the North East (13%), which was a significantly lower proportion than in the South East.

Those in the North East were least likely to mention the country of origin (19%), significantly less so than those in the Midlands (29%) and the South East (38%). In the South East respondents were most likely to mention 'the name of the food' (19%), significantly more than respondents in the North East (9%), Midlands (10%) and South West (10%).

Just under two thirds of respondents (64%) claimed that they looked for nutrition information, such as the amount of fat (mentioned by 49% of respondents), the amount of sugar (36%), the amount of salt/sodium (36%) or calories (24%). Overall, the proportion claiming to look for nutrition information was comparable to 2002 (62%) and 2001 (61%) but significantly greater than 2000 (55%), driven particularly by increases in the North East (49% in 2000, 67% in 2003) and the Midlands (53% in 2000, 67% in 2003).

Increases relative to 2000 were apparent:

- In the North East and Midlands in terms of claiming to look for information on the amount of fat (37% to 54% in the North East, 38% to 51% in the Midlands)
- In the North East claiming to look for the amount of sugar (from 23% to 37%)

- In the North West, North East and South East in terms of claiming to look for information on the amount of salt (24% to 38% in the North West, 18% to 37% in the North East, 25% to 39% in the South East)

Generally speaking, mentions of 'calories' have seen a decline, whereas more respondents mentioned the amount of fat, sugar and salt in food. The proportion of respondents who claimed to look for information about calories (also part of nutrition information) had increased significantly year on year amongst English respondents up to 2002. In 2000, 20% of respondents said that they looked for calories, in 2001, 23%, and in 2002 this increased to 29%. However, in 2003, the proportion declined significantly to 24%. This fall was accounted for by the significant decline among respondents in the South West, from 29% to 11% (a significantly lower proportion than in all of the other English regions).

Around three fifths of respondents (59%) claimed to look for 'information about ingredients'. This was comparable to 2002 (58%) and significantly lower than in 2000 (64%). In the North West respondents were significantly more likely to mention information about ingredients (60%) compared to 2002 (43%), and this increase brings the proportion more in line with that noted in 2001 (56%) and 2000 (58%).

8.3 Ease of understanding information on food labels

Using a five-point scale (from 'very easy' to 'very difficult') respondents indicated how easy they found it to understand food labels. As Table DD illustrates, 60% of English respondents said they found them easy (with those in the South West (65%) and North West (64%) particularly likely to say this) and 26% found them 'difficult'. Fourteen percent had no view, saying 'neither easy nor difficult' or 'don't know'. Results were comparable with 2002, with the exception of the NW.

Table DD

EASE OF UNDERSTANDING LABEL INFORMATION

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Very easy	12	6	14	11	9	16
Fairly easy	47	58	44	43	56	45
Neither easy nor difficult	12	10	12	14	9	11
Fairly difficult	19	15	17	21	18	19
Very difficult	7	6	10	7	5	8
NET: Easy	60	64	58	55	65	60
NET: Difficult	26	22	27	29	23	27

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

Respondents in the North West were more likely to hold an opinion in 2003 compared to 2002. In 2002, 20% of them indicated that they found the information

neither easy nor difficult, in 2003 this proportion had fallen significantly to 10%. Correspondingly, the proportion in the North West who said that they found the information fairly easy had increased significantly from 2002 (42%) to 2003 (58%).

In response to a subsequent question about the amount of information given on a label, 53% of respondents felt that food labels contain 'about the right amount of information', and this had declined significantly from 58% in 2002. This decline was apparent in all regions apart from the South West, although was only significant in the North East. Almost three out of ten (29%) felt that there was too little information and 12% thought that there was too much.

Those in the South West were most likely to say that they contained the right amount of information (58%) or too much information (16%), and least likely to say that they contained too little information (19%).

8.4 Concern about food labelling accuracy

Forty-two percent of respondents expressed concern about the accuracy of food labels, with 56% claiming to be content and the remaining 3% having no view. The proportion that was concerned had increased significantly since 2002 (34%). This increase was evident in all regions apart from the South West, although the only significant increase within regions was among respondents in the North West (from 24% to 47%).

Again, there was evidence that those in the South West were the least worried about food labelling. Concern was lowest in the South West (33%), significantly so compared to in the North West (47%)

8.5 Concerns about health claims accuracy

As a new question in 2003, respondents were asked to think specifically about health claims made about some foods such as 'low fat' or 'good for your heart'. They were asked whether they had any concerns about the accuracy of such claims.

Just over a half (52%) expressed concerns. Claimed concern was greatest in the North West (58%) and lowest in the South West (46%). The regional differences were not significant. Forty-six percent did not have any concern, again there were no significant variations, and 2% had no opinion.

8.6 Food labelling – comprehension

Respondents were asked about 'use by' and 'best before' dates. The proportion giving the correct response in each case is illustrated in Table EE on the following page.

Table EE**COMPREHENSION OF 'BEST BEFORE' AND 'USE BY' DATES
(CORRECT ANSWER)**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Best Before	38	37	43	37	34	37
Use by	39	39	43	39	34	39

Base: All respondents in England

Overall, 38% of respondents correctly answered that the 'best before' date meant that the food product is past its best but not necessarily unsafe to eat. There were no significant regional variations. A similar proportion correctly answered that the 'use by' date meant a product could be unsafe to eat and should be thrown away (39%).

In all cases, around a third of respondents answered that 'it depends on the food' at both questions (33% for comprehension of the 'use by' date and 35% for comprehension of the 'best before' date).

Questions were also asked about the quantities of sugar and fat indicated on labels, and whether these represented a lot or a little of that ingredient. The correct response for both was 'a lot'.

Seventy-one percent of respondents said that 10g of sugar per 100g of food was a lot. Those in the North were significantly more likely to give this response than were those in the South (79% in the North West and 77% in the North East compared to 63% in the South West and 67% in the South East). In 2003, respondents in the North West were significantly more likely to give this response than in 2002 (79% compared to 62%)

Seventy-seven percent of English respondents felt that 20g of fat per 100g of food was 'a lot', rather than a little. This was a significant increase on 2002 (71%) and other significant increases were evident in the North West (65% to 78%), the North East (73% to 84%) and the Midlands (72% to 82%). Those in the South East were significantly more likely to say that this amount of fat was 'a little' (22%) than respondents in all other regions.

Respondents were also asked how many grammes of fat were contained in 100g of a product that claimed to be '80% fat free'. Three fifths of all respondents gave the correct answer of 20g, which was a significant increase on 2002 (56%). This increase in the correct response was evident in all regions apart from the Midlands and was significant in the North West (from 44% to 67%).

Finally on labelling, respondents were shown a label for a lasagne and asked which, from the list of ingredients, was the main one. Around three out of ten (29%) correctly said tomato (the first ingredient on the list). The highest level of correct response was in the North East (33%) and this had increased significantly from 20% in 2000 and was also significantly higher than in the South West in 2003 (21%).

9 Sources of information about food standards

Respondents were asked to think of the organisations where they would be able to find information about food standards and food safety. Respondents were also asked which sources of information they would use and how reliable they perceived them to be. Recall of the FSA, including press and TV reports was also measured.

Key findings:

- The Food Standards Agency was the most frequently spontaneously mentioned organisation as a possible source of information about food standards and food safety, with consistent year on year increases evident.
- Whilst spontaneous mentions of actual use of the information provided by the FSA were at 6%, the overall trend shows an increase compared to previous years up from 3%. When prompted this increased to 17%. It is important to note, that respondents are unlikely to seek information directly from the FSA as they would for instance at a doctor's surgery, but use information from the FSA via other channels. Similarly they will not always attribute information generated by the FSA on food safety seen on the news or TV to the FSA.
- 35% of respondents recall having seen or heard information from the FSA.
- 57% of respondents were confident in the measures taken by organisations involved in protecting health. There was a significant increase in those who were 'very confident', driven by the North East.

9.1 Information sources – awareness

Respondents were asked (unprompted) from which organisations they thought they could find information about food standards and safety. This represents a change from the question used in previous surveys which asked respondents '...what places, organisations or publications...' they might obtain information.

Those places mentioned by at least 5% of English respondents are shown in Table FF on the following page. A wide range of possible sources was suggested; however, it should be noted that the change in question wording this year may have affected these results.

Table FF**SOURCES OF INFORMATION ABOUT FOOD STANDARDS - UNPROMPTED**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Food Standards Agency	20	25	23	21	18	18
Local council	18	21	21	20	8	18
Supermarkets	15	12	14	18	10	16
Consumer Groups	10	8	6	9	11	11
Foods manufacturers	10	11	9	10	9	9
Department of Health	6	6	2	8	7	5
Department of Environment, Food and Rural Affairs	5	3	3	5	7	6
The Government	5	9	1	3	5	5

Base: All respondents in England

The Food Standards Agency was the most frequently cited, by a fifth of all respondents which was significantly higher than all previous years (13% in 2002, 10% in 2001 and 8% in 2001). The increase since last year was largely driven by significant increases in the North (from 12% to 25% in the North West and from 11% to 23% in the North East). In 2003 there were no significant regional variations in levels of mentions although it was more likely to be named in the North than in the South.

9.2 Information sources used

Respondents were asked what sources of information on food standards and safety they actually used, spontaneously and then from a list provided. Response across both unprompted and prompted questions (where greater than 10%) is shown in Table GG on the following page. Again, caution needs to be applied, because of changes to the questions.

Table GG**SOURCES OF INFORMATION ABOUT FOOD STANDARDS – FOLLOWING PROMPTING**

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Supermarkets	28	28	28	33	21	28
Local council	19	17	25	18	13	19
Foods Standards Agency	17	16	19	17	11	18
Food Manufacturers	13	10	10	13	7	16
Consumer Groups	10	3	8	10	10	14
Department of Health	10	6	7	12	10	12

Base: All respondents in England

Supermarkets were the most frequently cited particularly in the Midlands (33%), compared to the South West (21%). Local councils were the next most likely to be named, particularly in the North East (25%) compared to the South West (13%). Mentions of local councils (19%) increased significantly since 2001 (15%) and 2000 (13%).

The Food Standards Agency ranked third and was mentioned by 17% of respondents overall, significantly increasing since 2002 (11%), 2001 (9%) and 2000 (10%). There were no significant differences by region.

Respondents were asked whom they would expect to give the most reliable information and advice in the event of a food scare. The top mentions among respondents in England were local councils (19%) followed by the Food Standards Agency (16%) and the Government (14%), with mentions having increased significantly year on year. There were no significant variations in response.

9.3 Recall of information from the Food Standards Agency

Respondents were asked whether they recalled any information from the FSA including information provided in press and TV reports.

Around a third of English respondents (35%) claimed that they had which was comparable to the 2002 figure of 34% and both were significantly higher than the 2000 figure of 25% and the 2001 figure of 28%. There were few regional differences, although highest levels of awareness were apparent in the North East (38%) and South West (39%), both significantly higher than in 2000.

9.4 Confidence in current measures

A five-point scale was used to assess the level of confidence in the current measures taken by all organisations involved in protecting health. As Table HH shows, just

over half of respondents (57%) said that they were 'confident' in the measures taken with the majority of those saying 'fairly confident'. The level of confidence was comparable to 2002 and 2001 (both at 54%), remaining higher than the 2000 figure (47%). There was a significant increase in the proportion claiming to be 'very confident' since 2002, from 4% to 7%, and this was driven by the significant increase in the North East (from 2% to 12%).

Table HH

CONFIDENCE IN CURRENT MEASURES TAKEN

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Very confident	7	5	12	6	9	7
Fairly confident	50	57	48	50	51	49
Neither confident nor unconfident	20	20	20	20	19	22
Not very confident	18	16	18	20	16	17
Not at all confident	2	1	2	3	3	3
NET: Confident	57	62	60	56	60	63
NET: Not confident	71	76	68	70	70	71

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

There was little regional variation. Overall, those in the Midlands displayed the least confidence and those in the South East the most, but the differences were not significant.

10 Awareness and perceptions of the Food Standards Agency

This section measured awareness of the Food Standards Agency (prompted by name). The public's perception of the Agency was addressed and respondents were asked how confident they were about the role played by the Food Standards Agency.

Key findings:

- 74% percent of English respondents said that they had heard of the FSA, with claimed awareness highest in the South West and lowest in the South East.
- In terms of rating the FSA on specific aspects of its performance, most respondents were still unable to form a defined view, although most of those with an opinion were positive.
- Despite this, 59% of respondents said that they felt confident about the role played by the FSA, with comparable levels in all regions.
- 27% perceived the Agency as providing unbiased information (a significant decline compared to the 2002 figure of 32%), though almost as many still believed it reflects the views of the food industry (26%) or the Government (25%).

10.1 Prompted awareness

Towards the end of the interview respondents were asked whether they had ever heard of the Agency. At this point they had seen the Agency's name as part of a list of possible sources of information, though no particular attention had been drawn to it.

Seventy-four percent of English respondents in 2003 said they had heard of the FSA, comparable with 76% in 2002 and a significant increase over the 57% of 2000. A significant increase compared to 2000 could be seen in all five regions:

- from 58% to 79% in the North West
- from 49% to 79% in the North East
- from 58% to 72% in the Midlands
- from 59% to 84% in the South West
- from 59% to 69% in the South East.

As in 2000, 2001 and 2002, the figures were highest in the South West. However, whereas in these three years, the lowest figure was in the North East, in 2003 it was in the South East.

10.2 Ratings of the Food Standards Agency

Respondents aware of the FSA were then asked a set of ratings to provide more detail on their perceptions of the FSA.

Table II

RATINGS OF THE FSA						
	Total	NW	NE	MIDS	SW	SE
	(732)	(96)	(131)	(172)	(83)	(250)
	%	%	%	%	%	%
Clarity of Advice						
6-7	20	21	25	24	18	16
3-5	57	64	55	50	47	62
1-2	6	1	7	10	8	4
Don't know	17	14	13	16	27	17
Mean score	4.66	4.77	4.82	4.61	4.56	4.60
Clarity of Information						
6-7	20	19	26	20	21	17
3-5	56	64	56	55	48	57
1-2	5	2	4	8	5	6
Don't know	18	15	14	18	26	20
Mean score	4.65	4.60	4.89	4.58	4.75	4.54
Level of Trust						
6-7	29	29	42	31	32	19
3-5	54	54	46	50	41	64
1-2	5	4	4	9	4	5
Don't know	12	12	8	11	22	13
Mean score	4.83	4.93	5.19	4.71	5.02	4.62
Attitude to Consumers						
6-7	25	24	31	30	20	21
3-5	55	58	54	49	49	59
1-2	5	5	3	9	6	4
Don't know	15	13	12	12	26	16
Mean score	4.71	4.84	4.90	4.72	4.72	4.54

Base: All respondents in England aware of FSA

Similar patterns of response were evident on all four ratings relating to the FSA's performance. There were few significant differences, although the ratings were more positive in the North East and less positive in the South East compared to other regions.

10.3 Confidence in Food Standards Agency

In the final section of the questionnaire respondents were provided with an outline of the Food Standard Agency's remit. Respondents were asked how confident they were about the role played by the Food Standards Agency using a five point scale.

In England, 59% of respondents said that they felt 'very' or 'fairly' confident about the role played by the FSA, comparable to 2002 (60%) and 2001 (58%), whilst remaining significantly higher than that achieved in 2000 (50%). Data for 2003 is summarised in Table JJ on the following page.

Table JJ

CONFIDENCE IN ROLE PLAYED BY FSA

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Very confident	7	5	13	6	6	7
Fairly confident	52	57	51	55	52	49
Neither confident or not confident	25	24	20	26	27	26
Not very confident	9	6	8	8	8	12
Not at all confident	2	-	3	1	3	1
NET: Confident	59	62	64	60	58	56
NET: Not confident	11	6	11	9	11	13

Note: Net codes may be different to the sum of individual codes due to rounding of weighted figures.

Base: All respondents in England

There was little regional variation. Those in the North East were more likely to claim that they were 'very confident' than those in the North West, Midlands and South East. However, this comparatively high level of 'very confident' was counter-balanced by a relatively low level of those claiming that they were fairly confident, only the South East had a lower level.

Comparing these figures to the general levels of confidence (Section 9.4 - Confidence in current measures), the proportions claiming to be confident (very/fairly) were very similar; however, significantly more respondents were likely to claim to not be confident (not very/not at all) at a general level than they were specifically regarding the FSA.

10.4 Perceptions of the Food Standards Agency

All respondents aware of the FSA were also asked to select one of four statements to reflect their personal view of the FSA. The statements, and reaction to them, were as follows (it should be noted that there was a change to this question since 2000):

- **Provides information that is independent/unbiased:** this was selected by 27% of the English sample as a whole, which is significantly less than in 2002 (32%). Levels had fallen in all regions, although only significantly in the Midlands and South East. Those in the North East were particularly likely to select this statement (39%), compared to those in the Midlands (22%), the South West (21%) and the South East (27%).
- **Reflects the views of consumers:** selected by 22%, this was comparable to 2002 (19%) and a significant increase on the 18% noted in 2000 and the 15% in 2001. There were no significant regional differences.
- **Reflects the views of the food industry:** this statement was selected by 26% and while only slightly higher than previous years (24% in 2002, 25% in 2001) this was significantly higher than in 2000 (13%). Those in the South West were least likely to select this view (15%), compared to 27% in the Midlands and 31% in the South East.
- **Reflects the views of government:** a quarter of English respondents selected this, comparable with previous years (28% in 2002, 27% in 2001, 23% in 2000). Those in the Midlands were significantly more likely to select this statement (33%) than respondents in the North East (20%), the South West (20%) and the South East (22%).

11 Information requirements

11.1 Specific information requirements

Respondents were provided with a list and asked to identify those topics on which they would like to see the FSA provide more information. Table KK illustrates response where this was 20% or more of the sample as a whole.

Table KK

INFORMATION WOULD LIKE FSA TO PROVIDE MORE OF

	Total	NW	NE	MIDS	SW	SE
	(997)	(124)	(165)	(243)	(99)	(366)
	%	%	%	%	%	%
Chemicals in food	46	45	49	47	41	47
Additives in food	31	28	37	28	31	31
Food hygiene	31	41	24	29	24	33
GM food	28	26	27	25	36	28
Food labelling	27	32	26	28	23	26
Healthy Eating	25	27	24	22	28	26
Healthy eating on a budget	23	27	23	23	20	22
Food storage	22	32	19	21	17	22
Food allergies and food intolerance	20	22	17	19	15	22
Cooking food safely	20	25	16	21	12	21

Base: All respondents in England

The item mentioned most frequently, by 46% of respondents, was 'chemicals in food', and although comparable to 44% in 2002 this was at a significantly lower level than in 2000 (59%) or 2001 (51%). This pattern of a lower level of response than in 2000 was evident for all of the food items.

Last year, those in the North West were least likely to mention chemicals in food. However, this year, mentions had increased significantly (from 29% in 2002 to 45%) and in 2003 the level of mentions was comparable to the 2001 level (54%). This too is a pattern that is seen for many of the food items.

Four items were all mentioned by around three out of ten of respondents:

- Additives in food were mentioned by 31% of respondents, again less than in 2001 (36%) and 2000 (45%). The level of mentions had declined significantly since 2000 in all regions apart from the North East (38% in 2002, 37% in 2003).

- Mentions of food hygiene (also at 31%) had increased significantly since 2002 (25%), and were comparable with the 2001 figure (30%). This increase was primarily driven by increased response in the North West; whereas in 2002, those in the North West were least likely to mention food hygiene (17%) compared to the other regions, in 2003, they were most likely (41%).
- GM Food, as in 2002, was mentioned by 28% of respondents and was particularly mentioned in the South West (by 36%).
- Mentions of food labelling had increased since 2002, although not significantly (from 24% to 27%). Those in the North West were significantly more likely to mention this item than they were in 2002 (32% in 2003, compared to 19% in 2002), bringing the figure in line with that found in 2001 (31%).

APPENDIX 1

Questionnaire and Show Material

Food Standards Agency -Consumer Attitudes Survey 2003
Quantitative Research Questionnaire
FINAL (approved 6 August 2003)
TNS Consumer Job No: 9293

Total estimated questionnaire length: 33 minutes

Section 1: General information on shopping habits

Estimated length of section: 5.5 minutes

We're interested in talking to people about a number of issues related to food. Firstly, we'd like to ask you about the people in your household and your responsibility for food shopping.

SHOW SCREEN

Q1 How many people are there living in your household (including yourself)? TYPE IN NUMBER

IF MORE THAN ONE ASK Q2; OTHERS GO TO Q4

Q2 How many people are there in the household who are aged 16 or over (including yourself)? TYPE IN NUMBER

IF NUMBER AT Q2 MATCHES NUMBER AT Q1 GO TO Q4; OTHERS ASK Q3

Q3 And how many children aged 15 or less are there living in the household?

TYPE IN NUMBER AND CODE AGES:

- 0-4 years
- 5-9 years
- 10-12 years
- 13-15 years

ASK ALL

Q4 Can I just check your age? TYPE IN AND CODE RANGE

- 16-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

IF MORE THAN ONE AT Q2 ASK Q5; OTHERS GO TO Q6a

Q5 And is there anyone (else) over 65 in your household? TYPE IN NUMBER

SHOW SCREEN

Q6a Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household?

- Responsible for all or most of the food/ grocery shopping
- Responsible for about half of the food/ grocery shopping
- Responsible for less than half of the food/grocery shopping
- Not responsible for any of the food/grocery shopping

IF RESPONSIBLE FOR ANY FOOD AND GROCERY SHOPPING (CODES 1-3) ASK Q6b-03Q6d; OTHERS GO TO 03Q6e

Q6b How do you buy most of your household food shopping?

- By visiting supermarkets
- By visiting local shops
- By visiting markets
- Via the internet
- Other (SPECIFY)

SHOWSCREEN

03Q6c And which others do you also use for your household food shopping?

MULTICHOICE (Exclude code mentioned at Q6b)

- By visiting supermarkets
- By visiting local shops
- By visiting markets
- Via the internet
- Other (SPECIFY)

SHOWSCREEN

03Q6d How often do you usually buy food or groceries for your household? Please include any large main shops and also any smaller top-up shops.

Every day
Every 2-3 days
About once a week
A couple of times a month
Once a month
Less often

SHOWSCREEN

03Q6e Which of these best describes how much you enjoy or dislike cooking?

I really enjoy cooking
I quite enjoy cooking
I neither enjoy nor dislike cooking
I'm not very keen on cooking but don't mind it
I really dislike cooking

SHOWSCREEN

03Q6f On average, how often do you prepare or cook a meal from raw or fresh ingredients?

1. Two or more times a day
2. Once a day
3. Two to three times a week
4. About once a week
5. Two or three times a month
6. About once a month
7. Less often

IF CODES 3-7, ASK:

DO NOT SHOW SCREEN

03Q6g Why do you not prepare or cook a meal from raw or fresh ingredients more often?

Do not have time
Only get time to cook at weekends
Don't enjoy cooking
Can't afford it/ cooking a meal from raw ingredients costs too much
My family/ kids don't like that sort of food/ meals prepared from raw ingredients
Prefer other types of food
Usually eat out at restaurants
Usually eat take-away food
Usually eat ready-prepared meals/ convenience food
Other (specify)

SHOWSCREEN

03Q6h On average, how often do you sit down for your main meal at home with all the other members of your household?

Two or more times a day
Once a day
Two to three times a week
About once a week
Two or three times a month
About once a month
Less often

SHOWSCREEN

03Q6i On average, how often do you sit down for your main meal at home with friends or family who are not members of your immediate household?

Two or more times a day
Once a day
Two to three times a week
About once a week
Two or three times a month
About once a month
Less often

Q8 Are you or any of the people in your household...READ OUT AND CODE NUMBER OF PEOPLE

- Completely Vegetarian (do not eat meat (beef, chicken, pork or lamb) or fish)?
- mainly Vegetarian (eat fish but not meat)?
- Vegan (do not eat meat, fish, dairy products, or any product derived from animals)
- Following a strict plan to lose weight
- On a casual diet to lose weight
- On a special diet for medical reasons
- On a special diet due to allergies
- On a special diet for religious reasons
- None

Section 2: Eating habits

Estimated length of section: 5 minutes

ASK ALL

SHOW SCREEN

Q9a Now thinking about the food you eat and prepare. Which of the following types of food do you eat regularly (at least two or three days per week)? MULTI CODE

Fresh vegetables/salads/fruits
Eggs

Meals you have prepared from any of the following raw ingredients:

Fresh chicken
Fresh fish
Other fresh meat

Ready-made meals (such as those that can be heated in the oven or in a microwave; eg. Chicken curry)
Other convenience foods, frozen or packaged, such as fish fingers, burgers, chips

Dairy products, milk, cheese, butter, yoghurt etc (including low fat versions)

Organic food

None

SHOW SCREEN

Q9b And which of these do you eat occasionally (about two or three times per month)? MULTICODE
LIST OF THOSE NOT MENTIONED AT Q9a

SHOW SCREEN

Q9c And which of these do you never eat?

MULTICODE

LIST OF THOSE NOT MENTIONED AT Q9a OR Q9b

SHOW SCREEN

Q10 And thinking about the different types of outlets where you can buy food, from which of the following outlets do you buy food regularly (at least two or three days per week), either for yourself or for someone else?

- Takeaway outlet (e.g. a fish and chip shop, Chinese, Indian, Pizza outlets)
- Fast food outlet (e.g. McDonalds, KFC or franchise)
- Takeaway sandwich outlet eg sandwich bar, garage, newsagent
- Coffee shop (e.g. Costa Coffee/ Starbucks)
- Cafés
- Canteen at work/college/school
- Restaurant
- Pub/ Wine bar
- Mobile food outlet (e.g. hot dog stand)
- Social club/Health club/ Sports club
- Ready to eat takeaway food from supermarkets (e.g. roast chicken, prepared salads from deli counters)
- None

SHOW SCREEN

Q11 And from which of them do you buy food occasionally (about two or three times per month)? MULTICODE
LIST OF THOSE NOT MENTIONED AT Q10

Q12 And from which of them do you never buy food?

MULTICODE

LIST OF THOSE NOT MENTIONED AT Q10 OR Q11

SHOW SCREEN

Q13 Have you ever been concerned about the hygiene in any of these places? MULTICODE
LIST OF OUTLETS AS Q10- CODE THOSE CONCERNED ABOUT

ASK 14 - Q15d IN TURN FOR EACH OUTLET CODED AT Q13; IF NONE AT Q13 GO TO Q16

DO NOT SHOW SCREEN MULTI CHOICE

Q14 What aspect of hygiene concerned you? PROBE FULLY

Handling of raw and cooked meat / cross contamination of raw and cooked meat
Cleanliness of premises/ kitchen/ staff
I had food poisoning/ stomach upset
Standard of food (e.g. 'off' / stale/ badly cooked)
Other (WRITE IN)

SHOW SCREEN

Q15a Did you change your eating habits as a result of this?

Yes
No

IF YES AT Q15a ASK Q15b; OTHERS GO TO Q15c

DO NOT SHOW SCREEN MULTI CHOICE

Q15b How did you change your eating habits? PROBE FULLY

I no longer eat food from this type of place
I have cut down on eating food from this type of place
I am careful about the sort of things I eat from this type of place
Other (WRITE IN)

ASK ALL WITH CONCERNS AT Q13

Q15c Did you report your concerns about hygiene at the <OUTLET AT Q13>?

Yes
No

IF YES AT Q15c ASK Q15d

Q15d Who did you report your concerns to? MULTICHOICE

The local council/ local environmental health officer/local trading standards officer
Staff at the outlet
Other organisation (WRITE IN)

ASK ALL

SHOW SCREEN

Q16 Now thinking about food hygiene, are you concerned about hygiene in any of the following places? MULTICODE

Supermarkets
Local/corner grocery shops
Local butchers
Market stalls selling fruit and veg
Market stalls selling meat
In the home
None

ASK Q17 AND Q18 IN TURN FOR EACH MENTIONED AT Q16; OTHERS GO TO Q19

SHOW SCREEN

Q17 You say you have concerns about hygiene in (PLACE). Has your behaviour been affected by these concerns?

Yes
No

IF YES ASK Q18; OTHERS GO TO Q19

SHOWSCREEN MULTICHOICE

Q18 How has it been affected? PROBE FULLY

I don't buy food from this type of place
I have cut down on buying food from this type of place
I am careful about the types of food I buy from this type of place

(Home only)

I try to be clean and hygienic when preparing food

Other (WRITE IN)

Section 3: Healthy Eating and Nutrition
Estimated length of section: 3 minutes

ASK ALL
SHOW SCREEN

Q19 Overall, in the last year do you think your eating habits, both at home and when out, have become more or less healthy, or are they unchanged?

More healthy
Unchanged
Less healthy

SHOW SCREEN

Q20a Which, if any, of the following food types do you eat more of now than you did a year ago? MULTICODE

Foods or drinks containing sugar eg sweets , cakes, biscuits, soft drinks, or sugar added to tea or coffee

Foods containing fat eg fried foods, crisps, butter, margarine, mayonnaise

Fruit

Vegetables /salad

Bread, cereals, pasta, rice, potatoes

Milk and dairy products (including low fat versions)

Meat (all types: red, white and processed eg sausages and burgers)

Fish

Nuts, beans, chickpeas, lentils

Salt in your food (either in a food product, added in cooking, or added at the table)

None

SHOW SCREEN

Q20b. And which, if any, do you eat less of than you did a year ago? MULTICODE

LIST OF THOSE NOT MENTIONED AT Q20a

SHOW SCREEN

Q21a In general, which, if any of these do you think people should eat more of than they do currently? MULTICODE

LIST AS Q20a

SHOW SCREEN

Q21b And, in general, which, if any, do you think people should eat less of than they do currently? MULTICODE

LIST OF THOSE NOT MENTIONED AT Q21a

SHOW SCREEN

Q22 It is recommended that people should eat a certain number of 'portions' of fruit and vegetables a day. The size of a 'portion' varies for different fruit. How many plums do you think make a 'portion'?

Half a plum

One plum

Two plums

Three plums

More than three plums

SHOW SCREEN

Q23 And how many apples do you think make a portion?

Half an apple

One apple

Two apples

Three apples

More than three apples

SHOW SCREEN

Q24 What quantity of vegetables do you think makes a 'portion'?

Half a tablespoon

1 tablespoonful

2 tablespoonsful

3 tablespoonsful

4 tablespoonful

More than 4 tablespoonfuls

SHOW SCREEN

Q25 These are all portions of fruit and vegetables. Using these definitions how many portions of fruit and vegetables did you eat yesterday? TYPE IN NUMBER

FOOD TYPE	PORTION/ SIZE
Vegetables, raw, cooked, Frozen or canned	2 tablespoonfuls
Salad	1 dessert bowlfull
Grapefruit/ avocado pear	½ fruit
Apples, bananas, oranges And other citrus fruit	1 fruit
Plums and similar sized fruit	2 fruit
Grapes, cherries and berries	1 cupful
Fresh fruit salad, stewed or canned fruit (inc. a little juice or syrup)	2-3 tablespoonfuls
Dried fruit (raisins, apricots etc.)	½ - 1 tablespoonful
Fruit juice	1 glass (or more)

Q26 How many portions of fruit and vegetables do you think you should eat every day? TYPE IN NUMBER

Section 4: General food safety and hygiene

Estimated length of section: 3.5 minutes

Now turning towards issues regarding food safety.

SHOW SCREEN

Q27 Generally speaking which of these statements best describes your attitude to food safety issues?

- I am very concerned about food safety issues
- I am quite concerned about food safety issues
- I am neither concerned/nor unconcerned about food safety issues
- I am not very concerned about food safety issues
- I am not at all concerned about food safety issues

DO NOT SHOW SCREEN

Q28a Do you have concerns about the safety of any particular types of foods? PROBE FULLY.

- Raw Pork
- Raw Lamb
- Raw Beef
- Raw Chicken
- Other raw meat/poultry (WRITE IN)
- Cooked Meat/poultry
- Processed meat/poultry (eg sausages, burgers)
- Eggs
- Milk
- Other dairy product (WRITE IN)
- Dairy Products (unspecified)
- Fish
- Shellfish
- Fresh fruit
- Fresh vegetables
- Tinned foods
- Frozen foods
- Dried foods
- Ready made meals
- Foods with GM ingredients
- Baby foods
- Oils and sauces
- Organic fruit
- Organic vegetables
- Organic meat
- Organic foods (unspecified)
- Soft drinks
- Bottled waters
- Other (WRITE IN)
- None

SHOW SCREEN

Q28b Do you have concerns about the safety of any of these types of food?

LIST TO EXCLUDE THOSE MENTIONED AT Q28a.

Raw Pork
Raw Lamb
Raw Beef
Raw Chicken
Other raw meat/poultry
Cooked Meat/poultry
Processed meat/poultry (eg sausages, burgers)
Eggs
Milk
Other dairy product
Fish
Shellfish
Fresh fruit
Fresh vegetables
Tinned foods
Frozen foods
Dried foods
Ready made meals
Foods with GM ingredients
Baby foods
Oils and sauces
Organic fruit
Organic vegetables
Organic meat
Other Organic foods
Soft drinks
Bottled waters
None

Q29 Thinking more widely, not only about particular types of food, are there any issues related to food that you have concerns about? PROBE: What else? PROBE FULLY

TYPE IN VERBATIM IN FULL

SHOW SCREEN

Q30 And are you concerned about any of the following issues? MULTICODE

Antibiotics in meat
Food poisoning such as a Salmonella and E. Coli
GM foods
BSE
The feed given to livestock
Conditions in which food animals are raised
The use of pesticides to grow food
The use of additives (such as preservatives and colouring) in food products
Irradiated food
Food allergies
Healthy Eating
The amount of salt in food
The amount of sugar in food
The amount of fat in food
Other
None

ASK Q31 IN TURN FOR EACH MENTIONED AT Q30; OTHERS GO TO Q32

Q31 You say you are concerned about (ISSUE FROM Q30). Are your eating habits affected by these concerns?

INTERVIEWER: If 'other' coded at Q30, ask about first mention at Q31

No, not at all

Yes, a little

Yes, a lot

ASK ALL
SHOWSCREEN

Q32 Taking everything into account, do you feel that food safety has got better or worse over the last year?

- A lot better
- A bit better
- Neither better nor worse
- A bit worse
- A lot worse

Now thinking about how you store your food at home.....

Q36 On what shelf of your fridge should you keep raw meat?

- Top
- Middle
- Bottom

Section 5: Incidence of foodborne disease and responses to it.
Estimated length of section: 1 minute

The next section is about food poisoning.....

Q37 Have you had a bout of diarrhoea and/or vomiting in the last 12 months that you felt was caused by food you had eaten in this country?

- Yes
- No

IF YES ASK Q37a; OTHERS GO TO Q42

Q37a Was this illness caused by food prepared in the home or food prepared out of the home?

- Food prepared in the home
- Food prepared out of the home

MULTICHOICE

Q38 Did you report it to anybody? PROBE: Who?

- Yes:
- Your GP
 - The local council/ local environmental health officer.
 - The place where you bought or ate the food.
 - Other organisation (WRITE IN)

No – didn't report it

IF YES AT Q38 ASK Q39; OTHERS GO TO Q42

Q39 Are you aware of any action taken by or against the place where you bought or ate the food as a result of your report?

- Yes
- No

IF YES ASK Q40; OTHERS GO TO Q42

DO NOT SHOW SCREEN MULTICHOICE

Q40 What was the action taken? PROBE FULLY

- Refund/replacement was given
- Premises were cleaned thoroughly
- Premises visited by Environmental Health
- Premises were shut down
- Other (PLEASE SPECIFY)

SHOW SCREEN

Q41 How satisfied were you with the action taken?

- Very satisfied
- Fairly satisfied
- Neither satisfied or unsatisfied
- Fairly unsatisfied
- Very unsatisfied

Section 6: Food labelling

Estimated length of section: 5.5 minutes

ASK ALL

SHOW SCREEN

Q42 Thinking about the information provided on the food that you purchase, how frequently do you refer to the labelling information?

Never

Rarely

Occasionally

Usually

Always

IF EVER REFER (CODES 2-5) ASK Q43; OTHERS GO TO Q44

SHOW SCREEN

Q43 When you refer to information on food labels what information do you usually look for?

Nutritional Information

The amount of salt (sodium)

The amount of fat

The amount of sugar

Vitamins

Calories

Information about Ingredients

Additives (e.g. colours and preservatives)

Quantity of the main ingredients

The list of ingredients for allergy reasons

The list of ingredients for special dietary reasons (medical, religious or dieting)

The list of ingredients for other reasons

Suitability for a vegetarian diet

Whether the product is of GM/non-GM origin

Ethical Information

Production methods (eg: animal welfare/fair trade/ethical reasons)

General Information

The name of the food

Country of origin

The best before/Use by date

Cooking/Storage instructions

Health claims such as 'low fat', or 'good for your heart'

Other (WRITE IN)

ASK ALL

SHOW SCREEN

Q44 Generally speaking, how easy or difficult do you find it is to understand information provided on food labels?

Very easy to understand

Fairly easy to understand

Neither easy or difficult to understand

Fairly difficult to understand

Very difficult to understand

ASK ALL

SHOW SCREEN MULTI-CODE

Q45 And which of these statements do you agree with?

Food labels generally contain too much information

Food labels contain about the right amount of information

Food labels generally contain too little information

None

ASK ALL

Q46a Do you have any concerns about the accuracy of food labelling?

Yes

No

Don't know

IF YES AT Q46a ASK Q46b OTHERS GO TO 03Q46c

SHOW SCREEN

Q46b How concerned are you about this?

Very concerned
Fairly concerned
Slightly concerned
Don't know

ASK ALL

03Q46c And thinking specifically about the health claims made about some foods such as 'low fat' or 'good for your heart', Do you have any concerns about the accuracy of these claims?

Yes
No
Don't know

IF YES AT 03Q46c ASK 03Q46d OTHERS GO TO Q47

SHOW SCREEN

03Q46d How concerned are you about this?

Very concerned
Fairly concerned
Slightly concerned
Don't know

ASK ALL

ROTATE ORDER OF ASKING Q47 AND Q48

SHOW SCREEN

Q47 Thinking about specific information on food labelling. If the 'use by' date on a food product passed yesterday, do you think;

The food product could be unsafe to eat and should be thrown away
The food product is past its best but not necessarily unsafe to eat
It depends on the food

Q48 If the 'best before' date on a food product passed yesterday, do you think;

The food product could be unsafe to eat and should be thrown away
The food product is past its best but not necessarily unsafe to eat
It depends on the food

SHOW EXAMPLE LABEL A

Q49 On this label you will see that it indicates that the food product contains 10g of sugar per 100g, do you think this is a lot or a little sugar?

A lot
A little

SHOW EXAMPLE LABEL B DO NOT SHOWSCREEN

Q51 This food product claims it is '80% fat free', how many grammes of fat per 100g does it contain?

0g
5g
10g
20g
30g
Other (specify)

SHOW EXAMPLE LABEL A

Q52 This label on a food product says it contains 20g of fat per 100g; do you think this is a lot or a little fat?

A lot
A little

SHOW EXAMPLE LABEL C DO NOT SHOWSCREEN

Q53 Using the information provided on the card, which is the main ingredient in the product?

Beef
Tomato
Pasta
Other (specify)

Section 7: Sources of Information, and Perceptions on Responsibility for Food Safety and Standards
Estimated length of section: 3 minutes

DO NOT SHOW SCREEN

Q54a Thinking about getting information about food standards and food safety in a general sense, which organisations do you think it is possible to find out that sort of information from? PROBE: Where else?

Supermarkets
Other food shops
Food Manufacturers
Consumer groups e.g. Consumers' Association
The Government
Local Council – include Environmental Health/ Consumer protection/Trading Standards Officer
The Department of Environment, Food & Rural Affairs (DEFRA)
The Department of Health
The Foods Standards Agency
Citizens Advice Bureau
Other (WRITE IN)

When interviewing in Scotland, add the following to the list;

The Scottish Executive (no specific department)
The Scottish Executive Environment & Rural Affairs Department
The Scottish Executive Health Department
The Food Standards Agency Scotland
Scottish Food Advisory Committee
Scottish Consumer Council
The Health Education Board for Scotland (HEBS)
When interviewing in Wales, add the following to the list;

The National Assembly for Wales (no specific Department)
The National Assembly for Wales Agriculture Department
The National Assembly for Wales Health Department
The Food Standards Agency Wales
Welsh Consumer Council

When interviewing in Northern Ireland, add the following to the list;

The Northern Ireland Assembly (no specific Department)
The Northern Ireland Department of Agriculture and Rural Development
The Northern Ireland Department of Health, Social Services and Public Safety
The Food Standards Agency Northern Ireland
General Consumer Council for Northern Ireland
Food Safety Promotion Board
Health Promotion Agency

DO NOT SHOW SCREEN

Q54b And where do you personally get information about food standards and safety? PROBE Where else?
LIST AS Q54a

SHOW SCREEN

Q54c Do you get information about food standards and safety from any of these?
EXCLUDE ANSWER AT Q54b
LIST AS Q54a
None

ASK Q55 FOR ALL INFORMATION SOURCES MENTIONED AT Q54c ALSO INCLUDE THOSE MENTIONED AT Q54b
IF NONE GO TO Q61

Q55 How reliable do you think that information is?

Very reliable
Fairly reliable
Neither reliable nor unreliable
Fairly unreliable
Very unreliable

ASK ALL

SHOW SCREEN

Q56 If there was a food scare who would you expect to give you the most reliable information and advice?

Consumer groups e.g. Consumers' Association

The Government

Local Council – include Environmental Health/ Consumer protection/Trading Standards Officer

The Department of Environment, Food & Rural Affairs (DEFRA)

The Department of Health

The Foods Standards Agency

Citizens Advice Bureau

GP or practice nurse

Dietician

Health visitor

Other (WRITE IN)

When interviewing in Scotland, add the following to the list;

The Scottish Executive (no specific department)

The Scottish Executive Environment & Rural Affairs Department

The Scottish Executive Health Department

The Food Standards Agency Scotland

Scottish Food Advisory Committee

Scottish Consumer Council

The Health Education Board for Scotland (HEBS)

When interviewing in Wales, add the following to the list;

The National Assembly for Wales (no specific Department)

The National Assembly for Wales Agriculture Department

The National Assembly for Wales Health Department

The Food Standards Agency Wales

Welsh Consumer Council

When interviewing in Northern Ireland, add the following to the list;

The Northern Ireland Assembly (no specific Department)

The Northern Ireland Department of Agriculture and Rural Development

The Northern Ireland Department of Health, Social Services and Public Safety

The Food Standards Agency Northern Ireland

General Consumer Council for Northern Ireland

Food Safety Promotion Board

Health Promotion Agency

SHOW SCREEN

Q59 How confident are you about the current measures taken by all organisations involved in protecting your health with regards to food safety?

Very confident

Fairly confident

Neither confident or not confident

Not very confident

Not at all confident

Section 8: Awareness of the Food Standards Agency

Estimated length of section: 1.5 minutes

Q60 Can I check, have you ever heard of the Food Standards Agency?

Yes

No

RESPONDENTS IN ENGLAND: GO TO Q62a/b/c/d

OTHERS ASK Q61 AS APPROPRIATE

Q61 And have you ever heard of the Food Standards Agency Scotland? (RESPONDENTS IN SCOTLAND ONLY)

And have you ever heard of the Food Standards Agency Wales?

(RESPONDENTS IN WALES ONLY)

And have you ever heard of the Food Standards Agency Northern Ireland? (RESPONDENTS IN NORTHERN IRELAND ONLY)

Yes

No

NEW FILTER: ONLY ASK Q62a-Q63 TO RESPONDENTS AWARE OF THE FSA AT Q60 OR Q61 (for relevant regions)
ROTATE ORDER OF ASKING Q62a-62d

SHOW SCREEN

Q62a How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 is 'provides clear advice' and 1 is 'provides unclear advice'

SINGLE CODE

Provides unclear advice	1	2	3	4	5	6	7	Provides clear advice
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SHOW SCREEN

Q62b How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 is 'provides clear information' and 1 is 'provides unclear information'

SINGLE CODE

Provides unclear information	1	2	3	4	5	6	7	Provides clear information
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SHOW SCREEN

Q62c How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 is 'an organisation I trust' and 1 is 'an organisation I don't trust'

SINGLE CODE

An organisation I don't trust	1	2	3	4	5	6	7	An organisation I trust
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SHOW SCREEN

Q62d How would you rate the Food Standards Agency on a scale of 1 to 7 where 7 'puts consumers first' and 1 is 'doesn't put consumers first'

SINGLE CODE

Doesn't put consumers first	1	2	3	4	5	6	7	Puts consumers first
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Q63 And which of these statements describes your view of the Food Standards Agency? CODE ALL THAT APPLY

Provides information that is independent and unbiased
Reflects the views of consumers
Reflects the views of the food industry
Reflects the views of the government
None

ASK ALL RESPONDENTS IN SCOTLAND

Q64a Have you ever heard of the Scottish Food Advisory Committee?

Section 9: Information Requirements

Estimated length of section: 2 minutes

ASK ALL

The Food Standards Agency is a UK-wide non-ministerial Government Department. It has offices in London, Aberdeen, Cardiff and Belfast. It was set up in April 2000 to 'protect people's health and the interests of consumers in relation to food'. It provides information on food safety, food standards and labelling, nutrition and healthy eating. It may intervene on these issues if necessary.

SHOW SCREEN

Q65 How confident are you about the role played by the Food Standards Agency in protecting your health in this way?

Very confident
Fairly confident
Neither confident or not confident
Not very confident
Not at all confident
Don't know

Q66 Have you seen any information from the Food Standards Agency including information provided in press and TV reports?

Yes
No
Don't know

SHOW SCREEN MULTICHOICE

Q67 In which of these areas, if any, would you like the Food Standards Agency to provide you with more information to help you make more informed decisions on the food you eat?

Food hygiene
Food storage
Cooking food safely
Catering for large functions
GM food
Food labelling
Additives in food
Organic food
Healthy eating
Food allergies and food intolerance
Irradiated food
Chemicals in food eg: pesticide residues or veterinary medicine residues in meat
Safety of food packaging
Information on the Food Standards Agency itself
Cooking for a family
Food Supplements
Feeding babies and children
Eating and sport/exercise
Eating and pregnancy and breastfeeding
Healthy eating on a budget
Other (SPECIFY)
None of these

CLASSIFICATION

Estimated length of section: 3 minutes

Finally, a few questions about yourself....

QD1 Sex of Respondent

MALE

FEMALE

QD2 Marital status of respondent

MARRIED\LIVING AS MARRIED

SINGLE

WIDOWED\DIVORCED\SEPARATED

REFUSED

QD3 Tenure

OWN OUTRIGHT

OWN WITH A MORTGAGE

RENT FROM COUNCIL

RENT PRIVATELY

OTHER

REFUSED

SHOWSCREEN

QD4 Which of these best describes your ethnic group?

Choose one section from (A) to (E) then tick the appropriate box to indicate your cultural background.

a) White

- British
- Irish
- Any other White background please write in below

b) Mixed

...White and Black Caribbean

...White and Black African

...White and Asian

...Any other mixed background please write in below

c) Asian or Asian British

...Indian

...Pakistani

...Bangladeshi

...Any other Asian background please write in below

d) Black or Black British

...Caribbean

...African

...Any other Black background please write in below

e) Chinese or Other ethnic group

...Chinese

...Any other please write in

QD5 Working status

FULL-TIME PAID WORK (30+ HOURS PER WEEK)

PART-TIME PAID WORK (8-29 HOURS PER WEEK)

PART-TIME PAID WORK (UNDER 8 HOURS PER WEEK)

RETIRED

STILL AT SCHOOL

IN FULL TIME HIGHER EDUCATION

UNEMPLOYED (SEEKING WORK)

NOT IN PAID EMPLOYMENT (NOT SEEKING WORK)

QD6 Social Class

A

B

C1

C2

D

E

QD7 Confirmation of postcode

RECONTACT

As a result of this interview you have just done and the information you have given us, TNS may like to contact you in the future, about this or other research projects, and therefore keep your contact details on file - is that all right?

Yes

No

LABEL A

NUTRITION INFORMATION	
TYPICAL VALUES	
PER 100g (3.5oz)	
ENERGY	1353 k J. 324 k cal
PROTEIN	11.8g
CARBOHYDRATE	14.3g
of which SUGARS	10.0g
STARCH	4.3g
FAT	20.0g
of which SATURATES	10.1g
MONO-UNSATURATES	8.9g
POLYUNSATURATES	1.0g
FIBRE	less than 0.1g
SODIUM	0.5g

LABEL B



LABEL C

INGREDIENTS

BEEF LASAGNE

TOMATO, MILK, PASTA (DURUM WHEAT SEMOLINA, WATER, EGG, OLIVE OIL), BEEF (11%), WATER, MOZZARELLA CHEESE (3%), WHEATFLOUR, MARGARINE, DOUBLE CREAM, ONIION, TOMATO PUREE, WHITE WINE, BACON (WITH PRESERVATIVES: POTASSIUM NITRATE, SODIUM NITRATE), OLIVE OIL, SALT, BEEF STOCK (CONTAINS FLAVOURING), BREADCRUMB (WITH FLOUR IMPROVER: L-ASORBIC ACID), RED WINE, VEGETABLE OIL, SUGAR, MODIFIED MAIZE STARCH, GARLIC, BASIL, BLACK PEPPER, NUTMEG, WHITE PEPPER

APPENDIX 2

Sample Profiles

2000 SAMPLE PROFILE (WEIGHTED)

	UK (3152) %	England (1017) %	Scotland (707) %	Wales (729) %	N. Ireland (699) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	15	15	14	14	20
26 - 35	21	20	22	19	20
36 - 49	24	24	24	24	26
50 - 65	22	22	23	23	20
66+	18	18	17	20	15
Social Grade:					
AB	18	19	16	15	16
C1	30	30	28	24	24
C2	21	21	21	26	25
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	40	41	39	36	39
Part-time (8 - 29 hrs. per wk.)	12	13	11	10	9
Part-time (under 8 hrs. per wk.)	1	1	1	1	1
Retired	24	24	25	27	19
Still at school	1	1	*	1	2
In full-time higher education	4	5	4	3	4
Unemployed (seeking work)	4	4	5	4	8
Not in paid employment (not seeking work)	13	12	13	19	18
Marital Status					
Married/living as married	60	60	58	63	57
Single	23	23	24	19	31
Widowed/divorced/separated	16	16	18	18	12
Presence of Children:					
None	65	65	68	65	62
Any aged 0 - 15	35	35	32	35	38
Any aged 0 - 4	15	15	14	14	18
Any aged 5 - 9	18	18	15	16	19
Any aged 10 - 12	12	12	12	11	13
Any aged 13 -15	9	8	9	12	10
Ethnic Group:					
White	90	88	97	99	93
BME	10	11	3	1	4

2001 SAMPLE PROFILE (WEIGHTED)

	UK (3120) %	England (1000) %	Scotland (702) %	Wales (713) %	N. Ireland (705) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	15	15	15	14	18
26 - 35	21	21	21	19	22
36 - 49	24	24	24	24	24
50 - 65	22	22	22	23	21
66+	18	18	17	20	15
Social Grade:					
AB	18	19	17	15	16
C1	29	29	27	24	28
C2	22	22	20	26	21
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	45	45	45	41	46
Part-time (8 - 29 hrs. per wk.)	9	10	9	9	8
Part-time (under 8 hrs. per wk.)	1	1	*	*	1
Retired	23	23	24	25	18
Still at school	*	*	1	1	1
In full-time higher education	4	4	4	3	4
Unemployed (seeking work)	4	3	4	4	6
Not in paid employment (not seeking work)	14	14	14	17	16
Marital Status					
Married/living as married	62	63	58	63	59
Single	24	24	23	20	25
Widowed/divorced/separated	14	13	19	16	15
Presence of Children:					
None	66	66	68	65	63
Any aged 0 - 15	34	34	32	35	37
Any aged 0 - 4	15	15	13	15	18
Any aged 5 - 9	16	16	15	16	16
Any aged 10 - 12	10	9	11	11	12
Any aged 13 -15	9	9	10	10	12
Ethnic Group:					
White	92	91	98	89	99
BME	8	9	2	10	1

2002 SAMPLE PROFILE (WEIGHTED)

	UK (3173) %	England (1004) %	Scotland (704) %	Wales (723) %	N. Ireland (742) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	16	16	16	15	19
26 - 35	20	20	20	18	21
36 - 49	24	24	24	24	24
50 - 65	22	22	22	23	21
66+	18	18	17	20	15
Social Grade:					
AB	19	19	17	15	16
C1	30	31	28	24	22
C2	21	21	19	26	26
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	44	44	45	41	46
Part-time (8 - 29 hrs. per wk.)	10	10	9	9	7
Part-time (under 8 hrs. per wk.)	*	*	*	*	*
Retired	23	23	23	26	17
Still at school	*	*	1	1	1
In full-time higher education	6	6	5	3	5
Unemployed (seeking work)	4	4	5	3	4
Not in paid employment (not seeking work)	13	13	12	16	20
Marital Status					
Married/living as married	57	57	54	61	57
Single	25	25	24	21	29
Widowed/divorced/separated	18	18	21	18	14
Presence of Children:					
None	67	67	71	67	59
Any aged 0 - 15	33	33	29	33	41
Any aged 0 - 4	14	14	10	15	14
Any aged 5 - 9	15	14	15	12	22
Any aged 10 - 12	10	10	8	11	15
Any aged 13 -15	10	10	8	11	17
Ethnic Group:					
White	91	90	98	89	99
BME	9	9	2	11	1

2003 SAMPLE PROFILE (WEIGHTED)

	UK (3121) %	England (997) %	Scotland (702) %	Wales (716) %	N. Ireland (706) %
Sex:					
Male	49	49	48	48	48
Female	51	51	52	52	52
Age:					
16 - 25	16	16	15	15	19
26 - 35	20	20	21	18	20
36 - 49	24	24	24	24	24
50 - 65	22	22	23	23	21
66+	18	18	17	20	15
Social Grade:					
AB	18	19	17	15	16
C1	29	29	28	27	19
C2	22	22	20	23	30
DE	31	30	36	35	36
Working Status:					
Full-time (30+ hours per week)	46	46	48	42	46
Part-time (8 - 29 hrs. per wk.)	10	10	9	8	7
Part-time (under 8 hrs. per wk.)	1	1	*	*	*
Retired	22	23	22	26	17
Still at school	*	*	1	*	1
In full-time higher education	4	4	4	3	4
Unemployed (seeking work)	3	3	5	4	5
Not in paid employment (not seeking work)	13	13	12	16	18
Marital Status					
Married/living as married	59	59	57	59	54
Single	26	26	26	23	31
Widowed/divorced/separated	15	15	18	18	15
Presence of Children:					
None	67	67	71	65	60
Any aged 0 - 15	33	33	29	35	40
Any aged 0 - 4	14	14	11	14	16
Any aged 5 - 9	15	15	14	18	20
Any aged 10 - 12	10	10	10	11	13
Any aged 13 -15	11	11	10	11	14
Ethnic Group:					
White	90	88	98	98	98
BME	10	11	2	2	2